

MEDIA COVERAGE REPORT



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GLITTERING INDIA

KAI K4 Soft Razor for Women with Superior Japanese Technology

KAI India, the Indian subsidiary of Japan's leading brand KAI, with over a 114-year legacy in crafting exceptional kitchen and beauty tools, offers K4 Soft Razor for women. This innovative product showcases superior Japanese technology and innovative features, representing a seamless blend of tradition and innovation. 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.



KAI K4 Soft Razor for Women with Superior Japanese Technology

KAI India, the Indian subsidiary of Japan's leading brand KAI, with over a 114-year legacy in crafting exceptional kitchen and beauty tools, offers K4 Soft Razor for women. This innovative product showcases superior Japanese technology and innovative features, representing a seamless blend of tradition and innovation. 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.



Grooming



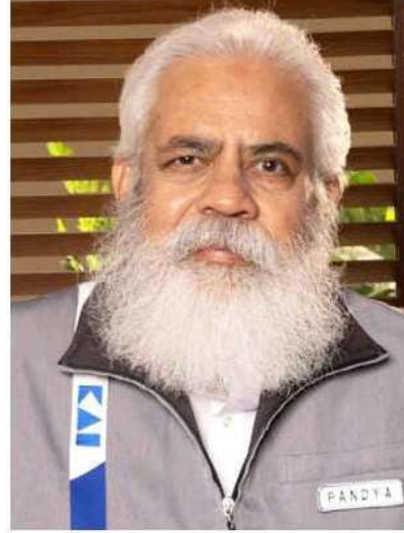
KAI INDIA- the Indian arm of Japan's iconic beauty and kitchenware brand KAI has introduced - the new K4 soft Razor for women, featuring superior Japanese technology and innovative features.

 **WHERE:** <https://kaiindiaonline.com>

काबुकी मास्क के साथ काई इंडिया के एमडी राजेश यू पांड्या बने कंपनी के नए विज्ञापन का चेहरा

भास्कर ब्यूरो

नई दिल्ली। जापान के प्रसिद्ध ब्यूटी एवं किचनवेयर ब्राण्ड काई की भारतीय शाखा काई इंडिया के मैनेजिंग डायरेक्टर श्री राजेश यू पांड्या अब कंपनी के एक और नए विज्ञापन में नज़र आ रहे हैं। यह शानदार कैपेन जापानी थिएटर के एक क्लासिकल रूप काबुकी को दर्शाता है, और दृश्यात्मक रूप से मोहक और सांस्कृतिक रूप से समृद्ध अनुभव देता है। काबुकी जापानी थिएटर का एक शास्त्रीय रूप है, जिसमें पारंपरिक नृत्य के साथ नाटकीय प्रदर्शन का मिश्रण होता है। काबुकी थिएटर अपने भारी शैली वाले प्रदर्शनों, अपनी ग्लैमरस, अत्यधिक सजी हुई वेशभूषा और इसके कुछ कलाकारों द्वारा पहने जाने वाले विस्तृत कुमादोरी मेकअप के लिए जाना जाता है। जापानी काबुकी अभिनेता/निर्माता इचिकावा डेंजुरो XIII के प्रशंसक, काई इंडिया के प्रबंध निदेशक राजेश यू पांड्या ने इस कैपेन पर अपने विचार साझा करते हुए कहा, काबुकी स्पष्टता, कलात्मकता और ट्रेडिशन को दर्शाता है और हम प्रत्येक काई चाकू में यही सब कायम रखने का प्रयास करते हैं। मुझे इस अनूठे अभियान का हिस्सा बनने पर बहुत खुशी हो रही है, जो हमारे चाकूओं को हाइलाइट करने के साथ-साथ काबुकी की मोहक



