



## Press Release

### CavinKare launches enchanting Spinz Fantasy Talc for summer

**Chennai, July 12, 2018:** Feel fresh and rejuvenated all day long this summer, with the latest Fantasy Talc launched by Spinz, flagship personal care brand from the house of CavinKare. Made from the extracts of sweet Amber Flush rose, the talc helps control excessive sweating and nourishes the skin with its cooling properties.

The Amber Flush rose renowned for its intense citrus scent is blended with brightening powder in the talc to provide freshness and fragrance all day long. Spinz Fantasy Talc has been specifically curated by a team of skin care experts at CavinKare to offer holistic skin care talc that leaves your skin feeling fresh, fragrant and radiant.

Packed in elegant hues of white and yellow, the intoxicating fragrant talc has a White floral and musky scent as its top notes which dry down to zesty and woody base of Oak Moss and Musk. Spinz Fantasy Talc is available in packs of 100g , 50g, 35g and 15g priced at Rs.74/- , Rs 37/-, Rs 10/- and Rs 5/- respectively across all stores and eminent e-commerce portals.

**About Spinz:** Spinz is one of the flagship brands of CavinKare which is in its 27<sup>th</sup> year of delivering products that guarantees healthy body odor and face. Spinz boasts of a portfolio of products like Perfumed Deodorants, Talc, BB Cream and the first ever BB Talc - stressing on delivering quality products infused with innovation. The brand derives its strength from deep understanding of modern and independent women and the fragrances are specifically formulated considering world class fragrances. The brand 'Spinz' evokes immense respect from both consumers and retailers and is one of the household brands in the country.

**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'.