

Emami forays into shampoos

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THE Kolkata-headquartered Rs 2,000 crore diversified company Emami is now set to have a piece of the Rs 2,141 crore shampoo pie in India. Emami's fast-moving consumer goods (FMCG) wing has now rolled out a 5-in-1 shampoo initially for the Andhra Pradesh market. Eventually Emami shampoos will be marketed across the country.

"Shampoo is one of the most competitive markets in the FMCG space. It is growing annually at a rate of 14.5 per cent. From a penetration level of 13 per cent in 2000, now almost a third of the country's rural population uses shampoo with penetration levels zooming to 55 per cent. There is a long-felt need gap in the category because each of the existing brands addresses one particular aspect of hair care and often caters to only one member in the family. And that's what led us to foray into this segment," Priti Sureka, Director, Emami, told Financial Chronicle in Kolkata on Thursday.

Emami in fact had conducted an extensive market survey covering many target

consumers. The results revealed that the consumers felt utterly confused while picking up a shampoo from the shop shelf. They resented the fact that not a single shampoo offered complete or total hair care. No one was interested in buying five different shampoos to get five different benefits.

Controlling hair loss, inducing hair growth, cleaning up toxic pollutants and revitalising, making hair stronger and adding shine and softness to the hair are the five areas of hair care that find a satisfying solution in the Emami's 5-in-1 special shampoo. The breakthrough fruit fusion formula is the result of extensive research carried out by scientists and hair care experts from the US, Australia and India, she said.

"The 5-in-1 shampoo with fruit fusion and herbal essences is a quality shampoo made with 100 per cent natural ingredients. Consumers weary of applying chemicals in the form of shampoos to their hair will definitely embrace this product with enthusiasm," Sureka said.

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