दुनिया को भी सलामी देता है। यह मेरा काई के लिए दूसरा ऐड कैपेन है, और मैं मानता हूँ कि यह हमारी प्रतिबद्धता को मजबूत करता है और काई को अलग बनाने वाली कला की सराहना करता है। दुनिया भर में 3.15 करोड़ से अधिक चाकू बेचने के साथ, काई इंडिया एक रोमांचक यात्रा शुरू करने के लिए तैयार है जो न केवल जापानी संस्कृति की भावना का प्रतीक है बल्कि ब्रांड को परिभाषित करने वाली अविश्वसनीय गुणवत्ता और शिल्प कौशल को भी दर्शाता है। काई इंडिया ने खुद को किचनवेयर उद्योग में एक जाने माने ब्रांड के रूप में मजबूती से स्थापित किया है, जो रूप और कार्य का सही मिश्रण पेश करता है। यह कैपेन उत्कृष्टता और रचनात्मकता के प्रति काई इंडिया के समर्पण का एक प्रमाण होने का वादा करता है।

Kai India unveils its print campaign featuring MD Rajesh U Pandya

KAI showcases a knife ad with MD Rajesh U Pandya in a Kabuki mask.



Mumbai: 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 its new knife print ad campaign featuring managing director Rajesh U Pandya, with a Kabuki mask. This exceptional campaign promises to embrace the essence of Kabuki, a classical form of Japanese theatre, 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 the elaborate kumadori make-up worn by some of its performers.

Kai India managing director Rajesh U Pandya 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.

Kai India's head of marketing Hitesh Singla shared his views on this ground-breaking campaign, saying "At Kai India, we have always been passionate about the intersection of art and craftsmanship. Pandya, as a Kabuki admirer, offers a fresh perspective, emphasising 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. Here 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.

शुक्रवार, २७ ऑक्टोबर २०२३

मुंबईतील ग्राहकांसाठी हँड्स-ऑन मोहीम

मुंबई : मुंबई : काई इंडिया, काईची भारतीय शाखा, प्रसिद्ध जपानी ब्रँड, सौंदर्य आणि किचनवेअर उत्पादनांच्या विस्तृत श्रेणीसाठी ओळखल्या जाणार्या, मुंबईत हँड-ऑन मोहीम सुरू केली आहे. या मोहिमेचा उद्देश ग्राहकांशी थेट संपर्क साधणे, त्यांना काई रेजर सह एक अनोखा अनुभव मिळेल. ६० दिवसांची हँड्स-ऑन मोहीम ग्राहकांशी गुंतण्यासाठी आणि त्यांना प्रीमियम जपानी उत्पादनांचा अनुभव देण्यासाठी डिझाइन केलेली आहे. या मोहिमे अंतर्गत, काई इंडिया महाविद्यालये, कॉर्पोरेट कार्यालये, आधुनिक रिटेल चेन स्टोअर्स आणि जनरल ट्रेड स्टोअरमध्ये ५०,००० हून अधिक उत्पादनांचे नमुने घेणार आहे. या मोहिमेचा एक भाग म्हणून, ग्राहकांना केवळ काईच्या प्रीमियम उत्पादनांचे नमुने घेण्याची संधी मिळणार नाही तर त्यांना मोफत मेकओव्हर आणि वैयक्तिक ग्रूमिंग टिप्सही दिल्या जातील. हँड्स-ऑन मोहिमेबद्दल उत्साह व्यक्त करताना, काई इंडियाचे व्यवस्थापकीय संचालक राजेश यू पंड्या म्हणाले, काई इंडियामध्ये, आम्ही उत्कृष्ट जपानी कारागिरी भारतीय बाजारपेठेत आणण्यासाठी कटिबद्ध आहोत. हँड-ऑन लॉन्च करून मोहीम आमच्या ग्राहकांना आमच्या उत्पादनांसह एक अविस्मरणीय आणि मूर्त अनुभव प्रदान करणे हे आमचे उद्दिष्ट आहे. आम्हाला विश्वास आहे की हा उपक्रम आम्हाला आमच्या ग्राहकांशी थेट संपर्क साधण्यास सक्षम करेल. आम्ही आमच्या ग्राहकांचे आभारी आहोत ज्यांनी आमच्या मोहिमेचे भरभरून कौतुक केले आहे.

