

**‘Soap Ka Time Jaeyga’ – Future Consumer Ltd. body wash brand  
ThinkSkin raps in the Gully Boy style  
Jayega. Jayega. Soap Ka Time Jayega,  
Tu Soap Lene Aaya Tha Lekin #Thinkskin Lekar Jayega!**

Presents the latest rap sensation of the country #GullyGullyMeinThinkskin

**National 18<sup>th</sup> February 2019:** As the entire nation chants *Apna Time Ayega*, Future Consumer Ltd. (FCL) the FMCG 2.0 company creates a rap for its body wash brand ‘ThinkSkin’ in the Gully Boy style. Rapped to some extremely catchy lyrics ThinkSkin communicates the benefits of using body wash instead of the age old soap. Recently launched by FCL, Think Skin is a contemporary brand that aims to influence consumers to upgrade from using a soap to a body wash.

Keeping it fresh and meaningful, the rap is sung by a budding rap artist **Gaurav Khullar** and worded by lyricist, **Shreya Singhania** from Flying Cursor. FCL launched ThinkSkin with the objective of making body washes even more accessible to all consumers by purchasing it at the price of a soap. Think Skin body washes are aromatic, hygienic, free from carcinogenic causing chemicals like Paraben and provide long lasting freshness.

Speaking about the rap **Keshav Biyani, Head – Home and Personal Care, Future Consumer Limited** says, “As a contemporary brand we try to engage in a way that is more relevant to our new age consumers. Rap music is in vogue and is a language that connects with people instantly. ThinkSkin democratizes body wash and the rap communicates this in a musical and crisp manner.”

ThinkSkin also invites its fans to unleash the rapper in each one of them. Consumers need to share their own lyrics to complete the lines "**Swag aisa hai #ThinkSkin ka, jis se soap bhi darr jayega...**" and stand the chance to win hampers worth up to Rs. 10,000! Contestants need to share their entries on ThinkSkin Facebook and Instagram handles.

Think Skin product range includes refreshing body washes available in eight variants like Aqua Splash, Active Sports, Wild Rose, Sandal Clear, Lemon Fresh, Moisturising, Glycerine and Neem available at the price of a soap, starting from Rs. 39 to Rs. 79 only. ThinkSkin body wash is available in braille packaging and can be purchased from Big Bazaar, Big Bazaar GenNXT, Nilgiris, Heritage, EasyDay, Nykaa.com and other general trade stores in the country.

**Link -** <https://www.facebook.com/263181224263853/videos/335335837324237/>

## **ABOUT THINK SKIN**

Think Skin is a contemporary and quirky brand in the body wash category. Priced at the rate of a soap, Think Skin primarily aims to change India's bathing ritual and encourage consumers to upgrade from soap. Think Skin aims to democratize the use of body wash as the primary bathing product by highlighting the benefits of using a body wash over a soap and making the product affordable to everyone with aggressive pricing.

## **ABOUT FUTURE CONSUMER LIMITED (FCL)**

Future Consumer Limited (FCL), a part of the Future Group, is a new generation FMCG company designed to cater to the needs and aspirations of India's fast moving consumer generation. The company offers 30 brands across a wide range of categories including snacks, beverages, dairy, consumer staples, dry fruits and processed foods as well as home and personal care categories. The leading brands include Tasty Treat, Karmiq, Kosh, Golden Harvest, Nilgiris, Kara, CleanMate and Swiss Tempelle, among others. Over the years, the company has developed state-of-the-art facilities for agri-sourcing, processing and value addition including the India Food Park at Tumkur, Karnataka that now houses around 40 food processing facilities.

## **FOR MORE INFORMATION, CONTACT:**

**Facebook:**@thinkskin| **Twitter:** \_FutureConsumer| **Instagram:**@thinkskin\_

**Twitter:** @fg\_buzz