

# MEDIA COVERAGE REPORT



JANUARY 2024

An advertisement for KAI Kitchen. It features a bearded man wearing a white shirt and a yellow hard hat, sitting at a kitchen counter and cutting a loaf of bread with a large knife. The counter is set with various kitchen items: a wooden pepper mill, a glass jar of nuts, a bowl of colorful bell peppers, and a knife block. In the top left corner, the KAI KITCHEN logo is displayed. In the top right corner, there is a red circular logo with the text 'japan PRIME'. The main headline reads 'SHARP KNIFE PREVENTS INJURY'. Below the headline, there is a short paragraph of text. At the bottom of the advertisement, two KAI HOCHO kitchen knives are shown side-by-side. The left one is a smaller knife, and the right one is a larger chef's knife. Both have black handles and silver blades. The text 'KAI HOCHO' is visible on the blades. Below the knives, the text 'KITCHEN KNIVES KAI HOCHO' is repeated. In the bottom left corner, there is a QR code and social media icons for Facebook and Instagram, along with the text 'Shop Online' and 'Follow us on www.kaiindia.in'.

**KAI KITCHEN**

**SHARP KNIFE  
PREVENTS INJURY**

THERE IS NOTHING MORE DIFFICULT TO USE THAN A KNIFE THAT DOESN'T CUT. ALSO, IF YOU USE A KNIFE THAT IS NOT SHARP, YOU WILL HAVE TO USE EXTRA FORCE, WHICH CAN LEAD TO STRESS AND EVEN INJURY !!

CHOOSE A KNIFE THAT YOU, YOUR FAMILY, OR THE PERSON TO WHOM YOU'RE GIVING AS GIFT, WILL LOVE AND USE AS "PARTNER IN KITCHEN"

Photo: MD, KAI INDIA

Shop Online |

Follow us on  
www.kaiindia.in

KAI HOCHO  
KITCHEN KNIVES  
KAI HOCHO

KAI HOCHO  
KITCHEN KNIVES  
KAI HOCHO

PREPARED BY



www.brandstandpr.in

**JANUARY 2024**

## OVERVIEW

We at BRAND STAND are pleased to inform you that we have successfully generated around 28 media exposures in the month of January 2024

Our efforts resulted in media coverage for Kai India in several leading publications, including:

- The Times of India
- Supremacy
- Southern Mail
- Trinity Mirror
- Dinakural
- Glittering India
- Punjab Kesari
- Action India
- Afaqs
- Indian Television
- Media Brief etc.

The breakdown of media coverage:

- Print 13
- Online 15

Initiated Kai India's participation in the ET Great India Retail Awards 2024, with Mr. Rajesh Pandya as the key speaker and gift partner; however, it didn't work out as this event is in Mumbai

**KAI INDIA**  
**COST ANALYSIS REPORT JANUARY 2024**

S.N	PUBLICATION	EDITION	SIZE	COST	Ad VALUE	PR VALUE	READERSHIP PAGE VIEW
1	The Times of India	Online	Article	50,000	50,000	3,50,000	60,00,023
2	Supremacy	Mumbai	104 sqcm	546	56,784	3,97,488	25,000
3	Southern Mail	Chennai	56 sqcm	105	5,880	41,160	23,419
4	Business Minutes	Chennai	90 sqcm	110	9,900	69,300	26,400
5	Dinakural	Chennai	55 sqcm	216	11,880	83,160	1,00,000
6	Trinity Mirror	Chennai	24 sqcm	1368	32,832	2,29,824	72,300
7	Tamilaka News	Chennai	104 sqcm	110	11,440	80,080	18,200
8	Tamil Sudar	Chennai	66 sqcm	96	6,336	44,352	15,094
9	Malai Murasu	Chennai	70 sqcm	105	7,350	51,450	1,25,000
10	Dina Thodar	Chennai	90 sqcm	95	8,550	59,850	19,500
11	Glittering India	Mumbai	Half Page	50000	50,000	3,50,000	1,20,000
12	Punjab Kesari	Grurgram	66 sqcm	500	33,000	2,31,000	92,000
13	Action India	Delhi NCR	44 sqcm	340	14,960	1,04,720	29,000
14	Divya Delhi	Delhi NCR	63 sqcm	240	15,120	1,05,840	19,000
15	afaqs	Online	Press Release	50,000	50,000	3,50,000	6,99,210
16	Indian Television	Online	Press Release	50,000	50,000	3,50,000	1,73,850
17	Media Brief	Online	Press Release	20,000	20,000	1,40,000	1,38,240
18	Business Minutes	Online	Press Release	20,000	20,000	1,40,000	28,500
19	BiZ News Desk	Online	Press Release	20,000	20,000	1,40,000	15,281
20	Business News This week	Online	Press Release	20,000	20,000	1,40,000	51,510
21	Fashion Value Chain	Online	Press Release	20,000	20,000	1,40,000	84,680
22	Textile Value Chain	Online	Press Release	20,000	20,000	1,40,000	1,21,380
23	Content Media Solution	Online	Press Release	20,000	20,000	1,40,000	40,740
24	Passionate in Marketing	Online	Press Release	20,000	20,000	1,40,000	1,77,150
25	Pulse of India	Online	Press Release	20,000	20,000	1,40,000	36,500
26	VR News Chennai	Online	Press Release	20,000	20,000	1,40,000	32,400
27	Talk 4 City	Online	Press Release	20,000	20,000	1,40,000	27,670
28	Mumbai News Network	Online	Press Release	20,000	20,000	1,40,000	44,580
					6,54,032	45,78,224	

As per international PR norms, editorial visibility is at least seven times more credible than the amount in advertisement space.

Had Kai India purchased the same amount of space in advertising with the same degree of impact, it would have costed close to ₹ 6,54,032 X 7 (PR VALUE) = **INR 45,78,224/-**



**TRENDING**

Hair Loss

Ram Mandir Consecration

Pneumonia Symptoms

Fexting Disadvantages

## A guide to healthy and stylish nail care in winters

TIMESOFINDIA.COM / Jan 10, 2024, 19:00 IST

👑 151 PTS

🔄 SHARE



Nails need constant care, especially in winters. Here's how to take care of you nails this winter season.



As winter's chill settles in, our focus often shifts to keeping ourselves warm and aspect of self-care often gets overlooked – our nails. The winter season can be harsh on our hands and nails, leaving them dry, brittle, and prone to breakage. In this article, we'll explore tips and tricks to keep your nails healthy and beautiful throughout the winter months, with expert insights provided by **Mr. Rajesh U Pandya, MD of Kai India.**

- 1. Hydration is Key:** Just as we moisturize our skin to combat winter dryness, our nails deserve the same attention. Cold air and indoor heating can strip moisture from our nails, making them prone to cracking. Invest in a high-quality cuticle oil and apply it regularly to keep your nails hydrated. This simple step can work wonders in preventing dryness and maintaining the flexibility of your nails.
- 2. Short and Sweet:** Consider keeping your nails short during the winter; they are less prone to breakage in harsh conditions. Shorter nails are not only easier to maintain but also less likely to catch on clothing, preventing accidental tears. Invest in a high-quality pair of nail clippers to ensure a clean and precise cut. Keep it sharp, keep it clean, and trim your nails straight, rounding the tips gently. It's like giving your nails a mini makeover without the salon prices.



