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The Face of Marketing

Pitch

Pitch Brands 50 Awards 2013

Excellence in Marketing

The awards for excellence in marketing celebrate brands that have a cutting edge

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Emami leverages its universal appeal, rules local and global markets

Emami, the company associated with widely recognised brands such as BoroPlus, Navratna, Zandu Balm and Fair & Handsome had modest beginnings in the 70s era in Kolkata. It started as a humble home grown firm that manufactured cosmetics and ayurvedic medicines, whose young founders were commonly seen rushing across the city's cobbled streets on hand rickshaws, peddling their products from shop to shop. In almost half a century the brand is today not only an established Indian FMCG major but is also one of the rare "desi" international powerhouses with its presence in over sixty countries across the globe.

Emami firmly remains a truly national brand and is visibly proud of its innate "Indianness". Its products have a unique appeal that permeates down to the smallest demographic in the country and the brand actively works towards retaining its popularity in the Indian middle class and the often overlooked rural markets. The figures speak for themselves as the last year alone witnessed a strong growth of 31% in

the rural segment for the brand, contributing around 26% to its total revenues. The brand's strategy remains true to its ideology with a frequently talked about mission of putting at least 80% of India's villages with population of ten thousand under its coverage map in the next fiscal year.

In tune with the nature of its products and their ability to create FMCG markets in almost every part of the country, the marketing strategy of the brands produced by Emami have traditionally relied on consumer insight, demand and aspirations. Emami recognizes niche segments by securing proximity to consumers and their needs, quickly following up by devising new concepts, scaling these ideas into products and developing them into household brands. Where others have

only sought to push the same product in urban, middle and rural markets, Emami has chosen to tread the path of innovation. It is Emami which created market space for male fairness products where none existed before, with its brand "Fair & Handsome" and introduced a niche segment with the ayurvedic product "Navratna". All their products are heavily promoted by leading film and sports personalities, a simple marketing strategy that works well in semi urban and rural markets.

This keen understanding about innovating products to suit local demand and marketing them to the bottom of the pyramid has been successfully leveraged by the brand to develop insights for promising markets across geographies and demographics. This has been the marketing trump card for Emami over the years and has fuelled its global expansion. Today, the brand enjoys a strong presence in over 60 countries across the globe spanning the GCC countries, Europe, Africa, CIS countries and SAARC countries. Its individual brand like BoroPlus, which is already a market leader in India, also enjoys leading market positions in Russia, Ukraine and Nepal, whereas Fair & Handsome rules in Bangladesh, Nepal & UAE and Navratna Oil in Bangladesh and Nepal. While Multi-National Corporations seek to manufacture a demand for their international products in India, Emami not only responds to local consumer demands by producing products that have been overlooked by global FMCG majors but also successfully sells the same in markets abroad. The company continues to expand with a new manufacturing unit in Bangladesh having been recently set up and is all set to carry its uniquely Indian spirit to every corner of the world. ■

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