

WHAT DOES IT TAKE TO CREATE A WORLD-CLASS CHAIN OF SKIN CLINICS?

YEARS OF EXPERTISE
IN HAIR OILS.



When an FMCG company known for its oils, ventures into the uncharted territory of skin care services, the reaction, predictably, is: 'It doesn't make sense'.

But apply uncommon thinking and you'll see, it makes perfect sense.

At Marico, we believe there's only one reason for a brand to exist: fulfilling a sharply-focussed consumer need.

As dominant players in hair oils, understanding consumer needs is the core of our business. Precisely why we launched advanced skin care services offered through world-class skin clinics.

We studied the consumer habits of the urban Indian woman. She had moved up from 'feel good' cosmetic creams to 'do good' high-performance skin creams. Clearly, she was seeking visible results. Skin care services seemed a natural progression.

At the same time, the world was witnessing a revolution in skin care. Internationally, there was a growing trend in skin clinics, which further reaffirmed our belief.

Here was an opportunity waiting to be tapped. And we rose to the challenge. With a clear focus on growing the nascent category of 'skin care services', a dedicated team, and a service-oriented approach, we were able to offer world-class skin care customised to Indian skin through an independent subsidiary, Kaya Skin Care Ltd.

Thanks to our uncommon sense approach, we now have a new line of business. And it's showing visible results: 10,000 satisfied customers, and 13 Kaya Skin Clinics across Mumbai, Delhi and Dubai. All in a matter of 16 months.

A close-up, high-angle photograph of a man's face, focusing on his eyes and forehead. The man has dark, wavy hair and is looking slightly to the right. The background is a bright, out-of-focus light blue. The text is overlaid on the top left of the image.

HOW DID WE EXPAND THE PARACHUTE BRAND?

SIMPLE, WE SOLD IT
TO PEOPLE WHO
NEVER USE COCONUT OIL.

How do you push up sales of a powerful brand like Parachute?

Common sense would say, take your brand to untapped new markets where coconut hair oil is a deep-rooted habit.

We did quite the contrary. We targetted a market that's averse to using coconut oil: the Gulf.

Asians and Arabs in the Gulf, we found, were heavy users of hair creams instead.

A remarkable opportunity for Marico. For here was a market with a high disposable income, and one that appreciated the virtues of coconut.

In short, a market ready for Parachute Hair Cream. All the goodness of coconut oil, in a format consumers found less heavy and sticky - and were more comfortable using.

With vivid displays on supermarket shelves, and aggressive sampling and promotions to induce trials, Parachute Hair Cream cornered 15% of the market share in the UAE - within 30 months. Surprising even our global competitors.

An uncommon result, don't you think?



YOU SEE
AN AGE-OLD
HABIT OF
OILING
HAIR.

WE SEE AN
OPPORTUNITY
TO DOUBLE
THE ANTI-LICE
MARKET.

When we acquired Mediker, it was a 30 year-old brand that hadn't been growing. The market for anti-lice treatment hadn't been growing either.

The challenge before us was daunting: How do you grow a stagnating brand in a market that wasn't growing?

Until now, Mediker was only available in a shampoo formulation. Mothers resisted using it on their children's hair as it was seen to be strong and medicated.

And that's where we spotted the opportunity. Oiling a child's hair is a frequent practice among traditional Indian mothers. It is believed to have a nourishing and cooling effect - and to restrict the movement of lice.

Could we leverage this insight to our advantage? We got a firm nod from our marketing team.

After intensive R&D, we came up with a product that was more in line with the consumer habit of oiling hair: a herbal remedy for lice control in a gentler, more natural oil format.

And that is how Mediker Anti-Lice Oil found its way into traditional Indian households. Within a year of its launch, the Mediker franchise volume had more than doubled - without affecting shampoo sales. Growing the branded anti-lice category to double its size.