

Dissertation Project Report
On
HUL's Magic Water Saver

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Certificate

This is to certify that the Project Report titled “**HUL’s Magic Water Saver**”, is a bonafide work carried out by **Ms. Roly Julka - 2K12/MBA/54** submitted to **Delhi School of Management, Delhi Technological University, New Delhi** in partial fulfilment of the requirement for the award of the Degree of **Masters of Business Administration**.

The matter embodied in the report is original and has not been submitted for the award of any degree.

Signature of Guide

Signature of Head (DSM)

Place: New Delhi

Date:

Declaration

I Roly Julka 2K12/MBA/54, student of Delhi School of Management, DTU would like to state that I have pursued marketing research project under the guidance of Dr.Rajan Yadav – Associate Professor, DSM. The report of the project work entitled “**HUL’s Magic Water Saver**” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

I assert that the information and data given in the report is authentic to the best of my knowledge and is not being submitted to any other University for award of any other Degree/Diploma/Fellowship.

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Acknowledgement

“Successful passage and outcomes of every work comes with dedication, determination and team work. All these turn futile in absence of a visionary guidance.”

Working on the project based on HUL was a great learning experience. I take this opportunity to thank my project mentor, Dr.Rajan Yadav, Delhi School of Management who has been instrumental in my progress. I am also thankful to Prof. P.K. Suri, Head of Department and all the faculty members of Delhi School of Management, DTU Delhi.

Finally, I would like to thank all persons who either directly or indirectly helped me in the accomplishment of my project.

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Preface

As a part of the two-year degree course of MBA, we need to undergo Dissertation Project at the end of 4th Semester. Practical Training is significantly different from the College Studies. College Studies are more oriented towards the theory. But in our project work we are more involved in the Practical works. We work as if we are MBA graduates in the field and if that work is given to us how we have tackled it i.e., the main objective is to make us well conversant with the Practical Aspects of the Management Profession .I choosed the project on **“HUL’s Magic Water Saver”** in Delhi circle in INDIA.

I hope that the conclusions arrived at and the recommendations will help the company to increase the revenue and help in providing better services to the customers.

Executive Summary

Magic Water Saver is a valuable innovation for a water-scarce country like India where more than 100 million people face water shortage every day. About 57% of these people belong to lower Socio-Economic Classes (SEC). For these consumers, getting water takes more effort as well as more money since their water source is often located outside their homes.

This new product from HUL strikes a familiar chord for saving water. In this project we aim to analyze the market perception of the “Magic Water Saver” from HUL. Through this project we have tried to analyze the customer response about water saving washing after wash laundry. Everyone is aware about the problem of water scarcity; we have tried to find out if people are ready to pay extra to help the cause of water conservation.

The project will involve surveys of customer’s on personal basis. The primary data will be collected by direct interviewing the respondents and using questionnaire as research instrument. The company has its network all over India. The network is present in almost all the states. Finally the results of the research verify the fact that keeping the customer satisfied is the best strategy to not only retain the existing customers but also to expand the business to new horizons.

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CHAPTER 1
INTRODUCTION

1.1 HUL's History

In the summer of 1888, visitors to the Kolkata harbour noticed crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers". With it, began an era of marketing branded Fast Moving Consumer Goods (FMCG).



Soon after followed Lifebuoy in 1895 and other famous brands like Pears, Lux and Vim. Vanaspati was launched in 1918 and the famous Dalda brand came to the market in 1937.

In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) and United Traders Limited (1935). These three companies merged to form HUL in November 1956; HUL offered 10% of its equity to the Indian public, being the first among the foreign subsidiaries to do so. Unilever now holds 67.25% equity in the company. The rest of the shareholding is distributed among about three lakh individual shareholders and financial institutions.

The erstwhile Brooke Bond's presence in India dates back to 1900. By 1903, the company had launched Red Label tea in the country. In 1912, Brooke Bond & Co. India Limited was formed. Brooke Bond joined the Unilever fold in 1984 through an international acquisition. The erstwhile Lipton's links with India were forged in 1898. Unilever acquired Lipton in 1972, and in 1977 Lipton Tea (India) Limited was incorporated.

Pond's (India) Limited had been present in India since 1947. It joined the Unilever fold through an international acquisition of Chesebrough Pond's USA in 1986.

Since the very early years, HUL has vigorously responded to the stimulus of economic growth. The growth process has been accompanied by judicious diversification, always in line with Indian opinions and aspirations.

The liberalisation of the Indian economy, started in 1991, clearly marked an inflexion in HUL's and the Group's growth curve. Removal of the regulatory framework allowed the

company to explore every single product and opportunity segment, without any constraints on production capacity.

Simultaneously, deregulation permitted alliances, acquisitions and mergers. In one of the most visible and talked about events of India's corporate history, the erstwhile Tata Oil Mills Company (TOMCO) merged with HUL, effective from April 1, 1993. In 1996, HUL and yet another Tata company, Lakme Limited, formed a 50:50 joint venture, Lakme Unilever Limited, to market Lakme's market-leading cosmetics and other appropriate products of both the companies. Subsequently in 1998, Lakme Limited sold its brands to HUL and divested its 50% stake in the joint venture to the company.

HUL formed a 50:50 joint venture with the US-based Kimberly Clark Corporation in 1994, Kimberly-Clark Lever Ltd, which markets Huggies Diapers and Kotex Sanitary Pads. HUL has also set up a subsidiary in Nepal, Unilever Nepal Limited (UNL), and its factory represents the largest manufacturing investment in the Himalayan kingdom. The UNL factory manufactures HUL's products like Soaps, Detergents and Personal Products both for the domestic market and exports to India.

The 1990s also witnessed a string of crucial mergers, acquisitions and alliances on the Foods and Beverages front. In 1992, the erstwhile Brooke Bond acquired Kothari General Foods, with significant interests in Instant Coffee. In 1993, it acquired the Kissan business from the UB Group and the Dollops Icecream business from Cadbury India.