3. Gloves are your Allies: Think of gloves as your nail's BFF during winter. They shield your hands from the cold and stop your nails from feeling like they've just braved a snowstorm. Find some cute, breathable gloves to keep your hands warm and your nails smiling.

4. Avoid Harsh Chemicals: Winter is not the time for harsh chemicals. Opt for nail polishes and removers that are acetone-free, as acetone can be harsh and drying. Look for products enriched with moisturizing ingredients such as vitamin E or jojoba oil. This will not only add a pop of color to your nails but also provide nourishment.

5. Healthy Diet, Healthy Nails: Healthy nails start from within, and biotin is the superhero here. Find it in eggs, nuts, and whole grains. It's like a secret agent promoting nail strength from the inside out. Additionally, stay hydrated by drinking plenty of water to maintain overall nail health.

6. Warm Water Bliss: Treat your nails to a mini-vacation in warm water. Soak them for a bit, throw in a few drops of your favorite oil, and let the pampering begin. It's like a spa day for your fingertips. This will help soften the cuticles, making it easier to push them back gently. Follow up with a rich moisturizer to lock in the hydration.

7. Break the Nail-Biting Habit: Winter stress plus the urge to nibble? Not a good combo. Break the nail-biting habit by keeping them short and using a bitter-tasting polish. Your nails will thank you, and so will your pearly whites.

Investing a little extra care in your winter nail routine can make all the difference, ensuring your nails stay strong, stylish, and ready to face the frost with flair. Embrace these tips, and let your nails shine bright in the winter wonderland. Remember, winter nail care is not just about aesthetics—it's about maintaining the overall health of your nails.

## Kai India launches Cutting-Edge Ad Campaign focused on Kitchen Safety

By Our News Bureau

**K**ai India, the leading subsidiary of Japan's renowned brand KAI, is delighted to unveil its latest knife ad campaign, featuring Managing Director, Rajesh U Pandya. With a rich legacy spanning 115 years, KAI has become synonymous with crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety and excellence in culinary experiences. The core concept behind this innovative ad campaign revolves around the para-



mount importance of safety in the kitchen, especially during the process of cutting vegetables and other essential ingredients. Rajesh U Pandya, the Managing Director of Kai India, emphasizes the significance of using sharp knives for injury prevention. He states,

"There is nothing more challenging than using a knife that doesn't cut. If you opt for a dull knife, you will find yourself exerting extra force, leading to unnecessary stress and potential injuries." The campaign highlights the message that choosing the right knife is not just about functionality but is a conscious decision to prioritize safety and efficiency in the kitchen. Rajesh U Pandya encourages individuals to select a knife

that they, their families, or recipients of the gift will truly love and consider a trusted "partner in the kitchen." Kai India's commitment to quality and safety is reflected in their extensive range of meticulously crafted knives, designed to enhance the culinary experience of both amateur chefs and seasoned professionals alike. The new ad campaign serves as a testament to Kai India's dedication to providing consumers with kitchen tools that not only meet but exceed their expectations.

## Kai India unveils its Print Campaign featuring MD Rajesh U Pandya

Chennai: Kai India, the Indian subsidiary of Japan's renowned brand KAI, known for its 115-year legacy in crafting premium kitchenware, is excited to announce their new knife print ad campaign featuring Managing Director, Mr. Rajesh U Pandya, with Kabuki mask. This exceptional campaign promises to embrace the essence of



Kabuki, a classical form of Japanese theater, creating a visually captivating and culturally rich experience. Kabuki is a classical form of Japanese theatre, mixing dramatic performance with traditional dance. Kabuki theatre is known for its heavily stylised performances, its glamorous, highly decorated costumes, and for the elaborate kumadori make-up worn by some of its performers. Mr. Rajesh U Pandya, Managing Director of Kai India, an ardent admirer of Ichikawa Danjuro XIII (Japanese Kabuki actor/producer) shared his thoughts on this innovative campaign, stating "Kabuki represents the essence of precision, artistry, and tradition that we have strived to uphold in every Kai knife. I am thrilled to be a part of this unique campaign that not only highlights our knives but also pays tribute to the captivating world of Kabuki. This is my second campaign for the brand, and I believe it reinforces our commitment to innovation and celebrating the artistry that sets Kai apart." With over 3.15 crore knives sold worldwide, Kai India is ready to embark on an exciting journey that not only embodies the spirit of Japanese culture but also underscores the exceptional quality and craftsmanship that defines the brand. Kai India has firmly established itself as a global leader in the kitchenware industry, offering the perfect blend of form and function. The upcoming print campaign promises to be a testament to Kai India's dedication to excellence and creativity. Mr. Hitesh Singla, Head of Marketing at Kai India, shared his views for this ground-breaking campaign, saying "At Kai India, we have always been passionate about the intersection of art and craftsmanship. Mr. Pandya, as a Kabuki admirer, offers a fresh perspective, emphasizing that knives are not just tools but works of art, offering top-quality knives and celebrating the cultural heritage."



# Business Minutes

CHENNAI Wednesday 17-1-2024

## Kai India unveils its Print Campaign featuring MD Rajesh U Pandya in Japanese Kabuki Mask

CHENNAI

Kai India, the Indian subsidiary of Japan's renowned brand KAI, known for its 115-year legacy in crafting premium kitchenware, is excited to announce their new knife print ad campaign featuring Managing Director, Mr. Rajesh U Pandya, with Kabuki mask. This exceptional campaign promises to embrace the essence of Kabuki, a classical form of Japanese theater, creating a visually captivating and culturally rich experience.

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Founded in Seki in 1908, KAI group products have cult status in Japan. The brand is known for its high-quality beauty care and personal grooming products integrating practical aesthetics with refined craftsmanship providing well-designed, innovative houseware, and beauty care products that are used widely in day-to-day lives.

# TRINITY MIRROR

January 12, 2024 | Chennai

Kai India is excited to announce their new knife print ad campaign featuring Managing Director, Mr. Rajesh U Pandya, with Kabuki mask. This exceptional campaign promises to embrace the essence of Kabuki, a classical form of Japanese theater, creating a visually captivating and culturally rich experience.

## Kai India-வின் புதிய அச்ச விளம்பரத்தில் எம்டி ராஜேஷ் பாண்டியா

சென்னை, 11, ஜன: ஜப்பானின் புகழ்பெற்ற பிராண்டான KAIஇன் இந்தியாவின் துணை நிறுவனமான Kai India, பிரீமியம் சமையலறைப் பொருட்களை வடிவமைப்பதில் 115 ஆண்டுகால பாரம்பரியத்திற்கு பெயர் பெற்றது. கபுகி நாடக முகமுடியுடன் Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா இடம்பெறும் புதிய கத்தி பற்றிய அச்ச விளம்பரத்தை வெளியிடுவதில் இந்த நிறுவனம் மகிழ்ச்சியடைகிறது. மாறுபட்ட இந்த விளம்பரம்



ஜப்பானிய பாரம்பரிய நாடக வடிவமான கபுகியின் சாரத்தைத் தழுவி, பார்வையை வசீகரிக்கக்கூடிய, கலாச்சார ரீதியாக வளமான அனுபவத்தை தருகிறது.

Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா, ஜப்பானிய கபுகி நாடகர்/தயாரிப்பாளர் இச்சிகாவா டான்ஜூரோ XIIIஇன் தீவிர ரசிகர். புதுமையான இந்த விளம்பரம் குறித்த தனது எண்ணங்களை அவர் பகிர்ந்துகொள்கிறார். “துல்லியம், கலைத்திறன் மற்றும் பாரம்பரியத்தின் சாரத்தை கபுகி பிரதிபலிக்கிறது. ஒவ்வொரு Kai கத்தியிலும் இந்த அம்சங்களை நிலைநிறுத்துவதில் நாங்கள் உறுதியாக உள்ளோம். தனித்துவமான இந்த விளம்பர பிரச்சாரத்தின் ஒரு பகுதியாக இருப்பதில் நான் மகிழ்ச்சியடைகிறேன்”.

இந்த நிறுவனத்தின் கத்திகள் உலகளவில் 3.15 கோடிக்கும் அதிகமாக விற்கப்பட்டுள்ளன. ஜப்பானிய கலாச்சார உணர்வை வெளிப்படுத்துவது மட்டுமல்லாமல், பிராண்டை வரையறுக்கும் அதிகப்படுத்தும் மற்றும் கைவினைத்திறனையும் அடிக்கோடிட்டுக் காட்டும் அற்புதமான பயணத்தைத் தொடங்க Kai India தயாராக உள்ளது. வடிவம் மற்றும் செயல்பாட்டின் சரியான கலவையை வழங்கி, கிச்சன்வேர் துறையில் உலகளாவிய முன்னணி நிறுவனமாக Kai India உறுதியாக நிலைநிற்கிறது. வெளிவரவிருக்கும் புதிய அச்ச விளம்பரம், Kai Indiaவின் சிறப்புக்கும், படைப்பாற்றலுக்குமான அர்ப்பணிப்புக்கு ஒரு சான்றாக அமையும்.



# Tamilaka News தமிழக நியூஸ்

நடுநிலை நாளேடு

CHENNAI • THURSDAY • JANUARY 11, 2024 •

## அச்ச விளம்பரத்தை எம்டி ராஜேஷ் பாண்டியா மூலம் வெளியிட்ட Kai India

சென்னை, ஜன. 11: ஜப்பானின் புகழ்பெற்ற பிராண்டான KAIஇன் இந்தியாவின் துணை நிறுவனமான Kai India, பிரீமியம் சமையலறைப் பொருட்களை வடிவமைப்பதில் 115 ஆண்டுகால பாரம்பரியத்திற்கு பெயர் பெற்றது.

கபுகி நாடக முகமூடியுடன் Kai Indiaவின் நிர்வாக இயக்குநர் ராஜேஷ் யு பாண்டியா இடம்பெறும் புதிய கத்தி பற்றிய அச்ச விளம்பரத்தை வெளியிடுவதில் இந்த நிறுவனம் மகிழ்ச்சியடைகிறது. மாறுபட்ட இந்த விளம்பரம் ஜப்பானிய பாரம்பரிய நாடக வடிவமான கபுகியின் சாரத்தைத் தழுவி, பார்வையை வசீகரிக்கக்கூடிய, கலாச்சார ரீதியாக வளமான அனுபவத்தை தருகிறது.

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“துல்லியம், கலைத்திறன் மற்றும் பாரம்பரியத்தின் சாரத்தை கபுகி பிரதிபலிக்கிறது. ஒவ்வொரு ரிணீவ் கத்தியிலும் இந்த அம்சங்களை நிலைநிறுத்துவதில் நாங்கள் உறுதியாக உள்ளோம். தனித்துவமான இந்த விளம்பர பிரச்சாரத்தின் ஒரு பகுதியாக இருப்பதில் நான் மகிழ்ச்சியடைகிறேன். இது எங்கள் கத்திகளை முன்னிலைப்படுத்துவது மட்டுமல்லாமல், கபுகி நாடகத்தின் வசீகரிக்கும் உலகத்திற்கு சமர்ப்பணமாகவும்

அமைகிறது. இது எனது பிராண்டிற்கான இரண்டாவது விளம்பரம். புதுமைக்கான எங்கள் அர்ப்பணிப்பை இது வலுப்படுத்துகிறது. Kai பொருட்களின் தனித்து நிற்கும் கலைத்திறனைக் கொண்டாடுகிறது”.

இந்த நிறுவனத்தின் கத்திகள் உலகளவில் 3.15 கோடிக்கும் அதிகமாக விற்கப்பட்டுள்ளன. ஜப்பானிய கலாச்சார உணர்வை வெளிப்படுத்துவது மட்டுமல்லாமல், பிராண்டை வரையறுக்கும் அதிகபட்சத் தரம் மற்றும் கைவினைத்திறனையும் அடிக்கோடிட்டுக் காட்டும் அற்புதமான பயணத்தைத் தொடங்க Kai India தயாராக உள்ளது. வடிவம் மற்றும் செயல்பாட்டின் சரியான கலவையை வழங்கி, கிச்சன்வேர் துறையில் உலகளாவிய முன்னணி நிறுவனமாக Kai India உறுதியாக நிலைநிற்கிறது. வெளிவரவிருக்கும் புதிய அச்ச விளம்பரம், Kai Indiaவின் சிறப்புக்கும், படைப் பாற்றலுக்குமான அர்ப்பணிப்புக்கு ஒரு சான்றாக அமையும்.



## ஐப்பானிய கபுகி முகமூடி அணிந்த எம்டி ராஜேஷ் பாண்டியா மூலம்

புதிய விளம்பரத்தை வெளியிடுகிறது KaiIndia



சென்னை, ஜன.11  
ஐப்பானியின் புகழ்பெற்ற பிராண்டான  
ரிகிமிஇன் இந்தியாவின் துணைநிறுவனமான  
Kai India, பிரீமியம் சமையலறைப்  
பொருட்களை வடிவமைப்பதில் 115  
ஆண்டுகால பாரம்பரியத்திற்கு பெயர்  
பெற்றது. கபுகி நாடக முகமூடியுடன் Kai  
Indiaவின் நிர்வாக இயக்குநர் ராஜேஷ் யு  
பாண்டியா இடம்பெறும் புதிய கத்தி பற்றிய  
அச்சு விளம்பரத்தை வெளியிடுவதில் இந்த  
நிறுவனம் மகிழ்ச்சியடைகிறது. மாறுபட்ட

இந்த விளம்பரம் ஐப்பானிய பாரம்பரிய நாடக வடிவமான  
கபுகியின் சாரத்தைத் தழுவி, பார்வையை வசீகரிக்கக்கூடிய,  
கலாச்சார ரீதியாக வளமான அனுபவத்தை தருகிறது.