આમ પાંચી સુધી છે દેશનું સૌથી વિજ્ઞાનમીય અને સૌથી પ્રગતિ પિછાનું સમગ્ર

કેએઆઈ દ્વારા હેન્ડ્સ ઓન કેમ્પેઈન

બ્યુટી અને કિચનકેર પ્રોડક્ટોની વૈવિધ્યપૂર્ણ શ્રેણી માટે જાણીતી કેએઆઈ ઈન્ડિયા દ્વારા મુંબઈમાં હેન્ડ્સ-ઓન કેમ્પેઈન શરૂ કરી છે, જેનું લક્ષ્ય કેએઆઈ રેઝર્સ અને નેઈલ ક્લિપર્સ સાથે અજોડ અને રોમાંચક અનુભવ પ્રદાન કરીને ગ્રાહકો સાથે સીધું જોડાણ કરવાનું છે. એમડી રાજેશ યુ પંડ્યાએ જણાવ્યું કે અમારી સેમ્પલિંગ પહેલમાં કોલેજ, કોર્પોરેટ, રિટેઈલ ચેઈન સ્ટોર સહિતના 50 હજારથી વધુ નાગરિકોને આવરી લેશે.

KAI India launches hands on campaign to connect directly with Mumbai customers

By Chandrashekhar Hendve
@seashekhar

KAI India, the Indian arm of Japan's renowned brand KAI, famous for its diverse range of beauty and kitchenware products, including knives, razors, and scissors, has launched Hands-On Campaign in Mumbai. This innovative campaign aims to connect directly with customers, offering them a unique and immersive experience with the KAI Razors.

This Hands-On Campaign, spanning over 60 days, has been designed to provide customers with a first hand experience of the exceptional quality of KAI's premium Japanese products. KAI India will embark on a product sampling initiative, targeting more than 50,000 individuals across a multitude of platforms including colleges, corporate offices, modern trade retail chain stores, and general trade stores.

Rajesh U Pandya, Managing Director of KAI India, expressed his en-

thusiasm for the Hands-On Campaign, saying, "At KAI India, we are deeply committed to bringing the finest Japanese craftsmanship to the Indian market. With the launch of the Hands-On Campaign, we aim to offer our customers an unforgettable and tangible experience of our products.

The #HANDSON campaign,



which was successfully launched in Bangalore and Delhi last year, is part of KAI India's plan to extend this unique engagement initiative to other major metropolitan areas and non-metro regions in the near future.

KAI India Launches Hands on Campaign to Connect Directly with Mumbai Customers



Mumbai, By Namrata Poddar :

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colleges, corporate offices, modern trade retail chain stores, and general trade stores. As part of this campaign, customers will not only have the opportunity to sample KAI products but will also be treated to free makeover sessions and personalized grooming tips. Rajesh U Pandya, Managing Director of KAI India, expressed his enthusiasm for the Hands-On Campaign, saying, "At KAI India, we are deeply committed to bringing the finest Japanese craftsmanship to the Indian market. With the launch of the Hands-On Campaign, we aim to offer our customers an unforgettable and tangible experience of our products. We believe that this initiative will enable us to connect with our customers directly, allowing them

to appreciate the superior quality and performance of KAI products." The #HANDSON campaign, which was successfully launched in Bangalore and Delhi last year, is part of KAI India's plan to extend this unique engagement initiative to other major metropolitan areas and non-metro regions in the near future. The campaign represents a pivotal step in KAI India's mission to empower customers with high-quality, precision products, and the knowledge to use them effectively. 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 sqmt 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.



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काई इंडियाने मुंबईतील ग्राहकांसाठी हँड्स-ऑन मोहीम



मुंबई, दि.२८ : काई इंडिया, काईची भारतीय शाखा, प्रसिद्ध जपानी ब्रँड, सौंदर्य आणि किचनवेअर उत्पादनांच्या विस्तृत श्रेणीसाठी ओळखल्या जाणार्या, मुंबईत हँड-ऑन मोहीम सुरू केली आहे. या मोहिमेचा उद्देश ग्राहकांशी थेट संपर्क साधणे, त्यांना काई रेजर सह एक अनोखा अनुभव मिळेल. ६० दिवसांची हँड्स-ऑन मोहीम ग्राहकांशी गुंतण्यासाठी आणि त्यांना प्रीमियम जपानी उत्पादनांचा अनुभव देण्यासाठी डिझाइन केलेली आहे. या मोहिमे अंतर्गत, काई इंडिया महाविद्यालये, कॉर्पोरेट कार्यालये, आधुनिक रिटेल चेन स्टोअर्स आणि जनरल ट्रेड स्टोअरमध्ये १०,००० हून अधिक उत्पादनांचे नमुने घेणार आहे. या

मोहिमेचा एक भाग म्हणून, ग्राहकांना केवळ काईच्या प्रीमियम उत्पादनांचे नमुने घेण्याची संधी मिळणार नाही तर त्यांना मोफत मेकओव्हर आणि वैयक्तिक ग्रूमिंग टिप्सही दिल्या जातील.

