

## **Marico introduces new campaign for Parachute Advanced Body Lotion**

**Mumbai, 21<sup>st</sup> October 2015:** Marico has launched a new campaign for its skin care brand Parachute Advanced Body Lotion in a step to fuel the brand's growth for the upcoming season. In a category which is rooted in the problem solution space, Parachute Advanced Body Lotion has uniquely shifted the frame of reference with its emotive proposition of "Rekindling romance" in the married housewife's life.

Within five-six years of marriage, familiarity & presence of children takes a toll on the intimacy between the couple. Given the daily chaotic lifestyle, a housewife tends to neglect her body skin care needs with all her attention dedicated towards her family. Parachute Advanced Body Lotion through its new advertising campaign intends to bring back this lost spark in relationships by promising a woman with 'irresistible to touch' beautiful skin in just seven days.

The television commercial, showcases a housewife expressing her surprise and excitement to her friend about her husband finding ways to touch her time & again, bringing the flames of romance back in their lives. The campaign educates that Parachute Advanced Body Lotion, rich with the goodness of coconut milk & 100% natural moisturizer has been formulated to uniquely nourish the skin from within, in just seven days.

**Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** added, "Our new campaign highlights the transformation, the use of Parachute Advanced Body lotion can bring to your skin in just 7 days leading to the rekindling of romance between husband and wife. With winter around the corner, we are using this opportunity to urge homemakers across all metros and mini-metros in India to try the transformational effects of Parachute Advanced Body lotion."

The ad campaign has been conceptualized by McCann Erickson, Mumbai.

**Mr Puneet Kapoor, Executive Creative director, McCann Erickson** said, "Body lotion classically has been a difficult category to crack into, especially when we go down the strata. The idea of re-igniting romance in relationships was the starting point, but the real challenge was to make this transformation of skin very desirable. It's from here that the idea of capturing beautiful fleeting moments of touch and the return of romance was thought of. With the high-point being a moment when an otherwise un-expressive husband, goes to the length of saying 'coo-chi-coo' as the couple take a selfie. The treatment that directors Subir and Namita brought to the initial script made a real difference to the idea, making it a lot sharper and interesting creatively, and liberating the story into beautiful short cinematic moments strung together over a conversation with a close friend.

**TVC credentials:**

**Creative agency** - McCann

**Ad Director**- Namita Roy & Subir Chatterjee, White Light productions

**Creative team**- Pradyumna Chauhan, Puneet Kapoor Vivek Bhambhani, Sanket Pathare

**Account Management**- Vincent Panangadon, Rimjhim J

**Account Planning**- Amit Kumar

TVC link- [https://www.youtube.com/watch?v=RdPDrlMi\\_k](https://www.youtube.com/watch?v=RdPDrlMi_k)

**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.