Kai Indiaவின் நிர்வாக இயக்குநர் ராஜேஷ் யு பாண்டியா,  
ஐப்பானிய கபுகிநடிகர்/தயாரிப்பாளர் இச்சிகாவா டான்ஜூரோ  
XIIIஇன் தீவிர ரசிகர். புதுமையான இந்த விளம்பரம் குறித்த  
தனது எண்ணங்களை அவர் பகிர்ந்துகொள்கிறார், “துல்லியம்,  
கலைத்திறன் மற்றும் பாரம்பரியத்தின் சாரத்தை கபுகி  
பிரதிபலிக்கிறது. ஒவ்வொரு Kai கத்தியிலும் இந்த அம்சங்களை  
நிலைநிறுத்துவதில் நாங்கள் உறுதியாக உள்ளோம்.  
தனித்துவமான இந்த விளம்பர பிரச்சாரத்தின் ஒரு பகுதியாக  
இருப்பதில் நான் மகிழ்ச்சியடைகிறேன். இது எங்கள் கத்திகளை  
முன்னிலைப்படுத்துவது மட்டுமல்லாமல், கபுகி நாடகத்தின்  
வசீகரிக்கும் உலகத்திற்கு சமர்ப்பணமாகவும் அமைகிறது. இது  
எனது பிராண்டிற்கான இரண்டாவது விளம்பரம். புதுமைக்கான  
எங்கள் அர்ப்பணிப்பை இதுவலுப்படுத்துகிறது. Kai பொருட்களின்  
தனித்து நிற்கும் கலைத்திறனைக் கொண்டாடுகிறது”.

## KaiIndiaவின் புதிய அச்ச விளம்பரத்தில் ஜப்பானிய கபுகி முகமூடி அணிந்த எம்டி ராஜேஷ் பாண்டியா

சென்னை, ஜன. 13 : ஜப்பானின் புகழ்பெற்ற பிராண்டான ரிகிமிஇன் இந்தியாவின் துணை நிறுவனமான KaiIndia, பிரீமியம் சமையலறைப் பெருக்களை வடிவமைப்பதில் 115 ஆண்டுகால பாரம்பரியத்திற்கு பெயர் பெற்றது. கபுகி நாடக முகமூடியுடன் Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா இடம்பெறும் புதிய கத்தி பற்றிய அச்ச விளம்பரத்தை வெளியிடுவதில் இந்த நிறுவனம் மகிழ்ச்சியடைகிறது. மாறுபட்ட இந்த விளம்பரம் ஜப்பானிய பாரம்பரிய நாடக வடிவமான கபுகியின் சாரத்தைத் தழுவி, பார்வையை வசீகரிக்கக் கூடிய, கலாச்சார ரீதியாக வளமான அனுபவத்தை தருகிறது. Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா, ஜப்பானிய கபுகி நடிக்கர்/தயாரிப்பாளர் இச்சிகாவா டான்ஜூரோ நீமிமிஇன் தீவிர ரசிகர். புதுமையான இந்த விளம்பரம் குறித்த தனது எண்ணங்களை அவர் பகிர்ந்து கொள்கிறார், “துல்லியம், கலைத்திறன் மற்றும் பாரம்பரியத்தின் சாரத்தை கபுகி பிரதிபலிக்கிறது. ஒவ்வொரு Kai கத்தியிலும் இந்த அம்சங்களை நிலை நிறுத்துவதில் நாங்கள்



உறுதியாக உள்ளோம். தனித்துவமான இந்த விளம்பர பிரச்சாரத்தின் ஒரு பகுதியாக இருப்பதில் நான் மகிழ்ச்சியடைகிறேன்”. வடிவம் மற்றும் செயல்பாட்டின் சரியான கலவையை வழங்கி, கிச்சன்வேர் துறையில் உலகளாவிய முன்னணி நிறுவனமாக ரிணீவீ மிஸ்பீவீனீ உறுதியாக நிலைநிற்கிறது. வெளிவரவிருக்கும் புதிய அச்ச விளம்பரம், Kai Indiaவின் சிறப்புக்கும், படைப்பாற்றலுக்குமான அர்ப்பணிப்புக்கு ஒரு சான்றாக அமையும். ரிணீவீ மிஸ்பீவீனீவின் சந்தைப்படுத்தல் பிரிவுத் தலைவர் திரு. ஹிதேஷ் சிங்லா, புதிய விளம்பரப் பிரச்சாரம் குறித்த தனது கருத்துக்களைப் பகிர்ந்துகொள்கிறார், “Kai Indiaவில், கலை மற்றும் கைவினைத்திறன் ஆகியவற்றின் கலவையை உறுதிப்படுத்த நாங்கள் எப்போதும் தயாராக உள்ளோம்.



## Kai India-வின் அச்ச விளம்பரத்தில் கபுகி நாடக முகமூடியுடன் எம்டி ராஜேஷ் பாண்டியா

சென்னை : ஜப்பானின் புகழ்பெற்ற பிராண்டான ரிகிமிஇன் இந்தியாவின் துணை நிறுவனமான Kai India, பிரீமியம் சமையலறைப் பொருட்களை வடிவமைப்பதில் 115 ஆண்டுகால பாரம்பரியத்திற்கு பெயர் பெற்றது. கபுகி நாடக முகமூடியுடன் Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா இடம்பெறும் புதிய கத்தி பற்றிய அச்ச விளம்பரத்தை வெளியிடுவதில் இந்த நிறுவனம் மகிழ்ச்சியடைகிறது. மாறுபட்ட இந்த விளம்பரம் ஜப்பானிய பாரம்பரிய நாடக வடிவமான கபுகியின் சாரத்தைத் தழுவி, பார்வையை வசீகரிக்கக்கூடிய, கலாச்சார ரீதியாக வளமான அனுபவத்தை தருகிறது. Kai Indiaவின் நிர்வாக இயக்குநர் திரு. ராஜேஷ் யு பாண்டியா, ஜப்பானிய கபுகி நடிக்க/தயாரிப்பாளர் இச்சிகாவா டான்ஜிரோ XIIIஇன் தீவிர ரசிகர். புதுமையான இந்த விளம்பரம் குறித்த தனது எண்ணங்களை அவர் பகிர்ந்துகொள்கிறார், "துல்லியம், கலைத்திறன் மற்றும் பாரம்பரியத்தின் சாரத்தை கபுகி பிரதிபலிக்கிறது. ஒவ்வொரு Kai கத்தியிலும் இந்த அம்சங்களை நிலைநிறுத்துவதில் நாங்கள் உறுதியாக உள்ளோம். தனித்துவமான இந்த விளம்பர பிரச்சாரத்தின் ஒரு பகுதியாக இருப்பதில் நான் மகிழ்ச்சியடைகிறேன்".



