

## Feel alive and awesome this summer with Cinthol's new brand campaign

**Mumbai, 17<sup>th</sup> April, 2023:** Cinthol, one of India's leading soap brands has been an integral part of consumers' lives over the past seven decades. Initially starting out as a deodorant soap, Cinthol has consistently stayed relevant by constantly evolving itself with changing consumer needs. A decade ago, Cinthol launched the philosophy of **Alive Is Awesome** that evoked the intense experience of feeling alive. This evolution fostered a fresh, new connection with its young, adventure-seeking audiences which catapulted the brand to even greater success. Since then, Cinthol has stayed true to its core brand promise- providing freshness to consumers.

The brand's new advertising campaign, titled 'Cinthol Lime- Alive is Awesome 2023' takes this journey forward. Set in a sweltering desert, the film follows a group of friends as they embark on an exciting journey. Along the way, they unexpectedly discover an oasis of freshness with Cinthol Lime Soap. What happens next is nothing short of an Alive Adventure. Conceptualized by Creativeland Asia and directed by **noted filmmaker Prakash Varma**, the TV campaign encourages consumers to embrace new adventures without hesitation even amidst the sweltering heat, for Cinthol Lime is all they need for an invigorating and awesome bathing experience!

Speaking about the new campaign, **Ashwin Moorthy, Chief Marketing Officer - India, Godrej Consumer Products Ltd (GCPL)** said, "For decades, Cinthol has espoused a strong consumer insight; that freshness lends confidence & freedom. Over the years, we have consistently executed insightful & exciting advertising on the powerful 'Alive is Awesome' brand communication idea. This new execution, where adventurers in an unbearably hot desert are rescued and relieved by Cinthol Lime is a metaphor for what the brand consistently offers consumers – the relief of freshness in hot summers, to enjoy the season with confidence and freedom."

**Anu Joseph, Co-Founder and Creative Vice Chairman, Creativeland Asia** said, "With Cinthol, we continued on our journey of alive bathing experiences. It's been more than a decade of 'Alive is Awesome' and with every season the adventure has gotten bigger and more exciting.

What better than to be air-dropped into a cold waterfall, after being picked up from a cruel hot summer day."

**Watch the TVC here:** <https://www.youtube.com/watch?v=FkxAagNvfno>

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

Godrej Consumer Products is a leading emerging markets company. As part of the 124-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 1.15 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 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.

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