As a measure of backward integration, Tea Estates and Doom Dooma, two plantation companies of Unilever, were merged with Brooke Bond. Then in 1994, Brooke Bond India and Lipton India merged to form Brooke Bond Lipton India Limited (BBLIL), enabling greater focus and ensuring synergy in the traditional Beverages business. 1994 witnessed BBLIL launching the Wall's range of Frozen Desserts. By the end of the year, the company entered into a strategic alliance with the Kwality Icecream Group families and in 1995 the Milkfood 100% Icecream marketing and distribution rights too were acquired.

Finally, BBLIL merged with HUL, with effect from January 1, 1996. The internal restructuring culminated in the merger of Pond's (India) Limited (PIL) with HUL in 1998. The two companies had significant overlaps in Personal Products, Speciality Chemicals and Exports businesses, besides a common distribution system since 1993 for Personal Products. The two also had a common management pool and a technology base. The amalgamation was done to ensure for the Group, benefits from scale economies both in domestic and export markets and enable it to fund investments required for aggressively building new categories.

In January 2000, in a historic step, the government decided to award 74 per cent equity in Modern Foods to HUL, thereby beginning the divestment of government equity in public sector undertakings (PSU) to private sector partners. HUL's entry into Bread is a strategic extension of the company's wheat business. In 2002, HUL acquired the government's remaining stake in Modern Foods.

In 2003, HUL acquired the Cooked Shrimp and Pasteurised Crabmeat business of the Amalgam Group of Companies, a leader in value added Marine Products exports.

HUL launched a slew of new business initiatives in the early part of 2000's. Project Shakti was started in 2001. It is a rural initiative that targets small villages populated by less than 5000 individuals. It is a unique win-win initiative that catalyses rural affluence even as it benefits business. Currently, there are over 45,000 Shakti entrepreneurs covering over 100,000 villages across 15 states and reaching to over 3 million homes.

In 2002, HUL made its foray into Ayurvedic healthy & beauty centre category with the Ayush product range and Ayush Therapy Centres. Hindustan Unilever Network, Direct to home business was launched in 2003 and this was followed by the launch of 'Pureit' water purifier in 2004.

In 2007, the Company name was formally changed to Hindustan Unilever Limited after receiving the approval of share holders during the 74th AGM on 18 May 2007. Brooke Bond and Surf Excel breached the the Rs 1,000 crore sales mark the same year followed by Wheel which crossed the Rs.2,000 crore sales milestone in 2008.

On 17th October 2008 , HUL completed 75 years of corporate existence in India.

In January 2010, the HUL head office shifted from the landmark Lever House, at Backbay Reclamation, Mumbai to the new campus in Andheri (E), Mumbai.

On 15th November, 2010, the Unilever Sustainable Living Plan was officially launched in India at New Delhi.

In March, 2012 HUL's state of the art Learning Centre was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai.

In April, 2012, the Customer Insight & Innovation Centre (CiiC) was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai

HUL completes 80 years of corporate existence in India on October 17th, 2013.

1.2 Organisation Profile: HUL

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians.

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit.



Figure 1.1: HUL's Products

The Company has over 16,000 employees and has an annual turnover of 27408crores (financial year 2013 - 2014). HUL is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100

countries across the globe with annual sales of €49.8 billion in 2013. Unilever has 67.25% shareholding in HUL.

1.2.1 Organizational Structure

Hindustan Unilever Limited is India's largest Fast Moving Consumer Goods (FMCG) company. It is present in Home & Personal Care and Foods & Beverages categories. HUL has over 16,500 employees, including over 1500 managers.

The fundamental principle determining the organisation structure is to infuse speed and flexibility in decision-making and implementation, with empowered managers across the company's nationwide operations.

BOARD OF DIRECTORS:

The Board of Directors of the Company represents an optimum mix of professionalism, knowledge and experience. The total strength of the Board of Directors of the Company is eight Directors, comprising Non-Executive Chairman, three Executive Directors and four Non-Executive Independent Directors.

MANAGEMENT COMMITTEE:

The day-to-day management of affairs of the Company is vested with the Management Committee which is subjected to the overall superintendence and control of the Board.

The Management Committee is headed by Mr. Sanjiv Mehta and has functional heads as its members representing various functions of the Company. Mr. Sanjiv Mehta (53) joined the Board of the Company in October 2013. He is a member of the Nomination & Remuneration Committee, Stakeholder Relationship Committee and Corporate Social Responsibility Committee of the Company.



CEO and Managing Director

Figure 1.2: Chairman's profile

1.2.2 HUL's Background

YEAR	MILESTONES
1888	Sunlight soap introduced in India.
1895	Lifebuoy soap launched; Lever Brothers appoints agents in Mumbai, Chennai, Kolkata, and Karachi.
1902	Pears soap introduced in India.
1903	Brooke Bond Red Label tea launched.
1905	Lux flakes introduced.
1913	Vim scouring powder introduced.
1914	Vinolia soap launched in India.
1918	Vanaspati introduced by Dutch margarine manufacturers like Van den Berghs, Jurgens, Verschure Creameries, and Hartogs.
1922	Rinso soap powder introduced.
1924	Gibbs dental preparations launched.
1925	Lever Brothers gets full control of North West Soap Company.
1926	Hartogs registers Dalda Trademark.
1930	Unilever is formed on January 1 through merger of Lever Brothers and Margarine Unie.
1931	Hindustan Vanaspati Manufacturing Company registered on November 27; Sewri factory site bought.
1932	Vanaspati manufacture starts at Sewri.
1933	Application made for setting up soap factory next to the Vanaspati factory at Sewri; Lever Brothers India Limited incorporated on October 17.
1934	Soap manufacture begins at Sewri factory in October; North West Soap Company's Garden Reach Factory, Kolkata rented and expanded to produce Lever brands.
1935	United Traders incorporated on May 11 to market  Personal Products
1937	Mr. Prakash Tandon, one of the first Indian covenanted managers, joins HVM.
1939	Garden Reach Factory purchased outright; concentration on building up Dalda Vanaspati as a brand.

