

Press release

CavinKare ropes in Irrfan Khan as the brand ambassador for Indica Easy Hair Colour

Mumbai, 27th July 2016: FMCG major CavinKare Pvt. Ltd. has roped in the well known and critically acclaimed Irrfan Khan - Film Actor as the brand ambassador for its shampoo based hair colour – Indica Easy.

Speaking on the association, **Mr. CK Ranganathan, Chairman & Managing Director, CavinKare Pvt. Ltd.** said, “We are extremely glad to have Irrfan Khan represent Indica Easy. He personifies the brand, its core values and we have recognized a great synergy between him and our brand. The ideal blend of style, youthfulness and innovative performances makes Irrfan the right choice for being the face for Indica Easy Hair Colour.

He also added “Irrfan Khan is a critically acclaimed Bollywood and Hollywood actor and is well known for his movies like Piku, Life of Pi and is also the recipient of the National Award for his movie “Paan Singh Tomar”. He has a very stylish and no-nonsense presence on screen and is known for delivering innovative performances. We felt that these qualities go in line with the core values of our brand. Indica Easy is for the stylish, smart consumer who wants to look young without facing the hassles of using a brush and bowl. The brand Indica Easy brings innovation on the table as it can be easily applied only with gloved hands. Therefore, it is a complete win-win product just as Irrfan Khan is on screen!”

A very enthusiastic Irrfan said, “It is indeed a great feeling to be associated especially with Indica Easy Hair Colour, since the brand makes life so easy its consumers, that they neither need a brush or a bowl for hair colouring. The brand is known for redefining the concept of innovation and it is a wonderful feeling to be a part of the Indica family. I look forward to the activities planned ahead for the brand.”

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.”



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