हँड्स-ऑन

मोहिमेबद्दल उत्साह व्यक्त करताना, काई इंडियाचे व्यवस्थापकीय संचालक राजेश यू पंड्या म्हणाले, काई इंडियामध्ये, आम्ही उत्कृष्ट जपानी कारागिरी भारतीय बाजारपेठेत आणण्यासाठी कटिबद्ध आहोत. हँड-ऑन लॉन्च करून मोहीम आमच्या ग्राहकांना आमच्या उत्पादनांसह एक अविस्मरणीय आणि मूर्त अनुभव प्रदान करणे हे आमचे उद्दिष्ट आहे. आम्हाला विश्वास आहे की हा उपक्रम आम्हाला आमच्या ग्राहकांशी थेट संपर्क साधण्यास सक्षम करेल. आम्ही आमच्या ग्राहकांचे आभारी आहोत ज्यांनी आमच्या मोहिमेचे भरभरून कौतुक केले आहे.

शिवनेर

बुधवार, दि. २५ ऑक्टोबर २०२३

काई इंडियाने मुंबईतील ग्राहकांसाठी हँड्स-ऑन मोहीम

► मुंबई: काई इंडिया, काईची भारतीय शाखा, प्रसिद्ध जपानी ब्रँड, सौंदर्य आणि किचनवेअर उत्पादनांच्या विस्तृत श्रेणीसाठी ओळखल्या जाणार या, मुंबईत हँड-ऑन मोहीम सुरू केली आहे. या मोहिमेचा उद्देश ग्राहकांशी थेट संपर्क साधणे, त्यांना काई रेज्जर सह एक अनोखा अनुभव मिळेल. ६० दिवसांची हँड्स-ऑन मोहीम ग्राहकांशी गुंतण्यासाठी आणि त्यांना प्रीमियम जपानी उत्पादनांचा अनुभव देण्यासाठी डिझाइन केलेली आहे. या मोहिमे अंतर्गत, काई इंडिया महाविद्यालये, कॉर्पोरेट कार्यालये, आधुनिक रिटेल चेन स्टोअर्स आणि जनरल ट्रेड स्टोअरमध्ये ५०,००० हून अधिक उत्पादनांचे नमुने घेणार आहे. या मोहिमेचा एक भाग म्हणून, ग्राहकांना केवळ काईच्या प्रीमियम उत्पादनांचे नमुने घेण्याची संधी मिळणार नाही तर त्यांना मोफत मेकओव्हर आणि वैयक्तिक ग्रूमिंग टिप्सही दिल्या जातील. हँड्स-ऑन मोहिमेबद्दल उत्साह व्यक्त करताना, काई इंडियाचे व्यवस्थापकीय संचालक राजेश यू पंड्या म्हणाले, “काई इंडियामध्ये, आम्ही उत्कृष्ट जपानी कारागिरी भारतीय बाजारपेठेत आणण्यासाठी कटिबद्ध आहोत. हँड-ऑन लॉन्च करून मोहीम आमच्या ग्राहकांना आमच्या उत्पादनांसह एक अविस्मरणीय आणि मूर्त अनुभव प्रदान करणे हे आमचे उद्दिष्ट आहे. आम्हाला विश्वास आहे की हा उपक्रम आम्हाला आमच्या ग्राहकांशी थेट संपर्क साधण्यास सक्षम करेल. आम्ही आमच्या ग्राहकांचे आभारी आहोत ज्यांनी आमच्या मोहिमेचे भरभरून कौतुक केले आहे.

