

Superia presents “Mouke Pe Chouka Contest” to laud Trade Partners

By Corporate Voice Weber Shandwick

Dated: Oct 01, 2009

ITC's personal care product brand Superia has organized an interesting contest “Mouke Pe Chouka” in the city of Jaipur, where Indian Cricketer and also the brand Ambassador Rohit Sharma distributed the prizes to the winning teams.

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Jaipur, September 23, 2009: ITC's personal care product brand Superia has carved a niche for itself in the Indian market, riding high on its superior and differentiated product offerings and unique brand experience to Indian consumers. The brand has in a very short span received encouraging response which is unprecedented for a young brand. The dynamic brand from ITC, one of India's most valuable corporations, with a bouquet of world class products and services, has successfully established its superior value proposition to discerning consumers. Recognising the contribution of trade partners to build 'Superia' – into a brand that is now a force to reckon with in Rajasthan, the brand organized an interesting contest “Mouke Pe Chouka” in the city of Jaipur today.

Superia has consolidated its position in this market and its market standing is reflected in its tagline – 'Aisi Chamak ki Duniya Bole Pehle Aap'. Enriched with natural ingredients and strong emotional benefits, the brand motivates society to compete with passion and brings out their winning spirit.

The brand believes in building long term relationships and confidence with society. “Mouke Pe Chouka Contest” is one such activity that would progress the relationship of the brand with the trade and consumers.

The brand attributes of youth, confidence and quality were all brought to life with the “Mouke Pe Chouka Contest”. The contest not only provided participants an opportunity to play and interact with the iconic cricket player and brand ambassador of Superia Soaps, Rohit Sharma, but also highlighted the leadership qualities in them and the confidence to excel. With a chance to play with their favorite player, the event witnessed immense enthusiasm and excitement amongst the crowd present at the venue.

Teams competed with each other in a cricket match of 5 overs each. Rohit Sharma reliving the spirit of his childhood days, was a part of these teams.

Expressing his views on the contest, Mr. Sandeep Kaul, CEO, Personal Care Products Business, ITC Limited said, “We take pride in the role that our trade partners play in building consumer confidence on Superia. It is their support and trust in us which has helped the brand in achieving tremendous growth in the market and reach out to consumers in the remote areas. The success of the brand today are results of extensive efforts made by our trade partners. Such contests are just a gesture of expressing our gratitude and appreciation towards them.”

Spotted in high spirits, Superia Soaps' brand ambassador, Rohit Sharma said, “I am extremely proud to be associated with Superia Soaps and completely believe in the brand. Just like Superia soaps, I believe in, “Aisi Chamak ki Duniya bole Pehle Aap.” As much as I stand for the brand, I stand by its philosophy. Superia represents today's young and progressive Indians who have the confidence to get ahead in life with

their optimism, honesty and hard work. As a cricketer and as a person, I share these same qualities. This is precisely the reason I adore the Superia Soaps Tagline “Aisi Chamak ki Duniya bole Pehle Aap” as it captures these qualities in a crisp and effective manner.”

The cricket matches ensured great fervor and entertainment and came to a bustling end with Rohit Sharma giving away the prizes to the winning teams.

Commenting on the cricket matches, he added, “I fondly remember the days when I played cricket with friends in my childhood days. I am thankful to Superia for having given me an opportunity to relive those fond memories of playing cricket with friends. I liked the enthusiasm which my team mates showed on the field even though it was just a friendly cricket match.”

About ITC

With an understanding of the modern Indian consumer’s insight, ITC Limited has encapsulated the personal care industry with world-class products under the brands Essenza Di Wills, Fiamma Di Wills, Vivel Di Wills, Vivel & Superia.

About Superia Brand

Continuing with its tradition of offering superior products and brand experience to the modern Indian consumer, ITC launched the Superia range of Soaps and Shampoos in select markets in October 2007. Superia is now one of the fastest growing brands in many states and has become a brand of popular choice for consumers in a short span of time. The delightful fragrances for the various products have been developed with leading international fragrance houses. The aesthetics and packaging for the products have been developed with leading designers and have been researched amongst hundreds of consumers

Superia Soaps

Superia offers a range of four soap variants with a range benefit of glowing skin. Each of the variants has been designed to deliver specific benefits to the various consumer needs.

- Fragrant Flower with the fragrance of Rose & Lavender Oil
- Soft Sandal with the fragrance of Sandal & Almond Oil
- Natural Glow with Neem & Coconut Oils
- Healthy Glow with Orange Oil

Superia Shampoos

Superia shampoos offer a range of two beauty shampoo variants with a range benefit of shiny hair. Each variant has been designed to deliver specific benefit to various consumer needs. ITC further extended its Superia shampoo range by introducing another variant – Superia Maxi Protect Active Health Shampoo which comes with the benefit proposition of Healthy hair.

SHAMPOOS: For Shiny Hair

- Shiny Black with Triple Conditioners and the natural goodness of Hibiscus & Brahmi extracts
- Vibrant Green with Triple Conditioners and the natural goodness of Amla & Arnica extracts

SHAMPOOS: For Healthy Hair

- Maxi Protect Active Health Shampoo containing Germ Fighter, Protein and Vitamins

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ITC personal Care. In line with ITC's aspiration to be India's premier FMCG company, recognised for its world-class quality and enduring consumer trust, ITC forayed into the Personal Care business in July 2005. In the short period since its entry, ITC has already launched an array of brands, each of which offers a unique and superior value proposition to discerning consumers. Anchored on extensive consumer research and product development, ITC's personal care portfolio brings world-class products with clearly differentiated benefits to quality-seeking consumers.

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