1941	Agencies in Mumbai, Chennai, Kolkata and Karachi taken over; company acquires own sales force.
1942	Unilever takes firm decision to "train Indians to take over junior and senior management positions instead of Europeans".
1944	Reorganisation of the three companies with common management but separate marketing operations.
1947	Pond's Cold Cream launched.
1951	Mr. Prakash Tandon becomes first Indian Director. Shamnagar, Tiruchy, and Ghaziabad Vanaspati factories bought.
1956	Three companies merge to form Hindustan Unilever Limited, with 10% Indian equity participation.
1959	Surf launched.
1961	Mr. Prakash Tandon takes over as the first Indian Chairman; 191 of the 205 managers are Indians.
1962	Formal Exports Department starts.
1963	Head Office building at Backbay Reclamation, Mumbai, opened.
1964	Etah dairy set up, Anik ghee launched; Animal feeds plant at Ghaziabad; Sunsilk shampoo launched.
1965	Signal toothpaste launched; Indian shareholding increases to 14%.
1966	Statutory price control on Vanaspati; Taj Mahal tea launched
1969	Rin bar launched; Fine Chemicals Unit starts production; Bru coffee launched
1971	Clinic shampoo launched.
1975	Ten-year modernisation plan for soaps and detergent plants; Jammu project work begins; statutory price control on Vanaspati and baby foods withdrawn; Close-up toothpaste launched.
1978	Indian shareholding increases to 34%; Fair & Lovely skin cream launched.
1988	Launch of Lipton Taaza tea.
1991	Surf Ultra detergent launched.
1994	HUL's largest competitor, Tata oil Mills Company (TOMCO), merges with the company, the biggest such in Indian industry till that time.HUL forms Unilever Nepal Limited, HUL and US-based Kimberley-ClarkCorporation form 50:50 joint venture - Kimberley-

	Clark Lever Ltd. - to market Huggies diapers and Kotex feminine care products. Factory set up at Pune in 1995; HUL acquires Kwality and Milkfood 100% brandnames and distribution assets. HUL introduces Wall's.
1996	HUL and Indian cosmetics major, Lakme Ltd., form 50:50 joint venture - Lakme Lever Ltd.; HUL enters branded staples business with salt; HUL recognised as Super Star Trading House.
1998	Group company, Pond's India Ltd., merges with HUL with effect from January 1, 1998. HUL acquires Lakme brand, factories and Lakme Ltd.'s 50% equity inLakme Lever Ltd.
.2003	Launch of Hindustan Lever Network; acquisition of the Amalgam Group
2006	Brookefields food operations moved to Mumbai
2007	Company name formally changed to Hindustan Unilever Limited after receiving the approval of share holders during the 74th AGM on 18 May 2007 Sales of Brooke Bond and Surf Excel each cross the Rs 1,000 crore mark
2008	HUL completes 75 years on 17th October 2008
2010	HUL moves to its new headquarters 'Unilever House' in Andheri, Mumbai. Pureit international launch. Unilever Sustainable Living Plan launched in India
2013	HUL completes 80 years on October 17 2013

1.2.3 Business Divisions

1. Skin Cleansing



Dove, Pears, Lifebuoy and Breeze lead category growth



Figure 1.3 Skin Cleaning

Step up in price growth; judicious pricing and cost savings to manage inflation. Liquids delivers a strong quarter led by Lifebuoy handwash

2. Home Care

- Strong growth in Surf buoyed by momentum on Easy Wash
- Rin performance led by bars; powders re-launched during quarter
- Wheel growth steps up on back of re-launch last quarter
- Comfort Fabric Conditioners sustain high growth



Figure 1.4 Laundry

Household Care

- Vim leads growth through impactful activation
- Vim liquids continue to do well and lead market development



Figure 1.5 Household Care

3. Skin Care



Figure 1.6 Skin care

Fair and Lovely re-launch yielding positive results. Ponds led by top-end; Lakme & Dove sustain robust growth.

4. Hair Care



Figure 1.7 Hair care

Shampoos deliver another strong performance

- Dove leads category growth; Clinic Plus continues to do well
- TRESemmé making good progress; new Split Remedy variant added

5. Oral Care



Figure 1.8 Oral care

Close up driven by exciting Valentine Day activation.Pepsodent impacted by high promotional intensity in the market.

6. Color Cosmetics



Lakme continues to strengthen its position in Premium make-up

- Absolute & 9 to 5 deliver volume led double digit growth
- 'eyeconic' doing very well
- Impactful activation around Lakme Fashion Week
- Exciting additions to the Nail & Eye make-up range



Figure 1.9 Color Cosmetics

Elle 18 sustains robust growth

7. Beverages

Beverages value growth comes off as price growth component fades



Figure 1.10 Hul Beverages

Tea growth led by stepped up volumes

- Taj Mahal, Red Label & 3 Roses deliver double digit growth
- Driven by strengthened mix & sharper in-market activation
- Focus on market development for tea bags continues
- Flavored & Green Tea bags sales more than double

Bru Gold continues to perform well

8. Packaged Foods



Kissan - robust performance driven by impactful activation around 'unlocking everyday relevance'.



Figure 1.11 Packaged Food

Kwality Walls & Magnum deliver a strong quarter

9. Pureit



Figure 1.12 HUL,s Pureit

Premium innovations continue to perform well

- Pureit Ultima (RO + UV) launched during the quarter

Good response to 'exchange old for new' offer and Pureit Perfect Stores lead market development through stepped up in-store execution.

