

GODREJ LAUNCHES GODREJ PROFESSIONAL: FIRST EVER SALON PROFESSIONAL PRODUCT RANGE

- 21 stunning hair colour shades along with an extensive care range including Shampoos, masks and styling serums made for Indian hair -
- Launched India's first Godrej Professional online academy, which will be made available to Salonists 24x7 through an app -

New Delhi, 18th July 2017: Godrej Consumer Products Ltd. (GCPL) in its on-going endeavour to innovate and provide the best of hair solutions to Indian consumers, has now entered the professional segment with the launch of a new brand: Godrej Professional. The launch of the brand was kicked off with great splendour in New Delhi where Sunil Kataria, Business Head - India and SAARC, Godrej Consumer Products Limited (GCPL) unveiled the much awaited professional hair offering.

Talking about the launch, Sunil Kataria, Business Head - India and SAARC, Godrej Consumer Products Limited (GCPL) said, *“Given our hair category presence and know-how of Indian hair, entering the professional hair space was the next most obvious move. We are proud to launch of Godrej Professional, a full range of scientific colour, care, finish, backwash and technical products, all specifically created for Indian hair. With this launch we have a larger objective in mind, which is to elevate the ‘Salonists’. With industry stalwarts, we have put together a refined skill education academy, which will be made available to Salonists 24x7 through an app. Adding to this, is the first ever social platform for the Salonists to share work and establish themselves in the industry – inbuilt in the app. The Godrej Professional offering of world-class products, skills and sharing opportunities, will take the entire salon business to the next level. “*

Godrej professional is the first Indian hair professional range developed in partnership with the Indian hairdressing industry, tested and certified by the Salonists and Scientists alike. Some of the best minds in the hair industry like celebrity hairstylist Ryan D'Rozario, Sylvia Chen and Asha Hariharan among others have worked closely with the brand development team of Godrej Consumer Products Limited to create this exceptional range of products.

Celebrated hairstylist & Godrej Professional consultant Asha Hariharan added, *“The Professional hair product category in India borrows heavily from the west, discounting the difference in our hair, weather and lifestyle. Each Godrej Professional product is created for Indian hair, keeping in mind the melanin and oil content present in Indian hair, which ensures a noticeable difference in the product performance. Having*

been part of the thousands of product trials prior to the launch, I am certain that the Godrej Professional range will set a new benchmark for Professional products in India.”



With years of research & development and global exposure, the Godrej Professional range, brings the best of the natural ingredients and science of Indian hair together. The colour range consists of 21 stunning hair colour shades, all specifically created for Indian hair. The **'No Ammonia' crème hair colour range** has been designed for longer colour retention and 100% grey coverage, with the power of Argan oil for healthy hair. The **'Colour Play' range of hi-lift colour formulations** bring about brilliant colours with intense, visible results on dark Indian hair.

To ensure great hair health, Godrej Professional also offers a complete care range comprising of shampoos, masks and styling serums. Developed with high performance formulas and infused with natural ingredients like Avocado, Honey, Argan oil, Quinoa and Keratin, the range helps strengthen weak hair, smoothen treated hair, fight dry frizzy hair along with restoring health for thin hair.



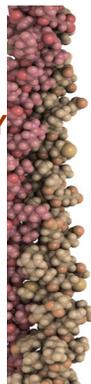
**STRENGTHEN
WEAK HAIR**

WITH
AVOCADO



**HYDRA THERAPY
FOR DRY FRIZZY
HAIR**

WITH
HONEY



**SMOOTHENS
TREATED HAIR**

WITH KERATIN
MOLECULES



**RESTORES
HEALTH FOR
THIN HAIR**

WITH QUINOA
PROTEIN

To empower the Salon industry as a whole, a unique **Godrej Professional online academy** has been developed. The objective is to help 'Salonists' and hair experts transform the quality of Professional hair care in India by bringing hair expertise at a click of a button. The mobile application will help the Salonist learn new cuts, styles, ways to apply colour, develop new technical capabilities etc. complete with extensive modules and loyalty programmes. It aims to be the one stop destination for Salonists to up their game !

Press enquiries:

<p>Michelle Francis Deputy Manager, Corporate Communications Tel: +91 9819120821 E: michelle.francis@godrejinds.com</p>	<p>Ruchita Masrani Senior Account Executive, MSLGROUP Tel: 9833015323 E: ruchita.masrani@mslgroup.com</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------