



## **PRESS RELEASE**

For immediate dissemination

### **Indica takes No Shave November to the streets of Hyderabad; organizes an exciting bike rally in celebration of the cause**

**Hyderabad, 24<sup>th</sup> November 2018:** Indica, the flagship hair color brand from the house of FMCG conglomerate CavinKare today brought together the bearded gang of Hyderabad in an effort to celebrate No Shave November. Taking on the streets of West Maredpally, over 50 bearded bikers participated in a 5 KM rally organized by Indica Beard & Mustache (B&M) to promote the month of men's health.

The event was flagged off by Big FM MJ Mr. ShekarBasha, the most beloved RJ in the city. He joined the beard gang on a two kilometer ride around the ground celebrating the spirit of No Shave November.

Celebrated world-wide, No Shave November aims to create awareness about the importance of men's overall health by encouraging men to sport varied styles of beards and moustaches. Gaining its momentum in India, the cause has witnessed men across the country sporting a macho-bearded look throughout November. Keeping in line with the cause, Indica B&M organized the bike rally to further spread the awareness across the state of Telangana. The rally brought together men from different walks of life who love to embrace their facial hair by sporting stylish beards and moustaches. The 50 bearded men participated in the bike rally today were shortlisted from a contest by Indica B&M that encouraged men across the state to grow and style their beards innovatively.

Commenting on the occasion, **Mr. SayujJagannathan, Category Head - Personal Care, CavinKare** said "Growing out your beard for a cause is exciting but grooming one's beard is also part of the overall health and hygiene. Indica B&M through this bike rally aims to bring into focus the importance of grooming men's beard and moustache regularly in order to maintain its health. There is no better time in the year than No Shave November to bring into focus the importance of beard and moustache health. We are confident that this bike rally organized here today will help spread the word."

To cater the needs of beard enthusiasts, Indica, from the house of CavinKare has introduced hair color suitable for one's facial hair. As choosing the right style is important, so is choosing the right styling products. Indica B&M is specially designed for facial hair as the face needs special care and attention. It is ammonia and PPDA free which relieves the worry of skin irritation and rashes. The special formula works in just 10 minutes making the coloring process fast and safe.



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The goodness of aloe vera nourishes the skin gently. It gives 100% grey coverage and lasts long with no need of touch up. The solution doesn't drip or stain making it very convenient and with no product wastage.

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**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 and 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 endeavor. Today with a turnover of around Rs. 1600 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'.