



## Social Media Press Release

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### Jawed Habib Hair & Beauty Ltd. to conduct a live YouTube Press conference

Jawed Habib Hair & Beauty Ltd. utilizes social media to open discussion about the recent 'Gods Visiting Salon' ad campaign

#### Core News Facts

- In September, Jawed Habib's Hair and Beauty Salon released an advertisement depicting Hindu Gods sitting in the salon.
- The ad showed Indian Goddess Durga, along with her children Kartik, Lakshmi, Saraswati, and Ganesh, enjoying a day at the beauty parlor with a tagline "Gods too visit JH Salon".
- The advertisement is released for the upcoming Durga Puja, a major festival celebrated in West Bengal (India).
- The sight of the goddesses and gods putting on make-up and counting money hurt the religious sentiments of many Hindus, and they made their anger clear on social media.
- On September 4, the hashtag #BoycotJawedHabib trended on social media for advertising insensitive ad.
- On September 6, responding the uproar, Habib himself posted a series of tweets explaining the situation and posted a video on Twitter apologizing for the ad.
- Jawed Habib Hair and Beauty Ltd. has removed advertisement from social media and print media.
- At 10 a.m. on September 7, Jawed Habib Hair and Beauty Ltd. will conduct a live YouTube press conference in which all the questions and doubts will be clarified by Jawed Habib.



[YouTube Press conference link for September 7<sup>th</sup>](#)  
Watch Jawed Habib answering questions from live twitter feed

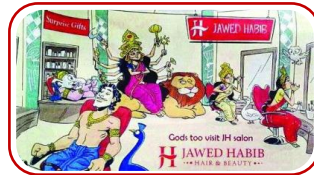
[Jawed Habib Hair and Beauty Ltd. Twitter Page](#)  
Tweet in questions to be answered live in YouTube



Salon Photo



Apology Podcast



Advertisement



YouTube apology



Jawed Habib's apology posted on Twitter and other social media platforms

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#### QUOTES

One of our partners released the advertisement without our permission in Kolkata. Our system is through franchise and sentiments have been hurt, I have been working for 25 years. My only religion is scissor...I apologize.”

—Jawed Habib, Chairman

“We never ever intended to hurt the sentiments of any community. It was done without our knowledge of the company by some local people in West Bengal. We undertake to remove all such advertisement material from the media.”

—Jawed Habib, Chairman

Jawed Habib Hair and Beauty Ltd. is one of the earliest and the finest hair and beauty salons in India. Operating in 24 states and 110 cities in the country, JH Hair and Beauty Ltd. currently have 875 outlets in addition to establishments in Singapore, Kenya, Dubai, Bangladesh, Nepal. Jawed Habib the official styling partner for Miss India, holds the Limca Record for 410 nonstop haircuts in 24 hours. He is also the only hairstylist to be featured in Times and Forbes magazine. All hair stylists in the Jawed Habib Salon meticulously trained in Jawed Habib Academy.

Please visit [Jawedhabib.co.in](http://Jawedhabib.co.in) for more information.



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Jawed Habib Hair and Beauty Ltd. take pride in saying that we do science-based styling, not product based. Jawed Habib provides amazing tips that help to set new standards and keep hair healthy.

