

Marico eyes ₹500-crore revenue from foods biz

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MUMBAI: As it faces headwinds in the highly competitive deodorants market, homegrown fast-moving consumer goods (FMCG) major Marico is shifting attention to other categories such as foods, where it sees huge opportunities to scale up.

The company is now planning to scale up the foods business revenue to ₹500 crore in five years, from about ₹125 crore this year.

Marico had acquired erstwhile Paras Pharma's consumer brands, which includes Zatak and SetWet, from Reckitt Benckiser in 2012. However, it struggled to

gain a foothold in the deodorant segment, where it has just 3% marketshare. "Perhaps we invested in a very highly competitive category. We shouldn't have done that in hindsight. Instead we should have invested where we are already market leaders," said Saugata Gupta, managing director and CEO, Marico.

Marico currently Saffola Oats that has 22% marketshare — second highest — in the segment. "Now, we want to get into a much bigger space. Anything which is healthy," said Gupta.

The health foods sector is expected to touch ₹22,500 crore in 2015 from ₹9,000 crore in 2010, according to Technopak Advisors.