1.2.4 HUL's Vision

Unilever products touch the lives of over 2 billion people every day – whether that's through feeling great because they've got shiny hair and a brilliant smile, keeping their homes fresh and clean, or by enjoying a great cup of tea, satisfying meal or healthy snack.



A clear direction

The four pillars of our vision set out the long term direction for the company – where we want to go and how we are going to get there:

- We work to create a better future every day
- We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.
- We will inspire people to take small everyday actions that can add up to a big difference for the world.
- We will develop new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact.

We've always believed in the power of our brands to improve the quality of people's lives and in doing the right thing. As our business grows, so do our responsibilities. We recognise that global challenges such as climate change concern us all. Considering the wider impact of our actions is embedded in our values and is a fundamental part of who we are.

1.2.5 HUL's Purpose

Our corporate purpose states that to succeed requires "the highest standards of corporate behaviour towards everyone we work with, the communities we touch, and the environment on which we have an impact."

The HUL's Identity : Logo



Hindustan Unilever Limited

Our identity expresses Unilever's core values, with each icon representing an aspect of the business.

Obviously the big blue 'U' of our logo stands for Unilever. But look a little closer and you'll see there's much more to it.

Our logo was designed to include 25 icons, each of which represents something important to Unilever. From a lock of hair symbolising our shampoo brands to a spoon, an ice cream, a jar, a tea leaf, a hand and much more, the little icons all have a meaning.

HUL'S ICONS:

The icons that come together to shape the Unilever logo each signify something about our business.

SUN :



Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and Omo all use radiance to communicate their benefits.

BEE



Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.

HAIR



A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

SAUCES OR SPREADS



Represents mixing or stirring. It suggests blending in flavours and adding taste.

SPOON



A symbol of nutrition, tasting and cooking.

FISH



Represents food, sea or fresh water.

BIRD



A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.

LIPS



Represent beauty, looking good and taste.

RECYCLE



Part of our commitment to sustainability.

FROZEN



The plant is a symbol of freshness, the snowflake represents freezing. A transformational symbol.

HEART



A symbol of love, care and health

WAVE



Symbolises cleanliness, freshness and vigour.

LIQUID

A reference to clean water and purity

HAND & FLOWER



A symbol of sensitivity, care and need. It represents both skin and touch.

Represents fragrance. When seen with the hand, it represents moisturisers or cream.

DNA



The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

PALM TREE



A nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise

BOWL



A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.

SPICE & FLAVOURS



Represents chilli or fresh ingredients.

SPARKLE



Clean, healthy and sparkling with energy.

TEA



A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.

ICE CREAM



A treat, pleasure and enjoyment.

PARTICLES



A reference to science, bubbles and fizz.

CONTAINER



Symbolises packaging - a pot of cream associated with personal care.

CLOTHES



Represent fresh laundry and looking good.

1.2.6 Positioning of HUL's



Figure 1.13 Positioning of HUL's

1.2.7 Recent Awards and Honours



- HUL recognized with Leadership in HR Excellence award by the Confederation of Indian Industry (CII).
- Six HUL factories were recognised at the 2013 Economic Times India Manufacturing Excellence Awards (IMEA). HUL's winning factories:
 1. Amla factory, Silvassa --Super Platinum Award

2. Dapada detergent factory, Silvassa --Super Platinum Award - First Runner Up
 3. Doom Dooma factory --Platinum Award
 4. Khamgaon factory --Gold Award
 5. Haldia detergent factory --Gold Award
 6. Sumerpur factory-- Silver Certificate of Merit
- Pond's Talcum Powder's packaging innovation has bagged a Silver Award at the prestigious 24th DuPont Global Packaging Award.
 - Hindustan Unilever Limited won the prestigious Golden Peacock Occupational health and Safety Award for 2012 in the FMCG category.
 - Hindustan Unilever won 2 Golds at the 2014 APAC Effie Awards, which were held on in Singapore.
 - HUL has been adjudged the Star MNC of the year 2013 by Business Standard.
 - Hindustan Unilever Limited (HUL) has been recognized as among the Best Employers of 2013 in India in a survey by Aon Hewitt.
 - FMCG Company of the Year
 - The Most Consumer Conscious Company of the Year
 - The Digital Marketer of the Year
 - HUL was identified the sixth most innovative company in the world in a ranking published by Forbes magazine.
 - HUL also won a People's Choice Award and special TAM award for TV innovation.
 - HUL won the Rolta Corporate Award for the top Indian Company in the FMCG sector at an awards ceremony organised by Dun & Bradstreet.

1.2.8 HUL's Factsheet

Quick Facts

Over 16,000 employees and about 1,500 managers	Over 2000 customers	Over 2,000 suppliers & associates
Over 2,500 stockists	Total Coverage - over 6.4 million Outlets	Direct Coverage – over 2 million outlets

Diverse portfolio of leading brands



Brand Leadership

Laundry		Tea
Soaps	No.1	Oral Care
Hair care	No. 2	Skin Care
Home Care		Deodorants

1.3 Objective of the Study : HUL launches Magic water saver

HUL has launched “Magic Water Saver”, a liquid that reduces the amount of water required to wash clothes in a test market in Andhra Pradesh. “Magic Water Saver” helps to conserve three buckets of water for every laundry wash by reducing the amount of water required to rinse the clothes after cleaning with detergent. “Magic Water Saver” is available as 200 ml bottle priced at Rs. 40 and as single-use sachet of 10 ml priced at Rs.2.

Magic Water Saver is a valuable innovation for a water-scarce country like India where more than 100 million people face water shortage every day. About 57% of these people belong to lower Socio-Economic Classes (SEC). For these consumers, getting water takes more effort as well as more money since their water source is often located outside their homes.

This new product from HUL strikes a familiar chord for saving water. In this project we aim to analyze the market perception of the “Magic Water Saver” from HUL. Through this project we have tried to analyze the customer response about water saving washing after wash laundry. Everyone is aware about the problem of water scarcity; we have tried to find out if people are ready to pay extra to help the cause of water conservation.

