

Emami to enter kids' talc biz

Digbijay Mishra | TNN

Kolkata: FMCG major Emami is set to foray into kids' talcum powder segment. "Rising customer aspirations and strong need to 'tap this gap' in the talc market has propelled us to launch Boroplus Kids. This is part of our longterm planning and it would strengthen our position in the market within next two years," said Krishna Mohan, CEO (sales), Emami.

Emami currently has Boroplus Prickly Heat Powder—a Rs30 crore brand—in the Rs300 crore prickley heat powder market. It may be noted that the firm has introduced niche categories such as fairness cream for men, cooling oils & cool talc.

"We are pioneers in developing products for this vastly potential segment. Foray into this seg-

ment, targeted towards the age group of 5-12 years, is an effort to create consumer demand for a category neglected by most companies. It would promote our ranking in the next two years. We are test-marketing it in Andhra now and so far the response has been quite positive," he told TOI.

The Indian baby skincare market alone is projected to grow at 15.6% during 2011-14 and some of the companies like Johnson & Johnson and Wipro have products in the baby care segment. "We are known for providing value for money products so the new product currently available in a single variant of a 100gm pack at a price range of Rs 45," Mohan added.

Speaking about sales expectations of Boroplus Kids, he told TOI that the cruel Indian summer is likely to boost the sales.