



PROFESSIONAL

As a leading player in hair colours, we are constantly looking for new and innovative ways to delight our consumers. Building on our leadership in retail market, we are now entering the professional hair care market with an exclusive range of hair care and colour products with superior quality and affordable price points that will delight stylists and consumers alike.

**PROFESSIONAL SALON HAIR PRODUCTS MARKET IS INR 1200cr
AND GROWING AT 8-9%**



Colour and Care together form over 65% of the Professional Hair Products Market



INTRODUCING
**THE FIRST EVER PROFESSIONAL RANGE
FORMULATED FOR INDIAN HAIR**

Indian hair is different - its texture, oiliness, smoothness, cuticle size, high melanin content is very different from caucasian hair.

Using products designed for caucasian hair - which needs bleaches and treatments can damage the hair fibre.

This is why we have created Godrej Professional, a range of salon hair colours and care products designed especially for Indian hair and skin tone.

Go Pro with Godrej Professional



PROFESSIONAL



The Godrej Professional range includes 40 best-in-class products ranging from permanent hair colours, to shampoos, masks and serums. Each vigorously tested by scientists as well as salon stylists.

PRODUCT RANGE

- **16 SHADES OF AMMONIA-FREE FASHION CRÈME HAIR COLOUR**
- **5 SHADES OF VIBRANT HIGH-LIFT CRÈME HAIR COLOUR**
- **COLOUR LOCK SHAMPOO & MASK**
- **4 SALON GRADE SHAMPOO & MASK**
- **3 TYPES OF STYLING SERUMS FOR ADDED NOUSHIRMENT AND CARE**

HERO PRODUCT

FASHION COLORATION NOW POSSIBLE WITH AMMONIA FREE



AMMONIA FREE
FASHION SHADE



MAXIMUM
COLOUR
DELIVERY



100% GREY
COVERAGE



LONG LASTING



VFM - 60% PRICE
INDEX TO
MARKET LEADER

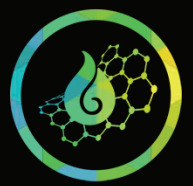




HIGHLIFT SHADES



VIBRANT HI- LIFT
SHADES



ENRICHED
WITH
ARGAN OIL



INTENSE
MESMERISING
COLOUR



LONG LASTING

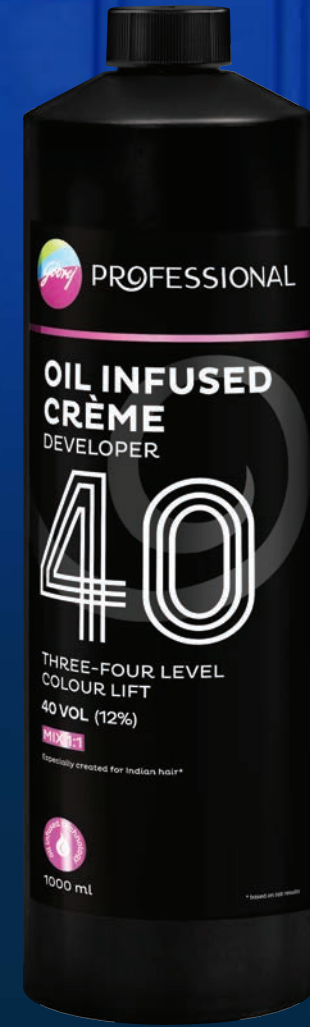


VFM - 60% PRICE
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MARKET LEADER



OIL-INFUSED CRÈME DEVELOPERS

SUPERIOR CONDITIONING & SHINE





COLOUR LOCK SHAMPOO+ MASK



LOCK IN
COLOUR



ENRICHED
WITH ARGAN OIL



MAINTAINS
RADIANCE



AVOCADO NOURISH

SHAMPOO & CONDITIONER

Vitamin Restore

SOLD AT SALON, TO USE AT HOME



HONEY MOISTURE

SHAMPOO & CONDITIONER

Intense Hydration

SOLD AT SALON, TO USE AT HOME



KERATIN RICH

SHAMPOO & CONDITIONER

Protein Boost

SOLD AT SALON, TO USE AT HOME



QUINOA SMOOTH

SHAMPOO & CONDITIONER

Moisture Balance

SOLD AT SALON, TO USE AT HOME



OILS & SERUM RANGE

■ PROTECT

■ NOURISH

■ REPAIR

SOLD AT SALON, TO USE AT HOME

GODREJ PROFESSIONAL STRATEGY

PRODUCT DIFFERENTIATION

- Hair colour shades with superior formulation that deliver on Indian hair
- Colour shades that complement Indian skin tones
- VMF proposition: Ammonia-free hair colours at an affordable price

GO TO MARKET APPROACH

- Creating a new salon distribution channel
- Reaching out to 4,000 salons in Phase 1

MARKETING

- Focus on digital and on-ground activations to generate trials
- Drive salon advocacy
- No mass media spends

THANK YOU