आपले साम्राज्य

गुरुवार २६ ऑक्टोबर २०२३

काई इंडियाने मुंबईतील ग्राहकांसाठी हँड्स-ऑन मोहीम



मुंबई : काई इंडिया, काईची भारतीय शाखा, प्रसिद्ध जपानी ब्रँड, सौंदर्य आणि किचनवेअर उत्पादनांच्या विस्तृत श्रेणीसाठी ओळखल्या जाणार्या, मुंबईत हँड-ऑन मोहीम सुरू केली आहे. या मोहिमेचा उद्देश ग्राहकांशी थेट संपर्क साधणे, त्यांना काई रेजर सह एक अनोखा अनुभव मिळेल. ६० दिवसांची हँड्स-ऑन मोहीम ग्राहकांशी गुंतण्यासाठी आणि त्यांना प्रीमियम जपानी उत्पादनांचा अनुभव देण्यासाठी डिझाइन केलेली आहे. या मोहिमे अंतर्गत, काई इंडिया महाविद्यालये, कॉर्पोरेट कार्यालये, आधुनिक रिटेल चेन स्टोअर्स आणि जनरल ट्रेड स्टोअरमध्ये ५०,००० हून अधिक उत्पादनांचे नमुने घेणार आहे. या मोहिमेचा एक भाग म्हणून, ग्राहकांना केवळ काईच्या प्रीमियम उत्पादनांचे नमुने घेण्याची संधी मिळणार नाही तर त्यांना मोफत मेकओव्हर आणि वैयक्तिक ग्रूमिंग टिप्सही दिल्या जातील.

हँड्स-ऑन मोहिमेबद्दल उत्साह व्यक्त करताना, काई इंडियाचे व्यवस्थापकीय संचालक राजेश यू पंड्या म्हणाले, “काई इंडियामध्ये, आम्ही उत्कृष्ट जपानी कारागिरी भारतीय बाजारपेठेत आणण्यासाठी कटिबद्ध आहोत. हँड-ऑन लॉन्च करून मोहीम आमच्या ग्राहकांना आमच्या उत्पादनांसह एक अविस्मरणीय आणि मूर्त अनुभव प्रदान करणे हे आमचे उद्दिष्ट आहे. आम्हाला विश्वास आहे की हा उपक्रम आम्हाला आमच्या ग्राहकांशी थेट संपर्क साधण्यास सक्षम करेल. आम्ही आमच्या ग्राहकांचे आभारी आहोत ज्यांनी आमच्या मोहिमेचे भरभरून कौतुक केले आहे.

काई इंडिया ने मुंबई के ग्राहकों के साथ जुड़ने के लिए शुरू किया हैंड्स-ऑन कैम्पेन

मुंबई। जापान के प्रसिद्ध ब्रांड काई की भारतीय शाखा, काई इंडिया जो ब्यूटी एवं किचनवेयर प्रोडक्ट्स की व्यापक रेंज के लिए प्रसिद्ध है, ने मुंबई में हैंड्स-ऑन कैम्पेन शुरू किया है। इस शानदार कैम्पेन का उद्देश्य ग्राहकों से सीधे जुड़ना है, उन्हें काई रेजर के साथ एक अनूठा और गहन अनुभव प्रदान करना है। 60 दिनों तक चलने वाले इस हैंड्स-ऑन कैम्पेन का आयोजन उपभोक्ताओं के साथ जुड़ने और उन्हें प्रीमियम जैपनीज उत्पादों का अनुभव प्रदान करने के लिए डिजाइन किया गया है। अपने इस कैम्पेन के तहत काई इंडिया कॉलेजों, कॉर्पोरेट ऑफिस, मॉडर्न रीटेल चेन स्टोर्स और जनरल ट्रेड स्टोर्स में 50,000 से अधिक प्रोडक्ट्स की सैम्पलिंग



करेगी। इस अभियान के हिस्से के रूप में, ग्राहकों को न केवल काई के प्रीमियम प्रोडक्ट्स की सैम्पलिंग का अवसर मिलेगा, बल्कि मुफ्त मेकओवर सेशन और पर्सनल ग्रूमिंग टिप्स भी दिए जाएंगे। काई इंडिया के प्रबंध निदेशक राजेश यू पांड्या ने हैंड्स-ऑन कैम्पेन के प्रति अपना उत्साह व्यक्त करते हुए कहा, 'काई इंडिया में, हम भारतीय बाजार में बेहतरीन जैपनीज क्राफ्टमैनशिप लाने के लिए गहराई से प्रतिबद्ध हैं।

