



## **CavinKare ropes in Indian Actress Nadiya as brand ambassador for its food safety brand SaaFoo**

*~ Brand plans extensive TV and Digital marketing campaign under #SaaFooit with the Actress on-board~*

**Chennai, 27<sup>th</sup> August 2020:** Food safety and hygiene has garnered more prominence than ever with the onset of COVID 19. As part of its efforts to offer innovative home hygiene solutions, FMCG major CavinKare recently launched brand SaaFoo which houses a range of wash to effectively remove surface contaminants off vegetables, fruits and meat. With an aim to further reach households and emphasize on safe food consumption practices across the country, SaaFoo has on-boarded Indian Actress Nadiya as its brand ambassador.

A popular household name in India, Actress Nadiya will be seen endorsing SaaFoo Vegetables and Fruits Wash and SaaFoo Meat wash as part of the marketing campaign - #SaaFooit The campaign will comprise of an informative television ad that outlines the importance of cleansing fresh produce with specialized solutions like SaaFoo, which is made of 100% food grade ingredients to effectively remove dust, dirt, germs, chemicals & pesticides that could be carried inadvertently in the food we consume.

Commenting on the occasion, **Mr. Venkatesh Vijayaraghavan, Director & CEO– Personal Care & Alliance**, said *“We are thrilled to rope in one of India’s iconic actresses, Nadiya, as the face of our recent innovation – SaaFoo. Nadiya is a renowned personality who is adored across millions of households in India for her grace and charm. Her personality as a responsible mother who has her family’s well-being at heart resonates with our consumers and our offering. With Nadiya on board and through our well-packaged advertisement, #SaaFooit campaign will encourage households to adopt hygienic ways to cleanse and consume food as a day to day practice.”*

Besides the Television advertisement, #SaaFooit campaign will also have a series of Digital promotions and influencer led campaigns in order to reach consumers cutting across different strata. The television campaign will kick-start this week in South India and will be aired nationally in the coming days.



Commenting on partnership, **Actress Nadiya** said, *“Caring for our family will always be a top priority. CavinKare has been at the forefront of making affordable products that help us in our day to day life. I admire their innovative ideas and marketing acumen. SaaFoo, made from 100% food ingredients is a product that’s affordable, very much needed during these testing times and helps in removing germs and pesticides from vegetables, fruits and meat, equipping us to take care of the people we love. I am excited to be a part of this effort and in spreading the importance of using SaaFoo in our daily life and making it a habit.”*

As most of the households in India continue to rely on plain water for cleansing of fresh produce, SaaFoo products have been introduced in the market to aid consumers maintain effective cleansing practices of food. With an insight into day-to-day food safety needs of the consumers and backed by strong research, CavinKare is also India’s first consumer brand to introduce a cleansing liquid specifically made for meat& seafood.

SaaFoo has the goodness of Apple Cider Vinegar, Neem, Salt and Turmeric, which are renowned for their anti-microbial properties, besides the sachet format (first in the country), SaaFoo vegetables and fruits wash is priced at Rs.99 for 500 mL and SaaFoo Meat Wash is priced at Rs.120 for the 500 mL across leading retail outlets, kirana stores and e-commerce platforms.

The link for SaaFoo’s Television Ads in Tamil:

<https://www.youtube.com/watch?v=84pl4s0rTik&feature=youtu.be>

**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). With its recent expansion into health and hygiene category, CavinKare offers a spectrum of sanitization products ranging from SaaFoo for vegetable and fruit hygiene and safety to Bacto-V multi-surface and gadget disinfectant. Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. 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. 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 grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.'