Water Consumption in Laundry

In such households, 20% of water consumption is for washing clothes (laundry). Rinsing alone accounts for 80% of water consumption in laundry for most of these households as they rely on washing clothes by hand. Consumers normally continue to rinse until the stickiness, soapiness and foam is removed, which is why on an average 3-4 buckets of water is used for rinsing.

Magic Liquid is added to the first bucket of rinse after the soaking, washing and scrubbing. Magic contains ingredients that neutralize the AD (Active Detergent) and soda that causes stickiness and soapiness, and a patented anti-foam emulsion, which eliminates the need for further rinsing. In addition to this, Magic also leaves clothes smelling fresh.

1.3.1 Environmental Context of the Problem

Past information and Forecasts

The fast depleting water resources is a major cause of concern. With many parts of India facing acute shortage of potable water, water conservation needs to be taken up on a bigger scale. The idea of “Magic water saver” is a potential winner in the Indian context. The major part of water consumption is laundry is in the rinsing of clothes. The fact that “magic” can reduce the amount of water required for rinsing is a huge bonus.

Reducing consumers’ water footprint

Analysis by Unilever shows that around 38% of Unilever’s water footprint comes from the laundry process – a significant proportion of this is washing laundry by hand in the developing world. It is in this context that Unilever has set itself a target to reduce the water required in the laundry process by making easier rinsing products more widely available and by providing 50 million households in water-scarce countries with products that deliver excellent cleaning but use less water by 2020. Magic is a step towards that mission.

Buyer Behavior

More and more consumers are becoming aware of the water crisis. The government campaigns against wastage of water have motivated the citizens to work towards water conservation. The prospective market for “Magic” is immense and the tagline of saving water will definitely appeal to the market. The pilot launch in Andhra Pradesh has proved successful.

Marketing and technological environment

Magic is the first laundry product with a main focus on water conservation. The product is supposed to be sold across India and HUL already has a reach of about one million retail outlets. The robust supply chain network of HUL will provide a good impetus to the product in the introduction phase. The marketing needs to be holistic covering the major attraction of the product “water conservation”.

CHAPTER 2
LITERATURE REVIEW

As the purpose of the project "HUL's water saver" is to analyze the market in Delhi region. Given the threat to the planet the consumer has begun to evaluate their consumption factoring their effect on environment. Due to this many these days have begun to embed sustainability in their products.

HUL is one such company which seeks to achieve this goal through innovation. Some of its projects aimed at reducing energy consumption, wastage, and conserving resources like water. These include Surf Excel Quick Wash aimed at reducing water wastage without compromising on the quality of the wash. With this there was no need to rinse water more than two times against normal of four times without compromising on quality of wash.

Another product included dry shampoo which did not require water to shampoo hair. It was in the form of spray which absorbs oils from hair and lends volume. HUL faced certain challenges when launched these products. Shampoo is used to wash hair and thus is intrinsically linked to water. So the idea may clash with our long held value system. Theoretically dry shampoo is itself disruptive in nature as it disrupts the way shampoo category is thought about and the way shampoo is normally used.

HUL's Magic Water Saver used for rinsing clothes and is the first product to have emerged from India as part of an initiative called the global sustainable living plan launched by parent company Unilever.

According to Priya Nayar, vice president HUL, "It is estimated that by 2030, the supply of water in India would be half of its demand. Thus, laundry is the easiest area to reduce water usage," An analysis by Unilever shows that more than 38% of its water footprint comes mainly from the laundry process and a significant proportion of this is on the account hand-washed clothes, this practice is widely prevalent in the developing world.

"Penetration in the core detergent segment is as high as 90% of total market. HUL is trying to create newer consumption an opportunity in the laundry portfolio both in the post and pre-wash space and expand the consumption spends," said Anand Mour, Ambit Capital.

Per capita consumption of laundry products in India is just \$2. This is almost half of china. India's laundry market is the largest category in the home and personal care basket with annual sales of more than Rs 13000 crore. Within this detergent segment, HUL has added newer categories with fabric conditioner brand Comfort and recently a brand

called Rin Perfect Shine, which was launched earlier this month only. Companies such as Procter & Gamble and Henkel compete with HUL in this category

In fact, HUL has significant exposure to high penetrated and low usage categories. Hence, the company has been adding new products that company claims provides enhanced benefits. At the same time HUL has been introducing more expensive products to earn higher margins. A case in point is the sharp growth of the liquid soap, shower gel, skin cleanser, and fabric and hair conditioner products in its portfolio.

Until 2006, HUL enjoyed more than 50% market share in the categories of soaps, detergents, shampoos, and skin care. But with new regional players like Godrej Consumer Products 532424, Cavin Kare, and also some of the international players like Procter & Gamble entering in these segments, HUL has lost significant market share in these categories. Considering the low consumer switching costs and the intense competition in these consumer staples category, HUL has been unable to consistently raise and maintain margins.

In order to gain greater access to higher margins once again, HUL is now leveraging its foreign parentage and also trying the strategy which proved successful in the international market. It is moving on to more environmental friendly products.

HUL faces two strong headwinds which gives it more incentive in developing nations. First, inflationary prices in these countries in input commodities will also continue to affect the gross margins in the near future. Second, higher advertising spends are needed to maintain the consumer's mind share, but are a type of drain on the company's bottom line. The HUL's realization of improved operating margins will depend on its ability to pass costs on to consumers in the form of higher prices and managing its SG&A costs closely.

HUL enjoys two central advantages: having a global consumer giant as its parent company to drive strategic direction and possessing a portfolio of brands in each segment that covers the entire spectrum from low to premium price points.

We assign the company a medium uncertainty rating, owing to its low operating leverage and relatively stable market demand with a still evolving consumer environment in India.