काई इंडिया ने मुंबई के ग्राहकों के साथ जुड़ने के लिए शुरू किया हैंड्स-ऑन कैम्पेन

दबंग रिपोर्टर २० मुंबई

जापान के प्रसिद्ध ब्रांड काई की भारतीय शाखा, काई इंडिया जे ब्यूटी एवं किचनवेयर प्रोडक्ट्स को व्यापक रेंज के लिए प्रसिद्ध है, ने मुंबई में हैंड्स-ऑन कैम्पेन शुरू किया है। इस सनदार कैम्पेन का उद्देश्य ग्राहकों से सीधे जुड़ना है, उन्हें काई रेंजर के साथ एक अनुदा और गहन अनुभव प्रदान करना है।

60 दिनों तक चलने वाले इस हैंड्स-ऑन कैम्पेन का आयोजन उपभोक्ताओं के साथ जुड़ने और उन्हें प्रीमियम जैपनीज उत्पादों का अनुभव प्रदान करने के लिए डिज़ाइन किया गया है। अपने इस कैम्पेन के तहत काई इंडिया कॉलेजों, कॉर्पोरेट ऑफिस, मॉडर्न रिटेल चेन स्टोर्स और जनरल ट्रेड स्टोर्स में 50,000 से अधिक प्रोडक्ट्स को सैम्पलिंग करेगी। इस अभियान के हिस्से के रूप में, ग्राहकों को न केवल काई के प्रीमियम प्रोडक्ट्स को सैम्पलिंग का अवसर मिलेगा, बल्कि मुफ्त मेकअप



सेशन और पर्सनल बुकिंग टिप्स भी दिए जाएंगे।

काई इंडिया के प्रबंध निदेशक राजेश गू पांड्या ने हैंड्स-ऑन कैम्पेन के प्रति अपना उत्साह व्यक्त करते हुए कहा, 'इकाई इंडिया में, हम भारतीय बाजार में बेहतरीन जैपनीज क्राफ्टमैनशिप लाने के लिए गहराई से प्रतिबद्ध हैं। हैंड्स-ऑन कैम्पेन के लॉन्च के साथ

हमारा लक्ष्य अपने ग्राहकों को अपने उत्पादों का एक अविस्मरणीय और ठोस अनुभव प्रदान करना है। हमारा मानना ​​है कि यह फल हमें अपने ग्राहकों से सीधे जुड़ने में सक्षम बनाएगी, हम अपने उपभोक्ताओं के लिए आभारी हैं, जिन्होंने हमारे इस कैम्पेन को खुब सराहा है।

हैंड्स-ऑन कैम्पेन, जिसे पिछले साल



बैंगलूर और दिल्ली में सफलतापूर्वक लॉन्च किया गया था, निकट भविष्य में इस शानदार कैम्पेन को अन्य प्रमुख महानगरीय क्षेत्रों और गैर-महानगरीय क्षेत्रों तक विस्तारित करने को काई इंडिया की योजना है। यह अभियान ग्राहकों को उच्च गुणवत्ता वाले, सटीक उत्पादों और उन्हें प्रभावी ढंग से उपयोग करने के

ज्ञान के साथ सशक्त बनाने के काई इंडिया के मिसन में एक महत्वपूर्ण कदम का प्रतिनिधित्व करता है। 115 वर्षों से भी अधिक पुराने काई ग्रुप ने राजस्थान के नीमराज में अपने मैनुफैक्चरिंग युनिट के साथ भारतीय बाजार में प्रवेश किया था, जो 30000 वर्गमीटर से अधिक क्षेत्रफल में फैली है।

KAI India launches campaign to connect directly with Mumbai customers

jtc

HE By Ratul Mehra — October 25, 2022 — Updated: October 25, 2022 — 3 Mins Read — 8 Views



Mumbai: KAI India, the Indian arm of Japan's renowned brand KAI, famous for its diverse range of beauty and kitchenware products, including knives, razors, and scissors, has launched Hands-On Campaign in Mumbai. This innovative campaign aims to connect directly with customers, offering them a unique and immersive experience with the KAI Razors.

