

CavinKare launches Indica Easy Hair Colour Mini for its loyal customers

“Mini Solution for fewer greys”

Chennai, 6th September 2016: CavinKare, diversified FMCG Company has launched Indica Easy mini hair color for its loyal customers across India. After the successful launch of Indica Easy hair colour last year, the company today launched its smaller variant of the same with Irrfan Khan – as the brand ambassador. Extensive research by the brand has thrown light on the fact that Indian consumers are extremely judicious in their usage & are price conscious. Hence effort has been made to launch a smaller pack of 12ml which would be specifically for people with fewer greys and is conveniently priced at Rs 20/- . The pack would be available in 3 shades: natural black, dark brown and burgundy

Through this launch, the brand aims to leverage its strong distribution setup & penetrate deeper to reach larger consumer base.

The benefits and appeals of Indica Easy Mini are immense. Indica Easy Mini hair color is so easy to use that you don't need anyone's help. Not even the messy brush and bowl. Just mix and apply on the hair wherever there are greys, with gloved hands. Then wash off after just 10 minutes and you're ready to flaunt the long-lasting, radiant colour. What's even more assuring is that it contains natural ingredients like amla, heena, bhringraj, methi and hibiscus and no ammonia. So it's not just a smart but also a safe way to cover your greys. Also, the small size of the pack ensures that there is no wastage and the price is so lucrative that it is affordable for all. CavinKare being the only major national player to launch this innovative product across the country aims to completely revolutionize the hair colouring concept with Indica Easy

About CavinKare:

CavinKare Pvt. Ltd. is a diversified FMCG major with brands in personal care, foods, dairy and beverage. The brand portfolio consists of Shampoos (Chik, Meera, and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant and Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica & 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 centre equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today with a turnover of over Rs. 1100 crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established 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'.

For Further details, please contact
Meghoma Mukhopadhyay
Brand-comm
(+91)9566276103