

*Godrej*  
m-pour

India's largest Henna brand



**Presents for the first time...**





an incredible breakthrough that let's you colour and condition at the same time



An Oil based hair colour with **Henna** in a crème format



dark brown



*Spicy*  
**mujpour**

coconut  
henna  
Crème

Hair colour  
Long lasting colour  
Healthy, nourished hair



natural black



*Spicy*  
**mujpour**

coconut  
henna  
Crème

Hair colour  
Long lasting colour  
Healthy, nourished hair



natural brown



*Spicy*  
**mujpour**

coconut  
henna  
Crème

Hair colour  
Long lasting colour  
Healthy, nourished hair



burgundy



*Spicy*  
**mujpour**

coconut  
henna  
Crème

Hair colour  
Long lasting colour  
Healthy, nourished hair



**Why do we believe that this innovation will be successful?**

**Incredible new Oil based formula** that gives you a beautiful **colour** and **nourishes** at the same time

**Insight** that consumers generally **follow Henna usage with coconut oil** which is now available to them for the first time together in a convenient crème format. The colour and feel of hair is much superior to their conventional method.

Consumer research with 400 consumers showed that **90% of henna and herbal powder users preferred Godrej Nupur Coconut Henna Crème** to their current product.

**Very premium quality** at an accessible price of **Rs. 39**

## We see our source of business as:

1. Herbal powder users where we currently don't have presence
2. Non users who will be attracted by the naturals platform and convenience together
3. Up trades from henna, non-herbal powders and crème users



Thank you for your time and consideration

