

Taapsee Pannu Named Dove Hair Care's First-Ever Indian Ambassador

Published on 31 Oct 2025 | By IFI Correspondent



Bollywood actress Taapsee Pannu has just been announced as the **first Indian brand ambassador** for Dove Hair Care. This groundbreaking collaboration positions her as the face of the global brand's campaigns in India and beyond. Traditionally, Dove has focused on everyday people in its advertising; by selecting Taapsee, the brand signals a shift in its marketing strategy — aiming for wider visibility, youth-appeal and a renewed narrative of confidence and authenticity.

Why Taapsee? The fit between brand and icon

According to the report, Dove chose Taapsee for her **relatability, credibility and global appeal**. In her own words, Taapsee said:

"This campaign is especially close to my heart because I was the one who reached out to Dove. I wanted to start a conversation not just about hair, but about confidence, identity, and self-acceptance. I wanted younger girls to see that I stand tall and proud with my curls..."

Her emphasis on embracing one's natural hair texture and viewing curls as strength aligns neatly with Dove's longstanding brand message of self-acceptance and real beauty.

Significance for both sides

- **For Taapsee**, the tie-up adds another major brand to her portfolio, underlining her influence beyond films into the beauty and lifestyle sphere. She has previously been with other global brands, making this collaboration a further step in her brand expansion.
- **For Dove**, this marks a strategic pivot — moving from featuring non-celebrity models to aligning with a high-profile Indian actor. The brand appears to be leveraging her voice and visibility to amplify its message of authenticity and reach younger consumers in India.

What to expect

Going forward, the campaign is likely to revolve around themes of hair acceptance, embracing natural textures (especially curls) and personal strength. There may be TV commercials, digital films and social media content centred on Taapsee's own hair journey.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.