Problem Definition

Management Decision problem

1. Should Magic water saver be launched in Delhi?
2. What is the appropriate pricing strategy for magic Water Saver

Marketing Research problem

1. **Broad Statement:** To determine the consumer preferences and purchase intentions for the proposed new product
 - a. **Specific component 1:** To determine the awareness level of the proposed product among the targeted population in Delhi
 - b. **Specific component 2:** To analyze the current consumer behavior with respect to washing clothes
 - c. **Specific component 3:** What criteria are important for households when selecting a detergent like product
 - d. **Specific component 4:** To find out about the existing substitutes for the product already available in market (if any) and their usage level by the customers
2. **Broad Statement:** To determine the price range (for a specified volume) of the product at which consumers would be willing to buy it.
 - a. **Specific component 1:** To determine the demand for the product at different price levels
 - b. **Specific component 2:** To determine the population categories according to income level and price sensitivity that will be beneficial to target

Management of HUL wants to take decision on whether to launch magic water saver in Delhi.

Therefore we should study the consumer profile, preferences and behavior with respect to the process of washing clothes, choice of detergents and price sensitivity.

So that we can explain the category of consumers who will be willing to buy the product and the money they would be willing to spend for it.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

The present work bears at its every stage the signs of systematic procedures followed to generate the desired results. The process of research started with questionnaire formation, data collection and going step by step analysis of data to reach the stage where it could be used to suggest regarding Customer Insight about HUL's Magic Water Saver.

The methodology consists of the following steps:

1. Defining the problem
2. Formulation of hypothesis
3. Collecting the facts data
4. Analysis of the data
5. Conclusion and solution

Research Design:

Descriptive research includes surveys and facts and findings enquire of different kinds. The major purpose of descriptive research is description of state affairs as it exists at present.

Research Design of this research will be descriptive as it describes facts and figures and other characteristics to suggest regarding customer insights about HUL's Magic Water Saver in Delhi region.

Research design encompasses the following:-

- **Data collection**
- **Type of research design**
- **Research tools**

3.2 Scope of Project

Management of HUL wants to take decision on whether to launch magic water saver in Delhi. Therefore we have to study the consumer profile, preferences and behaviour with respect to the process of washing clothes, choice of detergents and price sensitivity. So that we can explain the category of consumers who will be willing to buy the product and the money they would be willing to spend for it.

3.3 Data Collection

After the research problem in marketing has been identified and selected, the next step is to gather the requisite data. At this stage, there is much temptation among the researchers to organize the field survey to collect the data. While a field survey may be necessary for data collection, it should be resorted to only when all other sources of data collection have been exhausted. Data collection includes primary and secondary data.

3.3.1 Primary Data:

Primary Data are those which are collected for the first time and thus happen to be original in character. It is gathered for the specific purpose or for specific research projects for the fulfilment of project objectives.

Advantages:

- Researcher can focus on both qualitative and quantitative issues.
- Addresses specific research issues as the researcher controls the search design to fit their needs
- Great control; not only does primary research enable the marketer to focus on specific subjects, it also enables the researcher to have a higher control over how the information is collected. Taking this into account, the researcher can decide on such requirements as size of project, time frame and goal.

In this study, **questionnaire** will be designed to collect the data from the customers.

3.3.2 Secondary Data:

Secondary Data are the data that have already been collected by someone and have been passed through statistical process. The secondary data is obtained from:

- Official website of HUL's.
- Online new websites.

Advantages

1. It is economical. It saves efforts and expenses.
2. It is time saving.

3. It helps to make primary data collection more specific since with the help of secondary data, we are able to make out what are the gaps and deficiencies and what additional information needs to be collected.
4. It helps to improve the understanding of the problem.

3.3.3 Research Model

A research design is a framework or blueprint for conducting the marketing research project. Research design may be broadly classified into exploratory or conclusive.

Conclusive research design is selected as we are provided with all the relevant insights into, and an understanding of the problem confronting us. It is based on large, representative samples, and the data obtained are subjected to quantitative analysis. The findings will act as input into the managerial decision problem. Descriptive research is characterized by prior formulation of specific hypothesis.

