

Emami plans to use Chlorophyll for integrating Zandu brands

Consultancy to help strengthen portfolio, prevent market overlap

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After the acquisition of Zandu Pharma, Emami is planning to appoint Chlorophyll, the Mumbai-based brand and communications consultancy, for integrating the brands of the companies.

Speaking to *Business Line*, Mr Harsh Agarwal, Director, Emami, said, "We are in talks with Chlorophyll to help in product development for the Zandu portfolio in terms of exploring the right opportunities for its brand and to encash on its ayurvedic equity. We would also want to prevent the brands of Emami and Zandu from fighting each other in the market place."

Considering there are product overlaps between Emami and Zandu in categories such as pain balms and chyawanprash, the idea is to adopt different strategies for the brands. "Some of the brands would be used to fight competition while others would be used to grow the

category," said Mr Agarwal.

For instance Zandu Balm would be used to fight competitors such as Amrutanjan in the southern and western markets where it has a stronger share compared to Emami's Mentho Plus, which has its stronghold primarily in the eastern markets.

"There would also be some higher and lower SKUs planned for the brands depending on the strengths in different markets," said Mr Agarwal.

COMPETITION SPACE

With a combined share of almost 65 per cent in the pain balm category - Zandu Balm (45 per cent share) and Mentho Plus (15 per cent share) - Emami today has managed to become the leader in the category. Amrutanjan accounts for a 35 per cent share of the category.

In the chyawanprash category, Emami's Sona Chandi and Zandu's Kesari Jeevan have been positioned

differently keeping in mind their pricing. "Zandu's chyawanprash is a premium brand while our Sona Chandi brand is fairly cheaper. We would be fighting with players such as market leader Dabur and Baidyanath in the northern markets where chyawanprash is primarily consumed," said the Director of Emami.

Emami along with Zandu has a combined share of 20 per cent in the chyawanprash category while Dabur still leads with a 60 per cent share.

In spite of its Zandu acquisition, Emami continues to scout for more brands in the FMCG and pharma category. In the past it has sent feelers to Marico (for Sweekar) and the Ahmedabad-based Paras Pharma. "We continue to look for more personal and health care brands and would be willing to negotiate with any player who would like to sell in the personal and health care categories," added Mr Agarwal.