This Hands-On Campaign, spanning over 60 days, has been designed to provide customers with a first-hand experience of the exceptional quality of KAI's premium Japanese products. KAI India will embark on a product sampling initiative, targeting more than 50,000 individuals across a multitude of platforms, including colleges, corporate offices, modern trade retail chain stores, and general trade stores. As part of this campaign, customers will not only have the opportunity to sample KAI products but will also be treated to free makeover sessions and personalized grooming tips.

Rajesh U Pandya, Managing Director of KAI India, expressed his enthusiasm for the Hands-On Campaign, saying, "At KAI India, we are deeply committed to bringing the finest Japanese craftsmanship to the Indian market. With the launch of the Hands-On Campaign, we aim to offer our customers an unforgettable and tangible experience of our products. We believe that this initiative will enable us to connect with our customers directly, allowing them to appreciate the superior quality and performance of KAI products."

The #HANDSON campaign, which was successfully launched in Bangalore and Delhi last year, is part of KAI India's plan to extend this unique engagement initiative to other major metropolitan areas and non-metro regions in the near future. The campaign represents a pivotal step in KAI India's mission to empower customers with high-quality, precision products and the knowledge to use them effectively.

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 and providing well-designed, innovative houseware and beauty care products that are used widely in day-to-day life.

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 lives. 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 Hands on Campaign to Connect Directly with Mumbai Customers



Fashion Value Chain

October 25, 2020 • 3 min read



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<https://fashionvaluechain.com/kai-india-launches-hands-on-campaign-to-connect-directly-with-mumbai-customers/>



BUSINESS

KAI India Launches Hands on Campaign to Connect Directly with Mumbai Customers

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<https://biznewsdesk.com/business/kai-india-launches-hands-on-campaign-to-connect-directly-with-mumbai-customers/>

KAI India Launches Hands on Campaign to Connect Directly with Mumbai Customers

 October 26, 2023
  Business



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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.

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KAI India Launches Hands on Campaign to Connect Directly with Mumbai Customers

October 26, 2023 Manish Praharaj Business 0



Mumbai, KAI India, the Indian arm of Japan's renowned brand KAI, famous for its diverse range of beauty and kitchenware products, including knives, razors, and scissors, has launched Hands-On Campaign in Mumbai. This innovative campaign aims to connect directly with customers, offering them a unique and Immersive experience with the KAI Razors.

This Hands-On Campaign, spanning over 60 days, has been designed to provide customers with a first hand experience of the exceptional quality of KAI's premium Japanese products. KAI India will embark on a product sampling initiative, targeting more than 50,000 individuals across a multitude of platforms including colleges, corporate offices, modern trade retail chain stores, and general trade stores. As part of this campaign, customers will not only have the opportunity to sample KAI products but will also be treated to free makeover sessions and personalized grooming tips.



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Mumbai News Network Latest News

Thursday, 26 October 2023

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KAI INDIA LAUNCHES HANDS ON CAMPAIGN TO CONNECT DIRECTLY WITH MUMBAI CUSTOMERS

Oct 25, 2023 | Apparel, Fashion & Retail, News & Insights



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<https://textilevaluechain.in/news-insights/kai-india-launches-hands-on-campaign-to-connect-directly-with-mumbai-customers/>

HOME PAGE / BUSINESS / 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

Team | 27 October 2023



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 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 Singh, 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://nationalbiznews.com/business/kai-india-unveils-its-print-campaign-featuring-md-rajesh-u-pandya-in-japanese-kabuki-mask/>

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Fashion Value Chain
Created: 07/2023 • 2 min read



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



By team

10/07/2023, 10:00 AM



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BUSINESS NEWS FOR PROFIT



Business Education Health News Technology

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Posted on October 27, 2023 by team



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KAI INDIA UNVEILS ITS PRINT CAMPAIGN FEATURING MD RAJESH U PANDYA IN JAPANESE KABUKI MASK

Oct 28, 2023 | News & Insights, Textile Industry



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THANK YOU