

Hair & Care gives young girls the opportunity to feature on a billboard

Launches an innovative outdoor digital campaign targeting college-going girls

Mumbai, July 19, 2016: Hair & Care, Marico's hair oil brand for the contemporary youth, has launched a multi-city innovative outdoor campaign extending college girls the opportunity to flaunt their stylish avatars to the entire city. The campaign comprises of a unique digital hoarding presenting a different hi-fi girl every day in Ahmedabad and Kolkata. It features college-going girls from the city after their fabulous makeover with Hair & Care, giving them the opportunity to feel like a celebrity for a day. The hi-fi makeover will up their chic panache right at the brink of a fresh college season.

Distinctively youthful and contemporary, Hair & Care is the teenage girl's choice as she takes her first steps into the adult world. With the launch of its new campaign, the brand aims to provide a platform to college-going girls to enhance their style statement. The outdoor activation is part of a larger promotional campaign in which every girl who buys a HAIR & CARE pack gets a chance to get a stylish haircut! These are at renowned salons such as VLCC, Jawed Habib, Enrich and Naturals. Through the promotion, the brand's objective is to make style more accessible to young girls.

The campaign got kick started with a TVC featuring brand ambassador Shraddha Kapoor in a stylish new look (<https://www.youtube.com/watch?v=GAIQwH5Cj2I>). Additionally, digital media has been used not only to drive incremental awareness but also imagery through contextual targeting. The digital campaign has been linked to presence on e-com to ensure easy availability for the digital audience.

To amplify the campaign further, the brand will be rolling out an engaging OOH campaign that will commence with style-diva Shraddha Kapoor flaunting her ultra-chic makeover with Hair & Care on the digital hoardings. Six city-girls will then be exclusively featured on the digital hoardings in their respective cities for a day, granting them the chance to feel like a celebrity. These digital hoardings have been put up at prime locations across EM Bypass in Kolkata and Mansi Circle in Ahmedabad, to grab maximum eyeballs.

Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited says, "Youthful and contemporary, Hair & Care has been established as a brand that focuses on girls who are at the cusp of adulthood. The style conscious Hair & Care girl loves getting noticed and staying up-to-date with the latest fashion trends. Taking cognizance of this, our latest innovative campaign offers a unique experience to our target audience, by providing them with the opportunity to get a hi-fi makeover. We have carefully considered and chosen the medium of digital hoardings to enhance our communication on the campaign, as they are dynamic, flexible and far more engaging."



About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 18% in Turnover and 15% in Profits over the past 5 years.