

CavinKare set to regain market share by revamping its fairness portfolio; gives Fairever a brand new avatar to capture millennial consumer

Chennai, 11th January 2019: With an aim to bolster the growth of its personal care portfolio, CavinKare today announced the re-launch of its flagship fairness brand, Fairever with a refreshing new look. As part of this re-launch move, CavinKare also announced extension of the portfolio by introducing a new product - Fairever Next in addition to its existing line. The new line of products with a natural twist will aim to capitalize on the opportunities in the Rs. 3000 crore face care market, by catering to the transitioning needs of today's millennial consumers towards products with trusted natural ingredients.

As one of India's most well-known fairness brand, Fairever is quite popular in the industry today. With the re-launch, CavinKare aims to further strengthen its market position and increase its share in the category. The product line up under the revamped brand is currently available across South India and CavinKare plans to further expand the brand's presence across the country by the end of this year.

Commenting on this occasion, **Mr. Venkatesh Vijayaraghavan, Director & CEO - Personal Care & Alliances, CavinKare** said, *"The buoyant skin care market in India is witnessing dynamic shifts in consumer preferences day by day. Key trends that are fueling the growth in the industry is one, increasing interest among consumers for natural products and two, awareness about the aesthetics. This is a global phenomenon that is rapidly advancing in the Indian Skin care industry, which has opened a plethora of opportunities for our brand. Through this shift in strategy for Fairever, we are confident to redefine the skincare industry and further delight our consumers. Our R&D has brought together the best of scientific advancements happening across the world with a blend of natural ingredients in one formulation. Fairever brings together the best of Science and Nature. We have made significant investment in our new product and we are confident that this will create excitement in our consumers giving them utmost product satisfaction."*

As part of the re-launch move, the brand's logo has undergone transformation from an elegant shade of pink into a bright, bold red that represents stronger personality. With a new formulation and introduction of Fairever Next, the brand aims to cater to the needs of modern consumers both in Urban and Rural market. Designed in vibrant packs the new range of Fairever creams are now available starting from Rs. 8 across retail stores and e-commerce platforms.

About Fairever: Fairever believes in the power of nature to create beauty and balance, with care. Our inspiration from nature has been used selectively to craft our products. Fairever brings to you, the goodness of Besan(Gram flour) and Kashmiri Rose extract. These ingredients are well known for generations, to enhance skin complexion and texture. Fairever Next perfectly blends with your skin making it soft and Silky. It's a best of science and nature combination one can get. *It lightens your skin, moisturises it and covers dark spots.*

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), Fairnesscreams (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'.

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