இந்த நிறுவனத்தின் கத்திகள் உலகளவில் 3.15 கோடிக்கும் அதிகமாக விற்கப்பட்டுள்ளன. ஜப்பானிய கலாச்சார உணர்வை வெளிப்படுத்துவது மட்டுமல்லாமல், பிராண்டை வரையறுக்கும் அதிகபட்சத் தரம் மற்றும் கைவினைத்திறனையும் அடிக்கோடிட்டுக் காட்டும் அற்புதமான பயணத்தைத் தொடங்க Kai India தயாராக உள்ளது. வடிவம் மற்றும் செயல்பாட்டின் சரியான கலவையை வழங்கி, கிச்சன்வோர்

துறையில் உலகளாவிய முன்னணி நிறுவனமாக Kai India உறுதியாக நிலைநிற்கிறது. வெளிவரவிருக்கும் புதிய அச்ச விளம்பரம், Kai Indiaவின் சிறப்புக்கும், படைப்பாற்றலுக்குமான அர்ப்பணிப்புக்கு ஒரு சான்றாக அமையும்.

Kai Indiaவின் சந்தைப்படுத்தல் பிரிவுத் தலைவர் திரு. ஹிதேஷ் சிங்லா, புதிய விளம்பரப் பிரச்சாரம் குறித்த தனது கருத்துக்களைப் பகிர்ந்துகொள்கிறார், "Kai Indiaவில், கலை மற்றும் கைவினைத்திறன் ஆகியவற்றின் கலவையை உறுதிப்படுத்த நாங்கள் எப்போதும் தயாராக உள்ளோம். அந்த வகையில் திரு. பாண்டியா, ஒரு கபுகி நாடக ரசிகராக இருப்பது, ஒரு புதிய பார்வையை வழங்கி கத்திகள் வெறும் கருவிகள் அல்ல, கலைப் படைப்புகள் என்பதையும், உயர்தர கத்திகளை உற்பத்தி செய்வதையும், கலாச்சார பாரம்பரியத்தையும் கொண்டாடுகின்றன."

1908 இல் Sekiஇல் நிறுவப்பட்ட ரிகிமி நிறுவனத்தின் தயாரிப்புகள் ஜப்பானில் பிரித்துப் பார்க்க முடியாத ஒரு நிலையை எட்டியுள்ளன. இந்த பிராண்ட் அழகியல் உணர்வுடன் தயாரிக்கப்படும் உயர்தர அழகு பராமரிப்பு, தனிநபர் அழகுத் தயாரிப்புகளுக்காக அறியப்படுகிறது.

# GLITTERING INDIA

## KAI India Launches New K4 Soft Razor for Women with Superior Japanese Technology

As summer approaches, women prepare themselves up to stay comfortable in the warmer weather. Therefore, there is a growing demand for efficient hair removal methods. KAI India, the Indian arm of Japan's iconic brand KAI has introduced its latest offering - the new K4 soft Razor for women, featuring superior Japanese technology and innovative features. The K4 Soft Razor is a disposable razor that provides a comfortable and effortless hair removal experience for the legs, underarms, and bikini area. Its four high-quality blades ensure that your skin is left feeling exceptionally smooth and silky. The ultra-thin blades of the KAI K4 Soft Razor glide effortlessly over the skin, making shaving a breeze. After use, the blades are easy to rinse, ensuring that the razor remains hygienic and long-lasting. Experience the ultimate in hair removal with the KAI K4 Soft Razor, designed to make hair removal very simple and leave you with a perfect shave. KAI India's K4 Soft Razor for women is available at <https://kaiindiaonline.com> and on all leading e-commerce platforms for INR 160 only. Commenting on the launch, Mr. Rajesh U. Pandya, Managing Director of KAI India, said, "Our new K4 Soft razor is an excellent solution for women looking for a high-quality razor for their hair removal needs."





# पंजाब केसरी

बृहस्पतिवार, 18 जनवरी 2024

## काई इंडिया ने सुपीरियर जापानी तकनीक के साथ महिलाओं के लिए लॉन्च किया नया के4 सॉफ्ट रेजर

नई दिल्ली। गर्मियां आते ही महिलाओं में हेयर रिमूवल की मांग बढ़ जाती है आपकी इसी जरूरत को ध्यान में रखते हुए जापान के प्रमुख रेजर एवं ब्यूटी टूल्स के ब्राण्ड काई ने लॉन्च किया है के4 सॉफ्ट रेजर, जिसमें बेहतर जापानी तकनीक और नवीन विशेषताएं हैं। के4 सॉफ्ट रेजर एक डिस्पोजेबल रेजर है जो पैरों, अंडरआर्म्स और बिकनी क्षेत्र के बालों को



हटाने का एक आरामदायक और सहज अनुभव प्रदान करता है। इसके चार उच्च-गुणवत्ता वाले ब्लेड सुनिश्चित करते हैं कि आपकी त्वचा असाधारण रूप से स्मूथ बनी रहे। के4 सॉफ्ट रेजर के अल्ट्रा-थिन ब्लेड त्वचा पर आसानी से चलता है, जिससे शेविंग आसान हो जाती है। उपयोग के बाद, ब्लेड को धोना आसान होता है, यह सुनिश्चित करता है कि रेजर स्वच्छ और लंबे समय तक चलने वाला बना रहे। अब आप काई इंडिया के के4 सॉफ्ट रेजर के साथ घर में आराम से बैठकर पेनलैस हेयर रिमूवल का लुत्फ उठा सकती हैं। इसका हैंडल बेहतरीन ग्रिप देता है, जिससे इनके इस्तेमाल से किसी तरह की जलन या कटने की संभावना भी नहीं रहती। के4 सॉफ्ट रेजर के लॉन्च पर बारे में बात करते हुए, काई इंडिया के प्रबंध निदेशक, राजेश यू. पंड्या ने कहा, "हमारा नया के4 सॉफ्ट रेजर उन महिलाओं के लिए एक उत्कृष्ट समाधान है जो अपने हेयर रिमूवल की जरूरतों के लिए उच्च गुणवत्ता वाले रेजर की तलाश में हैं। के4 सॉफ्ट रेजर का डिजाइन और बेहतर जापानी तकनीक बालों को हटाने को आसान बनाती है। और यह आसानी से एक परफेक्ट शेव देने में सक्षम है। हमें विश्वास है कि भारत में हमारे ग्राहक के4 सॉफ्ट रेजर को पसंद करेंगे।" 114 वर्षों से भी अधिक पुराने काई ग्रुप ने राजस्थान के नीमराना में अपने मैनुफैक्चरिंग युनिट के साथ भारतीय बाजार में प्रवेश किया था, जो 30000 वर्गमीटर से अधिक क्षेत्रफल में फैली है।

नई दिल्ली, 25 जनवरी, 2024

## काई इंडिया ने सुपीरियर जापानी तकनीक के साथ महिलाओं के लिए लॉन्च किया नया के4 सॉफ्ट रेजर

नई दिल्ली।

गर्मियां आते ही महिलाओं में हेयर रिमूवल की मांग बढ़ जाती है आपकी इसी जरूरत को ध्यान में रखते हुए जापान के प्रमुख रेजर एवं ब्यूटी टूल्स के