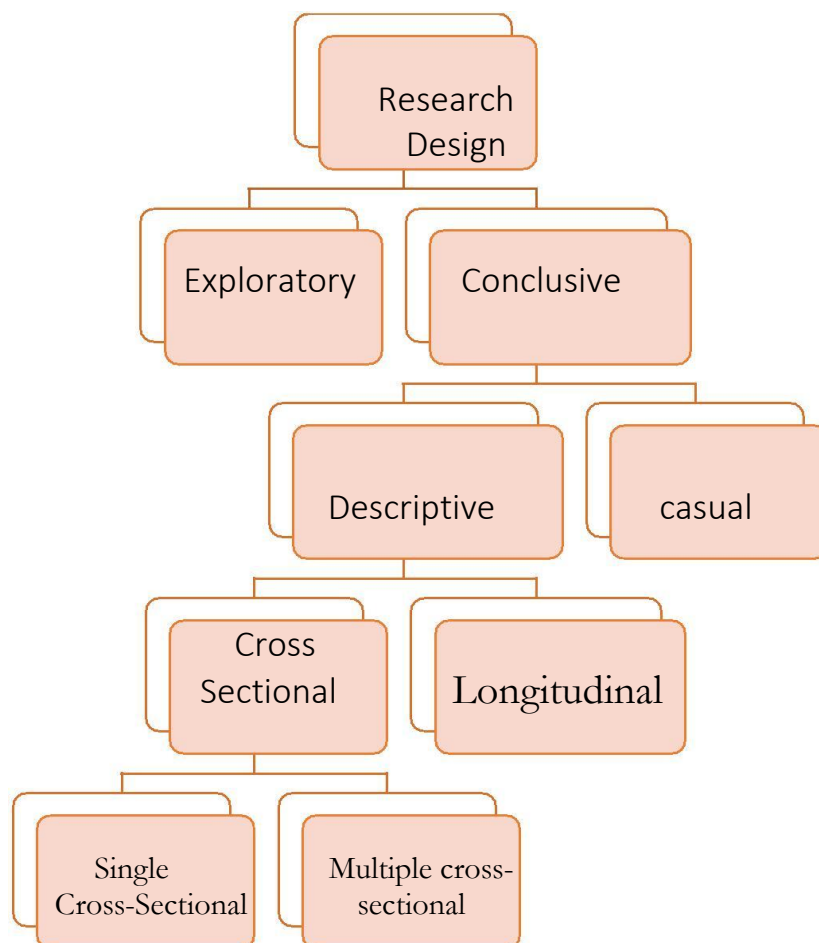


Figure 3.1 Research Model

3.4 Hypothesis

H0: Mean price level at which consumers are willing to purchase 200ml of Magic ≤ 40

H1: Mean price level at which consumers are willing to purchase 200ml of Magic > 40

H0: Proportion of females who believe that product like magic would $> .5$

H1: Proportion of females who believe that product like magic would be $\leq .5$

H0: Proportion of people who are aware of magic is $> .5$

H1: Proportion of people who are aware of magic is $\leq .5$

H0: Proportion of people who prefer a manual machine to wash clothes is greater than proportion who prefer washing machine

H1: Proportion of people who prefer a manual machine to wash clothes is less than proportion who prefer washing machine

H0: Mean no of buckets used to wash clothes $= 2$

H1: Mean no of buckets used to wash clothes not equal to 2

H0: proportion of people who prefer liquid form is greater than proportion who prefer powdered form

H1: proportion of people who prefer liquid form is greater than proportion who prefer powdered form

Descriptive research is marked by a clear statement of the problem, specific hypothesis and detailed information. Cross-sectional designs involve the collection of information from any given sample of population elements only once. In single cross-sectional designs, only one sample of respondents is drawn from the target population, and

information is obtained from this sample only once. These designs are also called sample survey research designs.

We have used survey method of obtaining information based on the questioning of respondents. These questions were asked via computer and the responses may be obtained in any of these forms. We followed a structured data collection in which a formal questionnaire was prepared and questions are asked in a prearranged order; thus the process is also direct.

3.3.5 Sampling Terms:

Target population

The target population is defined as the group of elements about which the research wants to make inference. It is the entire group of people or objects to which the research wishes to generalize the research findings.

In this case, the target population is the residents of the area of Delhi who will be potentially using the product Magic. We have considered the age group 15-45 years, both male and females as the major category of users.

Target population characteristics

Elements: The respondents of the survey questionnaire constitute the set of elements for this research. These are people belonging to the age group 15-45, both males and females.

Sampling units: The sampling units are the same as the elements, in our case.

Extent: The extent is Delhi metropolitan area.

Time: The time period under consideration is the year 2012.

Sampling technique

We have used probability sampling. In this technique, the sampling units are selected by chance. Specifically, we have used online Simple Random Sampling technique. In SRS, each population element has a known and equal probability of selection, in this case the probability being the inverse of the population of Delhi area.

Sampling Size: We have considered a sample of size 60 for this purpose.

CHAPTER 4
DATA ANALYSIS

Hypothesis 1

H0: Mean price level at which consumers are willing to purchase 200ml of Magic ≤ 40

H1: Mean price level at which consumers are willing to purchase 200ml of Magic > 40

T-Test

[DataSet1]

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Price	60	56.6000	46.87170	6.05111

One-Sample Test

	Test Value = 40					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Price	2.743	59	.008	16.60000	4.4918	28.7082

Conclusion:

We reject the null hypothesis H0 in favour of H1 which means that consumers are willing to pay for magic a price greater than 40 also.

Hypothesis 2

H0: Proportion of people who are aware of magic is $\geq .5$

H1: Proportion of people who are aware of magic is $< .5$

Crosstabs

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Awareness	60	100.0%	0	.0%	60	100.0%

Gender * Awareness Crosstabulation

Count

		Awareness		Total
		No	Yes	
Gender	Female	21	21	42
	Male	15	3	18
Total		36	24	60

Conclusion:

We reject H0 in favour of H1 which implies that less than 50% of people are aware of magic.

Hypothesis 3

H0: Mean no of buckets used to wash clothes =2

H1: Mean no of buckets used to wash clothes not equal to 2

T-Test

[DataSet1]

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
No_of_Buckets	55	2.2909	.97511	.13148

One-Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
No_of_Buckets	2.213	54	.031	.29091	.0273	.5545

Conclusion:

We reject H0 in favour of H1 which implies that mean no of buckets used by people to was one bucket full of soaked clothes is more than 2.

Hypothesis 4

H0: proportion of people who prefer liquid form is greater than proportion who prefer powdered form

H1: proportion of people who prefer liquid form is smaller than proportion who prefer powdered form

Crosstabs

[DataSet2]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Product_form	60	100.0%	0	.0%	60	100.0%

