

## Cinthol Increases its Footprint in the South Market with a New TVC

*Celebrates life experiences by portraying a popular dance form 'Bharatanatyam' in Tamil Nadu and 'Kuchipudi' in Andhra Pradesh*

**Chennai, September 12, 2018:** Cinthol, a flagship brand and market leader in soaps, has released a new TVC for the South market. The film focuses on the brand's philosophy of living fun life experiences with a confident skin, without letting the everyday heat, dust and pollution dampening spirits. It has been released in Tamil and Telugu languages.

Creativeland Asia has crafted the film with a real life insight of celebrating milestones without any obstruction. It portrays 2 young girls preparing for their dance stage show (popularly known as Arangetram, the final phase of Bharatanatyam in Tamil language TVC and Rangapravesam, the final phase of Kuchipudi in Telugu language TVC). Post their dance rehearsals, the girls step out with their mothers to go around the city shopping for their big day, while facing challenges of heat, dust and pollution on their skin. This is when Cinthol original soap helps to keep their skin protected against consequent skin problems like acne, blemishes, rashes, etc. and helps their skin look healthy and glowing for the main performance day. The brand eyes a larger share of the market by customizing content in local languages in the South.

Speaking on the film, **Mr. Sunil Kataria, CEO (India & SAARC), Godrej Consumer Products Limited**, said, "Cinthol Original (CSR) has a heritage of more than 60 years. We are the market leaders in Tamil Nadu. Overall brand Cinthol, backed by CSR, boasts of a penetration of around 65% in TN households. CSR has gained significant penetration and share of market on the back of "Doctor Recommended" skin protection soap. The brand has continued to reinvent itself to keep up with the changing times to appeal to the youth. The core theme of the film is based on the product functionality of fighting against 95% skin problems like acne, blemishes and rashes, which are caused by everyday pollution, heat and dust all around."

**Link to video:** <https://www.youtube.com/watch?v=UHTsCRjG0IQ&feature=youtu.be> – Tamil  
<https://www.youtube.com/watch?v=dMwrQHFATA0&feature=youtu.be> – Telugu

### **About Godrej Consumer Products Ltd:**

Godrej Consumer Products is a leading emerging markets company. As part of the 120-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our group enjoys the patronage of 1.1 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of

African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

Read more at <http://www.godrejcp.com/>

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