



brand. It doesn't have any anchorage in any one part of the country. We use vernacular only as a medium to reach the people that we are talking to. So it's not anchored in one part of the country to the extent that we can say we are going vernacular in a particular geography.

Q] Is there a threat in the serum space with more and more professional parlors launching their own serums?

Serums are a very new category in the country. Whether it's L'Oreal or whether it's Livon, we are all going to try and grow the category together. This is not about competition. So while we will compete for market share at some point of time, today our fundamental objective is to grow the category, to get more people to start using serum. Today penetration of serum is one tenth of what the penetration of hair oil is. So we have a very long way to go. And Livon is one of the most accessible brands. We are one of the most distributed serums in the country and have the most accessible sachets. We have the highest market share, more than 60%. So, we are the largest serum player in the country by far.

The biggest growth challenge for any new category is to create penetration and relevance, and that continues to be Livon's challenge

Q] Which product in Marico's umbrella, do you bet on going ahead?

Marico is a multi-category brand, we are a multi-category company, and have strategies to grow on all our portfolios and categories. We are already anchored in oil and are the country's largest oil company. And, but we are seeing a lot of success in foods through masala oats, in Livon and serums, and Silk n Shine, which is one of the largest serum players in the east. So we have strategies across different portfolios. But that apart, Parachute for us is the anchor product.

Q] Nestle came up with a brand campaign recently, Amul does it regularly. Do you think FMCG companies need an overall brand campaign from time to time?

I don't know of too many FMCG companies who try and sell their products on the basis of their company names. It's simple really - consumers anchor their trust, credibility and belief in products. And the companies that bring them those products are just great companies, but they are not the reasons

ABOUT THE BRAND

Marico Limited is one of India's leading consumer products companies operating in the beauty and wellness space. Currently present in 25 countries across emerging markets of Asia and Africa, Marico has nurtured multiple brands in the categories of hair care, skin care, health foods, male grooming, and fabric care. Marico's India business markets household brands such as Parachute Advansed, Saffola, Hair & Care, Nihar, Mediker, Revive, Manjal, Set Wet, Zatak and Livon among others. The company has charted an annual turnover of Rs. 47 billion (Financial Year 2013 - 2014).

FACTS

CREATIVE AGENCY
DDB MUDRA

MEDIA AGENCY
MADISON

PR AGENCY
MSL GROUP

why people buy. People buy because they like the products. So, most of the advertising here has to be brand focused, it cannot be on the company.

Q] Talking about Livon, what are the challenges while marketing the new serum?

We have only Livon serum now as the earlier silky potion has been re-created as serum. I think the biggest challenge for new categories is creating relevance for consumers. Once upon a time, people only used oil to apply in their hair and soap to wash it off. Over time, the soap became shampoo while the oiling stayed. Now people have begun to use little bit of conditioners and serums. If you take the laundry category, once upon a time people would just use soap bars to wash their clothes, then they became powders, now it's liquids and fabric conditioners. So, the biggest growth challenge for any new category is to create penetration and relevance, and that continues to be Livon's challenge. We have to get into the consumer's bathroom cabinet.

Q] What is the biggest strength of Marico?

One of Marico's biggest factors for growth is going to be innovation, and I think you are going to see it as we go along across the portfolio. We just launched the Hair Gain Tonic about three months ago. And that's a big innovative product we have, and we are going to push it extensively. You will see more activity happening there.

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