

CavinKare brings premium perfumes in sachet form; Launches affordable, single use sachet perfume under its personal care brand Spinz

Chennai, 7th March 2019: Renowned for its sachet innovation in the Indian FMCG industry, CavinKare today announced yet another path breaking product - sachet premium perfume, under its flagship personal care brand Spinz. With the launch of this product, the FMCG major aims to make the high-cost perfume segment affordable and accessible across markets in the country. India's first branded sachet perfume, Spinz perfume is priced at Rs. 3 and are available in markets like West Bengal, Madhya Pradesh and will soon be expanding its footprints to rest of India.

CavinKare, as one of India's leading FMCG conglomerate has paved way for many innovations by introducing high-end products in an affordable and accessible format for consumers. After setting a benchmark across a variety of product categories, the company now aims to revolutionize the fragrance segment by introducing perfumes crafted by international fragrance experts in a pocket friendly format.

“Sachet perfume is a revolutionary product that is much needed in a market like India. The innovation behind packing perfume as a one-time usage product in a sachet form will bring a wind of change in the FMCG industry and pave way for many products to follow suit in the personal care segment” said **Mr. Venkatesh Vijayaraghavan, Director and Chief Executive Officer - Personal Care & Alliances**. Adding to this, he said *“The rural segment contributes nearly 40-45% of total revenue to the FMCG industry. The revival of rural demand and increase in rural consumer appetite has opened a wide scope for introduction of newer products and innovations. Backed by this, we at CavinKare wanted to revolutionize the fragrance segment by introducing Spinz Sachet perfume. This path breaking product through its packaging and pricing is sure to break the clutter in the industry and reshape the entire consumption pattern. CavinKare is delighted to lead the change in FMCG industry through this innovation.”*

The all new Spinz Sachet perfume is packaged in vibrant metallic hues of blue and purple to offer consumers zeal of freshness. Curated with no stain formula, this single use pack (2 ML sachet) is available in two unique international fragrances - Purple Blast and Blue Magic, that also contains deo actives.

About Spinz: When the World Cup Cricket fervour reached fever pitch in 1996, it was not just the men who were having fun. In the offices of CavinKare, an exciting new range of deodorants and talcs for women were taking form. Inspired by spin bowling, the range was called ‘Spinz’ and was launched in the markets in 1997. The brand has products catering to the skin care needs of today's consumer through its flagship products Spinz BB Cream, Spinz Talc, Spinz Deo and Spinz range of perfumes. The brand has also stood testimony for introducing many path breaking innovations in the beauty segment. One of the significant innovations introduced by CavinKare under the brand Spinz is India's first ever BB Talcum powder.

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'.

For media queries, please contact:

Ms. Pavithra Lakshmanan, +91 98409 96840, pavithra@brand-comm.com