ब्राण्ड काई ने लॉन्च किया है के4 सॉफ्ट रेजर, जिसमें बेहतर जापानी तकनीक और नवीन विशेषताएं हैं। के4 सॉफ्ट रेजर एक डिस्पोजेबल रेजर है जो पैरों, अंडरआर्म्स और बिकनी क्षेत्र के बालों को हटाने का एक आरामदायक और सहज अनुभव प्रदान करता है। इसके चार उच्च-गुणवत्ता वाले ब्लेड सुनिश्चित करते हैं कि आपकी त्वचा असाधारण रूप से स्मूथ बनी रहे। के4 सॉफ्ट रेजर के अल्ट्रा-थिन ब्लेड त्वचा पर आसानी से चलता है, जिससे शेविंग आसान हो जाती है। उपयोग के बाद, ब्लेड को धोना आसान होता है, यह सुनिश्चित करता है कि रेजर स्वच्छ और लंबे समय तक चलने वाला बना रहे। तो अब आप काई इंडिया के के4 सॉफ्ट रेजर के साथ घर में आराम से बैठकर पेनलैस हेयर रिमूवल का लुत्फ उठा सकती हैं। इसका हैण्डल बेहतरीन ग्रिप देता है, जिससे इनके इस्तेमाल से किसी तरह की जलन या कटने की संभावना भी नहीं रहती। के4 सॉफ्ट रेजर के लॉन्च पर बारे में बात करते हुए, काई इंडिया के प्रबंध निदेशक, राजेश यू. पंड्या ने कहा, "हमारा नया के4 सॉफ्ट रेजर उन महिलाओं के लिए एक उत्कृष्ट समाधान है जो अपने हेयर रिमूवल की जरूरतों के लिए उच्च गुणवत्ता वाले रेजर की तलाश में हैं। के4 सॉफ्ट रेजर का डिजाइन और बेहतर जापानी तकनीक बालों को हटाने को आसान बनाती है।

# DD दिव्य दिल्ली

नई दिल्ली, बुधवार, 31 जनवरी 2024

## काई इंडिया ने सुपीरियर जापानी तकनीक के साथ महिलाओं के लिए लॉन्च किया नया के4 सॉफ्ट रेजर

नई दिल्ली। गर्मियां आते ही महिलाओं में हेयर रिमूवल की मांग बढ़ जाती है। आपको इसी जरूरत को ध्यान में रखते हुए जापान के प्रमुख रेजर एवं ब्यूटी टूल्स के ब्राण्ड काई ने लॉन्च किया है के4 सॉफ्ट रेजर, जिसमें बेहतर जापानी तकनीक और नवीन विशेषताएं हैं। के4 सॉफ्ट रेजर एक डिस्पोजेबल रेजर है जो पैरों, अंडरआर्म्स और बिकनी क्षेत्र के बालों को हटाने का एक आरामदायक और सहज अनुभव प्रदान करता है। इसके चार उच्च-गुणवत्ता वाले ब्लेड सुनिश्चित करते हैं कि आपकी त्वचा असाधारण रूप से स्मूथ बनी रहे। के4 सॉफ्ट रेजर के अल्ट्रा-थिन ब्लेड त्वचा पर आसानी से चलता है, जिससे शेविंग आसान हो जाती है। उपयोग के बाद, ब्लेड को घोना आसान होता है, यह सुनिश्चित करता है कि रेजर स्वच्छ और लंबे समय तक चलने वाला बना रहे। तो अब आप काई इंडिया के के4 सॉफ्ट रेजर के साथ घर में आराम से बैठकर पेनलैस हेयर रिमूवल का लुत्फ उठा सकती हैं। इसका हैण्डल बेहतरीन ग्रिप देता है, जिससे इनके इस्तेमाल से किसी तरह की जलन या कटने की संभावना भी नहीं रहती।

के4 सॉफ्ट रेजर के लॉन्च पर बारे में बात करते हुए, काई इंडिया के प्रबंध निदेशक, राजेश यू. पंड्या ने कहा, "हमारा नया के4 सॉफ्ट रेजर उन महिलाओं के लिए एक उत्कृष्ट समाधान है जो अपने हेयर रिमूवल की जरूरतों के लिए उच्च गुणवत्ता वाले रेजर की तलाश में हैं। के4 सॉफ्ट रेजर का डिजाइन



और बेहतर जापानी तकनीक बालों को हटाने को आसान बनाती है, और यह आसानी से एक परफेक्ट शेव देने में सक्षम है। हमें विश्वास है कि भारत में हमारे ग्राहक के4 सॉफ्ट रेजर को पसंद करेंगे।"

114 वर्षों से भी अधिक पुराने काई ग्रुप ने राजस्थान के नीमराना में अपने मैनुफैक्चरिंग युनिट के साथ भारतीय बाजार में प्रवेश किया था, जो 30000 वर्गमीटर से अधिक क्षेत्रफल में फैली है। काई पिछले 800 सालों से जापानी ब्लेड्स से

युक्त प्रोडक्ट पेश कर रहा है, इनकी किचन-वेयर रेंज भारतीय परिवारों में खूब लोकप्रिय है। काई भारतीय उपभोक्ताओं के लिए रोजमर्रा की जरूरत के ब्यूटी एवं पर्सनल केयर प्रोडक्ट भी पेश करता है।

काई इंडिया एक ऐसी कंपनी है जो गहन आर एण्ड डी एवं जापानी तकनीक के साथ आधुनिक प्रोडक्ट्स लेकर आती है। इसी दृष्टिकोण के साथ काई आज हर भारतीय परिवार का जाना-माना नाम बनती जा रही है।





By afaqs! news bureau | Published: 24 Jan 2024, 12:17 IST

ADVERTISING

## Kai India launches 'Cutting-Edge' ad campaign focused on safety

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*It aims to promote safe and sharp culinary experience.*

Kai India has unveiled its latest knife ad campaign, featuring managing director Rajesh U Pandya. With a legacy of 115 years, KAI has become aimed at crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety in culinary experiences.

The concept behind this ad campaign revolves around the importance of safety in the kitchen, especially during the process of cutting vegetables and other essential ingredients. Rajesh U Pandya states, "There is nothing more challenging than using a knife that doesn't cut. If you opt for a dull knife, you will find yourself exerting extra force, leading to unnecessary stress and potential injuries."

The campaign emphasises the importance of choosing a knife that prioritises safety and efficiency in the kitchen, promoting a trusted partner in culinary. It also aims to showcase its commitment to quality and safety, which offers a range of crafted knives for both amateur and professional chefs.

Hitesh Singla, head- marketing at Kai India, said " At Kai India, we believe that the right knife is not just a tool; it's a trusted partner in every kitchen. Our latest ad campaign is not just about cutting-edge tools but cutting with confidence. We want users to understand that a sharp knife not only prevents injuries but enhances the joy of cooking."



## Kai India launches cutting-edge ad campaign focused on kitchen safety

The campaign reinforces its commitment to promoting safety and excellence in culinary experiences.



Mumbai: Kai India, the leading subsidiary of Japan's renowned brand KAI, is delighted to unveil its latest knife ad campaign, featuring managing director, Rajesh U Pandya. With a rich legacy spanning 115 years, KAI has become synonymous with crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety and excellence in culinary experiences.

The core concept behind this innovative ad campaign revolves around the paramount importance of safety in the kitchen, especially during the process of cutting vegetables and other essential ingredients. Kai India managing director Rajesh U Pandya emphasises the significance of using sharp knives for injury prevention. He stated, "There is nothing more challenging than using a knife that doesn't cut. If you opt for a dull knife, you will find yourself exerting extra force, leading to unnecessary stress and potential injuries."

