

Emami set to launch two varieties of soap

Our Bureau
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COMPETITION in the Rs 6,800-crore price sensitive Indian toilet soap market is all set to become more fierce. Personal and healthcare company Emami is all geared to launch two different soaps — malai kesar and glycerine, shortly.

Elaborating on the company's foray into the new soap category, Emami group director Priti Sureka said: "Following the success of our Malai Kesar Cold Cream which now enjoys a 12-13% market share, Emami decided to introduce a soap based on the same ingredients of milk and kesar."

"Since malai and kesar provide moisture to the skin and are the most coveted ingredients, we decided to use these ingredients to cater to a women's aspirational desire for a cream soap," she added.



The company is set to unleash a new TV commercial directed by Namita Roy Ghose and Subir Chatterjee of White

Light Communications sometime next week nationally.

Apart from Emami Malai Kesar, the company has also introduced a glycerine soap Emami Pure Skin. The glycerine soap will be available in three variants — Swiss Apple & Almonds, Saffron & Turmeric, and Olive & Aloe Vera. The marketing efforts for Emami Pure Skin will also include television advertising and a 360 degree communication campaign.

Incidentally, the traditional soap category has become increasingly cut-throat with new brands and rising raw material costs putting intense pressure on margins. According to reports, while the premium soap category is dominated by brands such as Dove and Pears from Hindustan Unilever (HUL), and Cinthol from Godrej Consumer Products, there is intense competition among brands from companies such as Henkel India, Wipro, Reckitt Benckiser (India), Nirma, HUL and Godrej at the mass level.