

CavinKare launches Meera Chemparathi Thaali for Kerala Market

~ *Renowned Actor-Producer Aju Varghese launched the stylish new Meera Champarathi Thaali*

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Cochin, 17th May 2019: Long, lustrous hair is not a faraway dream as Meera the flagship herbal hair care brand from the house of CavinKare today announced the launch of Meera Chemparathi Thaali. The FMCG giant, renowned for innovations, today rolled out the traditional hair care product - Thaali in a new, improvised and contemporary packaging, for the ease of Kerala consumers. Infused with the goodness of Aloe Vera and Small Onion, the all new Meera Chemparathi Thaali was launched at press conference in the city by celebrated Actor-Producer Aju Varghese in the presence of leadership team from CavinKare.

Keeping in line with its motto of launching region specific products, Meera's Chemparathi Thaali aims to specifically address the demands of Kerala Market by preserving traditional practices in contemporary format. Backed and developed by a strong R&D team, the product blends together nature's best ingredients - Hibiscus, Small Onions and Aloe Vera to offer holistic care for hair with anti-dandruff and conditioning properties. Onion juice traditionally has been used to treat dandruff effectively, while aloe vera is best known for conditioning hair. The hair wash also promises consumers long lasting fragrance right in time for summer.

“Meera as brand has a legacy of preserving traditional hair care practices and ingredients by offering it to consumers in an improved, easy to use format. We are delighted to bring the legacy to Kerala market with Meera Chemparathi Thaali,” said **Mr. Venkatesh, Senior Brand Manager, CavinKare**. He further added, *“While we have retained the goodness of a traditional thaali with ingredients like Chemparathi the true innovation is to blend it together with unlikely ingredients like Small Onion and Aloe Vera that have proven benefits. We are confident that this product will cater to every consumer and become a household hit soon.”*

Commenting on the launch, **Mr. Aju Varghese, Actor -Producer**, said *“I am delighted to be a part of CavinKare's big step into Kerala Market with the launch of Meera Chemparathi Thaali. Thaali is a house hold remedy to fix hair care problems in every house hold and to see that CavinKare has introduced the same in a contemporary, easy to use format is quiet exciting. The ingredients are unique and innovative, I am sure that this will become an instant hit amongst consumers in Kerala. We have also extended this association with brand Meera by featuring product in our upcoming movie 'Love Action Drama' starring Nivin Pauly and Nayanthara. This is indeed an exciting memory for all of us.”*

The all new Meera Chemparathi Thaali is packed in vibrant hues of White and green to offer consumer a sense of instant refreshment. The product is available in 80 ML (priced at Rs. 60) and 180 ML (Priced at Rs. 120) bottles along with a pocket friendly sachet format of the hair wash at just Rs. 2/ across stores in Kerala.



About Meera: Meera is one of the flagship brands of CavinKare which is in its 28th year of delivering strong and healthy hair. Meera boasts of a portfolio like Shampoo, Herbal Powder, Coconut Oil, Herbal Oil, Conditioner and Hair Wash Paste, stressing on wholesome health for hair. The brand derives its strengths from deep understanding of traditional Indian practices and giving it to consumer in easy-to- use contemporary formats. The brand 'MEERA' evokes immense respect from both consumers and retailers which only a few other brands can claim and is one of the trusted household brands of South India.

About CavinKare: 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 endeavor. Today, with a turnover of over Rs. 1600 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'.