The campaign highlights the message that choosing the right knife is not just about functionality but is a conscious decision to prioritize safety and efficiency in the kitchen. Rajesh U Pandya encourages individuals to select a knife that they, their families, or recipients of the gift will truly love and consider a trusted "partner in the kitchen."

Kai India's commitment to quality and safety is reflected in their extensive range of meticulously crafted knives, designed to enhance the culinary experience of both amateur chefs and seasoned professionals alike. The new ad campaign serves as a testament to Kai India's dedication to providing consumers with kitchen tools that not only meet but exceed their expectations.

Kai India head of marketing Hitesh Singla said "Kitchen safety is not just a necessity; it's a fundamental aspect of the culinary experience. At Kai India, we believe that the right knife is not just a tool; it's a trusted partner in every kitchen. Our latest ad campaign is not just about cutting-edge tools but cutting with confidence. We want users to understand that a sharp knife not only prevents injuries but enhances the joy of cooking. It's an investment in safety, precision, and the pure pleasure of creating in the heart of your home."

With over 3.15 crore knives sold worldwide, Kai India is ready to embark on an exciting journey that not only embodies the spirit of Japanese culture but also underscores the exceptional quality and craftsmanship that defines the brand. Kai India has firmly established itself as a global leader in the kitchenware industry, offering the perfect blend of form and function.

Founded in Seki in 1908, KAI group products have cult status in Japan. The brand is known for its high-quality beauty care and personal grooming products integrating practical aesthetics with refined craftsmanship providing well-designed, innovative houseware, and beauty care products that are used widely in day-to-day lives.

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<https://indiantelevision.com/mam/media-and-advertising/ad-campaigns/kai-india-launches-cutting-edge-ad-campaign-focused-on-kitchen-safety-240111#:~:text=The%20core%20concept%20behind%20this,sharp%20knives%20for%20injury%20prevention.>

Marketing

## Kai India launches new ad campaign spotlighting kitchen safety

By MDDesk - January 12, 2024



Kai India, a subsidiary of Japan's brand KAI, unveiled its knife ad campaign, featuring Managing Director, Rajesh U Pandya. With a legacy spanning 115 years, KAI has become synonymous with crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety and excellence in culinary experiences.

The core concept behind this ad campaign revolves around the importance of safety in the kitchen, especially during the process of cutting vegetables and other ingredients.

**Rajesh U Pandya, the Managing Director of Kai India,** said, "There is nothing more challenging than using a knife that doesn't cut. If you opt for a dull knife, you will find yourself exerting extra force, leading to unnecessary stress and potential injuries."

The campaign highlights the message that choosing the right knife is not just about functionality but is a decision to prioritize safety and efficiency in the kitchen.

Rajesh U Pandya encourages individuals to select a knife that they, their families, or recipients of the gift will truly love and consider a trusted "partner in the kitchen."

Kai India's commitment to quality and safety is reflected in its range of crafted knives, designed to enhance the culinary experience of both chefs and seasoned professionals alike. The new ad campaign serves as a testament to Kai India's dedication to providing consumers with kitchen tools that not only meet but exceed their expectations.

**Hitesh Singla, Head of Marketing at Kai India,** said, "Kitchen safety is not just a necessity; it's a fundamental aspect of the culinary experience. At Kai India, we believe that the right knife is not just a tool; it's a trusted partner in every kitchen. Our latest ad campaign is not just about cutting-edge tools but cutting with confidence. We want users to understand that a sharp knife not only prevents injuries but enhances the joy of cooking. It's an investment in safety, precision, and the pure pleasure of creating in the heart of your home."

With over 3.15 crore knives sold worldwide, Kai India is ready to embark on a journey that not only embodies the spirit of Japanese culture but also underscores the quality and craftsmanship that defines the brand. Kai India has established itself as a leader in the kitchenware industry, offering the blend of form and function.

Founded in Seki in 1908, KAI group products have cult status in Japan. The brand is known for its beauty care and personal grooming products integrating practical aesthetics with refined craftsmanship providing well-designed, innovative houseware, and beauty care products that are used in day-to-day lives.

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<https://mediabrief.com/kai-india-launches-new-ad-campaign-spotlighting-kitchen-safety/>

## Kai India unveils its Print Campaign featuring MD Rajesh U Pandya in Japanese Kabuki Mask

Business Minutes January 16, 2024

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Kai India, the Indian subsidiary of Japan's renowned brand KAI, known for its 115-year legacy in crafting premium kitchenware, is excited to announce their new knife print ad campaign featuring Managing Director, Mr. Rajesh U Pandya, with Kabuki mask. This exceptional campaign promises to embrace the essence of Kabuki, a classical form of Japanese theater, creating a visually captivating and culturally rich experience.

Kabuki is a classical form of Japanese theatre, mixing dramatic performance with traditional dance. Kabuki theatre is known for its heavily stylised performances, its glamorous, highly decorated costumes, and for the elaborate kumadori make-up worn by some of its performers.

Mr. Rajesh U Pandya, Managing Director of Kai India, an ardent admirer of Ichikawa Danjuro XIII (Japanese Kabuki actor/producer) shared his thoughts on this innovative campaign, stating "Kabuki represents the essence of precision, artistry, and tradition that we have strived to uphold in every Kai knife. I am thrilled to be a part of this unique campaign that not only highlights our knives but also pays tribute to the captivating world of Kabuki. This is my second campaign for the brand, and I believe it reinforces our commitment to innovation and celebrating the artistry that sets Kai apart."

With over 3.15 crore knives sold worldwide, Kai India is ready to embark on an exciting journey that not only embodies the spirit of Japanese culture but also underscores the exceptional quality and craftsmanship that defines the brand. Kai India has firmly established itself as a global leader in the kitchenware industry, offering the perfect blend of form and function. The upcoming print campaign promises to be a testament to Kai India's dedication to excellence and creativity.

Mr. Hitesh Singla, Head of Marketing at Kai India, shared his views for this ground-breaking campaign, saying "At Kai India, we have always been passionate about the intersection of art and craftsmanship. Mr. Pandya, as a Kabuki admirer, offers a fresh perspective, emphasizing that knives are not just tools but works of art, offering top-quality knives and celebrating the cultural heritage."

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<https://www.businessminutes.in/2024/01/kai-india-unveils-its-print-campaign-featuring-md-rajesh-u-pandya-in-japanese-kabuki-mask.html>





BUSINESS

## Kai India Launches Cutting-Edge Ad Campaign Focused on Kitchen Safety

MANISH 2 WEEKS AGO

Share



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Kai India's commitment to quality and safety is reflected in their extensive range of meticulously crafted knives, designed to enhance the culinary experience of both amateur chefs and seasoned professionals alike. The new ad campaign serves as a testament to Kai India's dedication to providing consumers with kitchen tools that not only meet but exceed their expectations.

