

Emami Ltd Announces Strategic Rebranding of Kesh King Launches **Kesh King GOLD**

Where Wisdom of Ayurveda meets Precision of Science

Kolkata, 13 November 2025 — **Kesh King**, India's leading Ayurvedic haircare brand as a part of the **brand's transformative rebranding initiative** has been unveiled as **Kesh King GOLD** marking a strategic evolution in the brand's identity, proposition, and packaging. At the core of this rebrand, Emami Limited makes a strategic shift for its brand Kesh King, moving beyond its traditional Ayurvedic roots to embrace a powerful new proposition: **Ayurveda + Science**.

This evolution, offering elevated quality, efficacy, premiumness and a modern outlook—while staying rooted in the brand's Ayurvedic heritage, is driven by extensive consumer research, that resonated today's discerning consumers' demand for authenticity, performance and scientific validation. Kesh King GOLD addresses this consumer demand by blending the potent actives of **21 trusted Ayurvedic herbs** with advanced scientific ingredients like **Gro Biotin** and **Plant Omega 3-6-9**, which are clinically proven to activate hair growth and reduce hairfall.

As part of its strategic repositioning, Kesh King is also entering new categories to address evolving hair concerns with targeted, results-driven solutions. Recognizing that hair growth remains a major unmet need, the brand has further added under the Kesh King Gold Range - **a new breakthrough product, Advanced Hair Growth Serum**. This serum packs the highest concentration of growth actives — a unique blend of Ayurvedic herbs and powerful molecules like *Redensyl*, *AnaGain*, *Kopexil Aqua* and *Procapil* for visible new hair growth.

Key Highlights of Kesh King Rebranding into Kesh King GOLD:

New Brand Name: Kesh King GOLD reflects enhanced quality and premium positioning.

New Logo: A modern, forward-looking design that remains rooted in Ayurvedic heritage.

New Proposition: Ayurveda + Science—combining 21 Ayurvedic herbs with scientifically proven ingredients such as Gro Biotin and Plant Omega 3-6-9.

New Packaging: Refreshed design language that is minimal, structured, and efficacy-focused.

Upgraded Formulation: Studies show 78% of users experienced new hair growth and 98% reported reduced hairfall. Upto 10000 new baby hair growth

Speaking on the occasion, **Ms. Priti A. Suerka, Executive Director, Emami Ltd** said, *“This rebranding of Kesh King is not just a facelift—it’s a strategic transformation from the core. The brand’s long-term vision is to establish Kesh King GOLD as the gold standard in holistic haircare, where the wisdom of Ayurveda meets the precision of modern research. The new identity is designed to appeal to a generation that demands visible efficacy, trusted ingredients, and aspirational, progressive value.”*

Brand ambassador **Shilpa Shetty** will continue to endorse Kesh King, lending credibility and trust to the brand’s philosophy as a wellness icon. In the new communication strategy, the focus will shift toward authentic consumer stories highlighting the brand’s new proposition supported by strong efficacy claims. To support the launch, Kesh King GOLD will roll out a high-impact 360-degree integrated campaign across television, digital platforms, print media, and in-store channels.

The relaunch will focus on driving premiumisation and strengthening leadership in key markets, reaching both loyal users and new audiences seeking trusted, performance-led haircare solutions.

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 550 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Smart And Handsome (formerly known as Fair And Handsome), Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire ‘Dermicool’, one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 5.4 million retail outlets across India through its network of 3400+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Akshay Kumar, Hrithik Roshan, Ajay Devgn, Shahid Kapoor, Ayushmann Khurrana, Bobby Deol, Kapil Sharma, Ali Fazal, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Vijendra Singh and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamiltd.in for further information.

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