

Kesh King unveils shampoo pack

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Kesh King – known for its ayurvedic hair oil – has introduced a new 6-ml sachet pack for its shampoo. Priced at ₹3, the offering will look to cater to a wide range of consumers in the country. So far, Kesh King shampoo used to be available in 100 ml and 200 ml packs. Acquired by FMCG major Emami Ltd in June 2015, Kesh King's portfolio includes oil, shampoo & conditioner and ayurvedic capsules. OUR BUREAU