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Japan-based KAI Group made a foray into the Indian market by setting up a manufacturing facility spanning over 50,000 sq mt in Neemrana, Rajasthan. KAI brings over 800 years of Japanese legacy of forging blades, directly to Indian households with its kitchenware range. KAI Also offers high-precision beauty and personal care products to Indian consumers adding value to their daily life. They are determined to provide products prepared with detailed R&D and superior Japanese technology. With its clear vision and mission, KAI is marching forward towards becoming a household name in India.



## Kai India Launches Cutting-Edge Ad Campaign Focused on Kitchen Safety

© January 12, 2024 | Mansi Prharaj | Business | Comments Off



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## Kai India Launches Cutting-Edge Ad Campaign Focused on Kitchen Safety

 
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## KAI INDIA LAUNCHES CUTTING-EDGE AD CAMPAIGN FOCUSED ON KITCHEN SAFETY

Jan 11, 2024 | Apparel, Fashion & Retail, News & Insights, Textile Industry



Kai India, the leading subsidiary of Japan's renowned brand KAI, is delighted to unveil its latest knife ad campaign, featuring Managing Director, Mr. Rajesh U Pandya. With a rich legacy spanning 115 years, KAI has become synonymous with crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety and excellence in culinary experiences.

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The campaign highlights the message that choosing the right knife is not just about functionality but is a conscious decision to prioritize safety and efficiency in the kitchen. **Mr. Rajesh U Pandya** encourages individuals to select a knife that they, their families, or recipients of the gift will truly love and consider a trusted "partner in the kitchen."

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Japan-based KAI Group made a foray into the Indian market by setting up a manufacturing facility spanning over 30,000 sq mt in Neemrana, Rajasthan. KAI brings over 800 years of Japanese legacy of forging blades, directly to Indian households with its kitchenware range. KAI Also offers high-precision beauty and personal care products to Indian consumers adding value to their daily life. They are determined to provide products prepared with detailed R&D and superior Japanese technology. With its clear vision and mission, KAI is marching forward towards becoming a household name in India.

<https://textilevaluechain.in/news-insights/kai-india-launches-cutting-edge-ad-campaign-focused-on-kitchen-safety/>



## Kai India Launches Cutting-Edge Ad Campaign Focused on Kitchen Safety

January 12, 2024 · Business



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By **Passionate in Marketing** January 11, 2024

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# Kai India unveils its Print Campaign featuring MD Rajesh U Pandya in Japanese Kabuki Mask

Home / Business / Kai India unveils its Print Campaign featuring MD Rajesh U Pandya in Japanese Kabuki Mask

## BUSINESS

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Chennai:

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Kabuki is a classical form of Japanese theatre, mixing dramatic performance with traditional dance. Kabuki theatre is known for its heavily stylised performances, its glamorous, highly decorated costumes, and for the elaborate kumadori make-up worn by some of its performers.

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BUSINESS

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<https://vrnewschennai.com/kai-india-unveils-its-print-campaign-featuring-md-rajesh-u-pandya-in-japanese-kabuki-mask/>



Business

Kai India unveils its Print Campaign featuring MD Rajesh U Pandya in Japanese Kabuki Mask

January 28, 2024 | 1 min

Channel:

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Mr. Rajesh U Pandya, Managing Director of Kai India, an ardent admirer of Ichikawa Danjuro XII (Japanese Kabuki actor/producer) shared his thoughts on this innovative campaign, stating "Kabuki represents the essence of precision, artistry, and tradition that we have strived to uphold in every Kai knife. I am thrilled to be a part of this unique campaign that not only highlights our knives but also pays tribute to the captivating world of Kabuki. This is my second campaign for the brand, and I believe it reinforces our commitment to innovation and celebrating the artistry that sets Kai apart."

With over 3.15 crore knives sold worldwide, Kai India is ready to embark on an exciting journey that not only embodies the spirit of Japanese culture but also underscores the exceptional quality and craftsmanship that defines the brand. Kai India has firmly established itself as a global leader in the kitchenware industry, offering the perfect blend of form and function. The upcoming print campaign promises to be a testament to Kai India's dedication to excellence and creativity.

Mr. Hitesh Singla, Head of Marketing at Kai India, shared his views for this ground-breaking campaign, saying "At Kai India, we have always been passionate about the intersection of art and craftsmanship. Mr. Pandya, as a Kabuki admirer, offers a fresh perspective, emphasizing that knives are not just tools but works of art, offering top-quality knives and celebrating the cultural heritage."

Founded in Seki in 1908, KAI group products have cult status in Japan. The brand is known for its high-quality beauty care and personal grooming products integrating practical aesthetics with refined craftsmanship providing well-designed, innovative houseware, and beauty care products that are used widely in day-to-day lives.

Japan-based KAI Group made a foray into the Indian market by setting up a manufacturing facility spanning over 30,000 sq mt in Neemrana, Rajasthan. KAI brings over 800 years of Japanese legacy of forging blades, directly to Indian households with its kitchenware range. KAI Also offers high-precision beauty and personal care products to Indian consumers, adding value to their daily life. They are determined to provide products prepared with detailed R&D and superior Japanese technology. With its clear vision and mission, KAI is marching forward towards becoming a household name in India.

# Mumbai News Network Latest News

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## Kai India Launches Cutting-Edge Ad Campaign Focused on Kitchen Safety



Kai India, the leading subsidiary of Japan's renowned brand KAI, is delighted to unveil its latest knife ad campaign, featuring Managing Director, Mr. Rajesh U Pandya. With a rich legacy spanning 115 years, KAI has become synonymous with crafting premium kitchenware, and this campaign reinforces its commitment to promoting safety and excellence in culinary experiences.

The core concept behind this innovative ad campaign revolves around the paramount importance of safety in the kitchen, especially during the process of cutting vegetables and other essential ingredients. **Mr. Rajesh U Pandya, the Managing Director of Kai India**, emphasizes the significance of using sharp knives for injury prevention. He states, *"There is nothing more challenging than using a knife that doesn't cut. If you opt for a dull knife, you will find yourself exerting extra force, leading to unnecessary stress and potential injuries."*

The campaign highlights the message that choosing the right knife is not just about functionality but is a conscious decision to prioritize safety and efficiency in the kitchen. **Mr. Rajesh U Pandya** encourages individuals to select a knife that they, their families, or recipients of the gift will truly love and consider a trusted "partner in the kitchen."

Kai India's commitment to quality and safety is reflected in their extensive range of meticulously crafted knives, designed to enhance the culinary experience of both amateur chefs and seasoned professionals alike. The new ad campaign serves as a testament to Kai India's dedication to providing consumers with kitchen tools that not only meet but exceed their expectations.

Mr. Hitesh Singla, Head of Marketing at Kai India, said *"Kitchen safety is not just a necessity; it's a fundamental aspect of the culinary experience. At Kai India, we believe that the right knife is not just a tool; it's a trusted partner in every kitchen. Our latest ad campaign is not just about cutting-edge tools but cutting with confidence. We want users to understand that a sharp knife not only prevents injuries but enhances the joy of cooking. It's an investment in safety, precision, and the pure pleasure of creating in the heart of your home."*

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<https://mumbainewsnetworks.blogspot.com/2024/01/kai-india-launches-cutting-edge-ad.html>





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