

"NAMO NARAYAN"



M. K. Exim (India) Limited

CIN No. L63040RJ1992PLC007111

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To
Department of Corporate Services-Listing,
BSE Ltd.,
Floor 25, P J Towers,
Dalal Street,
Mumbai-400 001
Tel: 022-2272 1234/33

Ref: M.K. Exim (India) Ltd. SCRIP Code: 538890

Sub: Intimation of New Product(s) Launch

Dear Sir,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, The Company is delighted to announce the distribution of new product "K18 BIOMIMETIC HAIRSCIENCE" in FMCG Division.

This is for your kind information and records please.

Thanking You

For M.K.Exim (India) Limited

Manish Murlidhar Dialani
Managing Director
(DIN:05201121)



M.K. EXIM (INDIA) LIMITED is proud to launch K18 hair care at your favorite salons

Our impact begins in the salon chair and pulses outward from January 2022. Our professional product line is exclusive to salons as the entry-point to at home treatment.

**K18BIOMIMETIC HAIRSCIENCE- THE BOND CONVERSATION
HAIR LIKE NEW IN JUST 4 MINUTES**

'10 years of biosciences research 1 breakthrough peptide'

Mk Exim (India) Limited launches K18-Peptide which is the breakthrough molecule haircare which reverses hair damage in just 4 minutes



MK EXIM (INDIA) LIMITED Targets to introduce the brands in 5000 top salons across all over India in FY - 2022

K18Peptide was patented after scanning and analysing 1,242 decapeptides that cover the **entire genome of human keratin proteins**. After a decade of research, we discovered one unique sequence unlocking the science to bring strands damaged from chemical services and thermal/mechanical styling back to their original, youthful state — the K18 peptide.

Patented K18 is not just a temporary fix — it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, color, and chemical services, resulting in soft, smooth, strong hair with bounce that **feels like new**.

The more damaged the hair, the more dramatic the results.

The K18Peptide- molecular repair service:

K18 Professional Mist A pre-service treatment that strengthens hair before a chemical service.

K18 Professional Mask A post-service treatment that repairs damage caused during any salon service. Clinically proven to repair & reverse damage from chemical services and thermal styling— in 4 minutes.

Why it's revolutionary

With just one salon treatment hair is restored to:

91% original strength

94% original elasticity

Until now, the haircare industry has relied on cosmetic chemistry, and most recently bond builders, to formulate its products. K18, employing biomimetic hairscience is leading the modern era of haircare with an entirely new category.

Cosmetic chemistry

bond builders

biomimetic hairscience