



TalentWala





Campaign Overview

Kesh King, collaborated with two prominent actresses from the regional entertainment industry—**Nehha Pendse** from Maharashtra and **Sreetama Roy Chowdhury** from West Bengal

Neha Pendse is a renowned name in the Marathi film industry, while Sreetama Roy Chowdhury has made her mark in the Bengali television industry. Both actresses, despite their successes, faced the **challenge of hair fall, which impacted their confidence**. They shared how Kesh King's products helped them regain the lush, healthy hair they had lost and restored their self-assurance.

Through this collaboration, Kesh King aims to highlight the power of their products in not only treating hair fall but also in **empowering individuals to feel more confident and beautiful**. The actresses' personal experiences with the brand offer a relatable narrative for many people facing similar struggles with hair loss, **showcasing Kesh King as a trusted solution for hair care which helps regain self-confidence**.



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Campaign Content

Nehha Pendse



Sreetama Roychoudhury



Campaign Output

Through this campaign, Kesh King was able to increase visibility and achieve the respective figures given below through collaborating with **2 Actresses**.

Additionally, we established Kesh King as a brand that emotionally connects with people from all walks of life, offering a solution to hair fall and boosting confidence.

No. of creators: 2

Views: 29,19,000

Likes: 47,992

Comments: 275



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Thank You!!!