

CavinKare's iconic Meera launches 'Enrich', a No-Sulphate haircare range

- *'Meera Enrich' is an extension of the brand Meera in bringing a no-sulphate haircare range for its consumers, whilst holding true to its core of 'goodness of tradition' in a convenient format.*
- *The brand's intent with this launch is to offer efficacious products in the no-sulphate haircare range, with a break-through gentle formula at an affordable price point. The range has shampoo, conditioner and 1 Step express hair spa (2 in 1 Shampoo + Hair mask) available in 2 variants- Meera Enrich Coconut Milk and Meera Enrich Saffron.*



Chennai, May 16th 2023: FMCG Major, CavinKare under its flagship hair care brand Meera today launched a premium quality, no-sulphate haircare range – **Enrich**. 'Meera Enrich' launch offers efficacious products with a better experience to consumers at an affordable price. As part of the launch, the brand has rolled out shampoos and conditioners under two novel variants - **Meera Enrich Coconut Milk and Meera Enrich Saffron**. In addition to this, the brand has also launched 1 Step Express Hair Spa (2 in1 Shampoo + Hair mask) under the Meera Enrich Saffron range. The products will be available in modern trade outlets across its key markets.

Meera is defined by the true essence of experiencing Indian traditional practices in the most convenient formats for consumers to feel thoroughly satisfied. Right from its inception with the shikakai powder, which is synonymous to Meera, the brand has evolved over time by launching several products and retaining its core concept of tradition in its composition. Given the rising trend of clean beauty products, 'Enrich' aims to bring together the best of both



worlds. The newly launched range harmoniously blends tried and tested traditional potent ingredients like Coconut Milk and Saffron that nourishes hair from root to tip.

Commenting on the occasion, **Mr. Rajat Nanda – Business Head Personal Care, CavinKare Pvt. Ltd.** said *“The Meera Enrich launch is an extension of our efforts in bringing a No-Sulphate haircare range to bring forth premium quality products in the clean beauty category that are affordable & true to our core of reviving traditional goodness. This range is curated with a break-through gentle formula that delivers on product efficacy and offers a better experience. We are confident that ‘Meera Enrich’ will be an instant hit amongst consumers seeking pure products which are soft and gentle for the hair”.*

The Meera Enrich No-Sulphate range is inspired from traditions of Indian states which further enhances the brand’s core - goodness of tradition. There are two variants namely Coconut Milk sourced from the groves of Kerala to strengthen and nourish hair and the Saffron variant with the goodness of Kashmir’s Saffron which helps in reducing frizz and makes hair strong. The shampoo range is available in 300ml and 500ml bottles and are priced at Rs. 379 and Rs.599 respectively. Conditioners in 250ml bottle are priced at Rs. 389 and the 1 Step Express Hair Spa (2in1 Shampoo + Hair Mask) available in 200ml tub pack is priced at Rs. 579. The products are available across modern trade outlets like retail stores and supermarkets in the region.

About Meera: Meera is one of the flagship brands of CavinKare which is in its 28th year of delivering strong and healthy hair. Meera boasts of a portfolio like Shampoo, Herbal Powder, Coconut Oil, Herbal Oil and Conditioner stressing on wholesome health for hair. The brand derives its strengths from deep understanding of traditional Indian practices and giving it to consumers in easy-to- use contemporary formats. The brand ‘MEERA’ evokes immense respect from both consumers and retailers which only a few other brands can claim and is one of the trusted household brands of South India.

About CavinKare Pvt. Ltd: CavinKare is a diversified FMCG major with a 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). 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 the latest equipment and



technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive edge with a 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 in its corporate mission 'We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.