

CavinKare unveils World's first BB talcum powder for face

Spinz Brightening & Beauty Talc

Chennai, 9th November 2016: From the house of constant innovations, the diversified FMCG conglomerate CavinKare has yet again created a landmark achievement with the launch of Spinz Brightening and Beauty Talc. The revolutionary product created after a thorough and extensive research infuses a breakthrough formulation, thereby making it the world's first BB talc for face - an instant solution for women's facial needs.

CavinKare is an established player in the talcum powder space through its well recognised PAN Indian product, Spinz. The newly extended product portfolio is truly the first of its kind to infuse the concept of BB into a talcum powder.

Spinz BB Talc is an instant solution to brighten the face and focuses on common beauty challenges faced by all women such as dull skin, dark spots, marks and uneven skin-tone. The talcum powder when applied on the face offers the skin an instant glow covering spots and blemishes, making the skin even-toned along with its scintillating fragrance.

Speaking about the launch of the product, **CK Ranganathan, Chairman & Managing Director, CavinKare Pvt. Ltd.** said, "Time and again we have proved our mettle in delivering quality products infused with innovation at its best. With our newly launched Spinz BB Talc we are more than proud to be the first player in the world to conceptualise a novel category in the global FMCG space. Focussing primarily on the southern markets for now, we will soon have the remainder regions witness the wonders of the product in a phased manner through our extensive and robust distribution network across the country. Spinz Brightening and Beauty Talc can be enjoyed by women of all segments with utmost ease and comfort."

A high voltage media campaign series focussing mainly on the idea of 'Stop using regular talc for face' across all leading media platforms for Spinz BB Talc has been rolled out. The product is currently available in the southern regions of the country at all neighbouring kirana and retail outlets. The product comes in varying sizes 100g, 50g, 30g and 10g priced at Rs.75, Rs.40, Rs.20 and Rs.10 respectively.

About CavinKare Pvt. Ltd

CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera),

Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavour. Today with a turnover of over 1200 crore, CavinKare has achieved many significant milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish a firm foothold in the national market. CavinKare's success is based on it being firmly grounded to its corporate mission- 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.

"Cavinkare Pvt. Ltd has been ranked as 'India's most trusted FMCG diversified Brand' by The Brand Trust report India study 2016."

For more information, please contact

Meghoma Mukhopadhyay

brand-comm

Mobile: +91 9566276103

Email: meghoma@brand-comm.com