

Godrej Professional expands festive hair colour looks portfolio with the launch of Aurum Browns Collection

Mumbai, October 14, 2025: Godrej Professional, the professional hair brand with products in hair care, colour, styling, and treatments from Godrej Consumer Products Limited (GCPL), has launched its **Aurum Browns Collection**, a new festive range made from the brand's Colour Play Hair Colour Range that blends glamour with care.

The festive season is one of the biggest consumption periods for beauty and personal care, and hair colour is increasingly central to how consumers express themselves. With salon hair colour witnessing steady growth during festive months, the Aurum Browns Collection is designed to capture this demand with indulgent shades inspired by the richness of nature. Godrej Professional Colour Play Hair Colour Range effectively covers every strand resulting in rich, intense, vibrant, and glossy appearance.

The collection offers three versatile looks – **Roasted Almond, Butterscotch Blonde, and Hot Chocolate Brown** – each reimagining timeless browns with nutty, golden, and decadent undertones. These shades are crafted to complement Indian skin tones, making them ideal for the season's many occasions, from family gatherings to festive parties.

The launch strengthens Godrej Professional's salon-first strategy and builds on its strong presence across metros and tier-2 cities. The brand is expanding access to professional grade colour services while addressing evolving consumer aspirations.

Bhoomika Goyal, AVP – Marketing for Hair Category, Godrej Consumer Products Ltd (GCPL), commented on the launch, "Browns have always remained one of the most preferred choices for salon customers, commanding approx 20 % consumption across salons. The Aurum Browns Collection showcases the power of our **Colour Play Hair Colour Range**, known for its **ultimate coverage and intense shades**. At Godrej Professional, innovation is part of our culture — we continuously strive to provide salons and end consumers not just professional-grade colours but also trend-led looks that reflect evolving style aspirations. Aurum Browns is a perfect example of this commitment, making festive transformations more aspirational and accessible across India."

Shailesh Moolya, National Technical Head, Godrej Professional, added on the thought behind the collection, "With Aurum Browns, we wanted to go beyond just offering new shades and instead create looks that truly capture the mood of the festive season. Browns are timeless, but by using our colorplay range and infusing them with nutty, golden, and decadent undertones, we've redefined how they can be worn, making them indulgent yet versatile. Whether it's an intimate family gathering or a high-energy party, these colours are designed to complement Indian skin tones beautifully while ensuring hair remains glossy, nourished, and celebration ready."

Infused with hyaluronic acid and hydrolysed keratin from Godrej Professional's advanced Colour Play Range, the Aurum Browns Collection delivers rich, vibrant, and glossy results while protecting hair health. This festive season, crown yourself in brown with Roasted Almond, Butterscotch Blonde, and Hot Chocolate Brown – three indulgent shades created to define every celebration.

Godrej Professional's Aurum Browns Collection features the following looks:



Roasted Almond

When the calendar is packed with elegant festive evenings and grand celebrations, Roasted Almond is your go-to. This graceful brown with delicate nutty undertones adds warmth and sophistication, ensuring you look radiant and refined at Diwali card parties or while playing the perfect bridesmaid at a sangeet.



Butterscotch Blonde

If your festive plans include endless parties, fun-filled vacations, and dancing the night away, Butterscotch Blonde brings standout glamour. With its golden-brown shade and creamy undertones, it's the colour of bold confidence. The chic twist makes it the perfect choice for cocktail nights, festive soirées, or when you want to steal the spotlight at a New Year's bash.



Hot Chocolate Brown

For moments that demand luxury – weddings, receptions, or sophisticated festive dinners Hot Chocolate Brown is the indulgent choice. Rich, decadent, and radiant, this opulent brown wraps your hair in timeless beauty, much like the season's most extravagant celebrations. It's a look that speaks of elegance, grandeur, and festive opulence.

ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products is a leading emerging markets company. As part of the 125-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 1.2 billion consumers globally, across different businesses. GCPL ranks among the largest Household Insecticides, Air Care and Hair Care players in emerging markets of India, Indonesia, and Africa. In Household Insecticides, we are the leader in India, the second largest player in Indonesia, and are expanding our footprint in Africa. We are at the forefront of 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 our 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.