Gender * Product_form Crosstabulation

Count

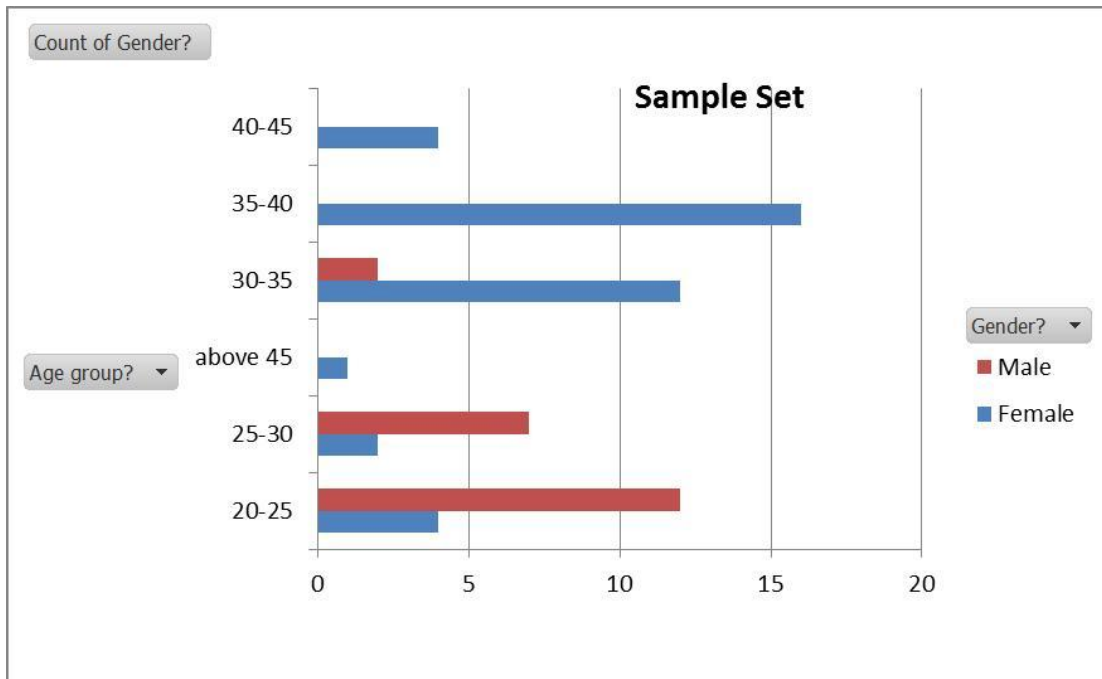
		Product_form			Total
		Bar [eg: Rin bar]	Liquid [eg: Ezeee]	Powder [Eg: surf excel]	
Gender	Female	8	17	17	42
	Male	4	4	10	18
Total		12	21	27	60

Conclusion:

Reject H0 in favour of H1 which implies that people prefer to buy powdered form of product more than liquid form and hence it would be advisable to market Magic in powdered form instead of liquid

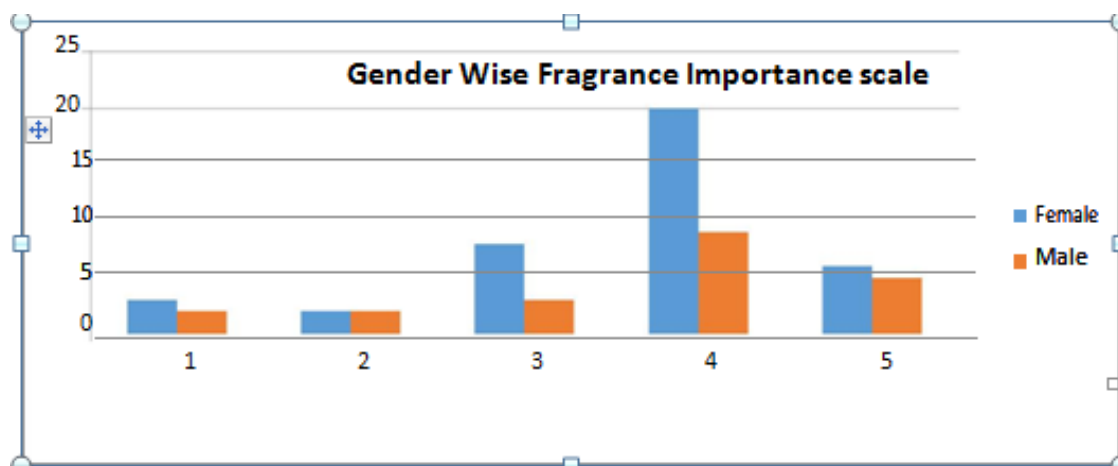
Primary Data Analysis

Sample Set



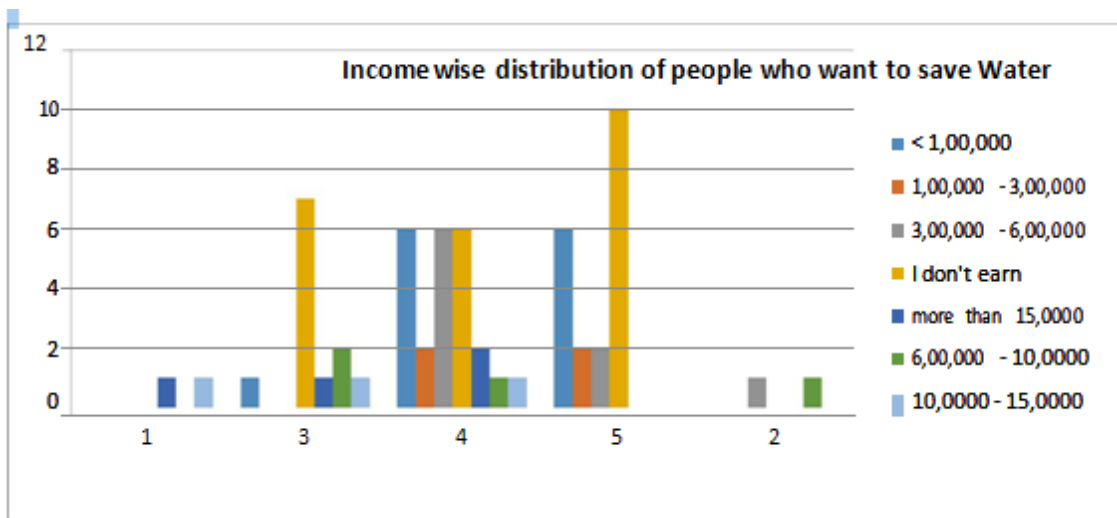
The sample set is constituted of both males and females. Males dominate the age-group of 20-30 while females dominate the age-group 30-45.

Gender Wise Fragrance Importance scale



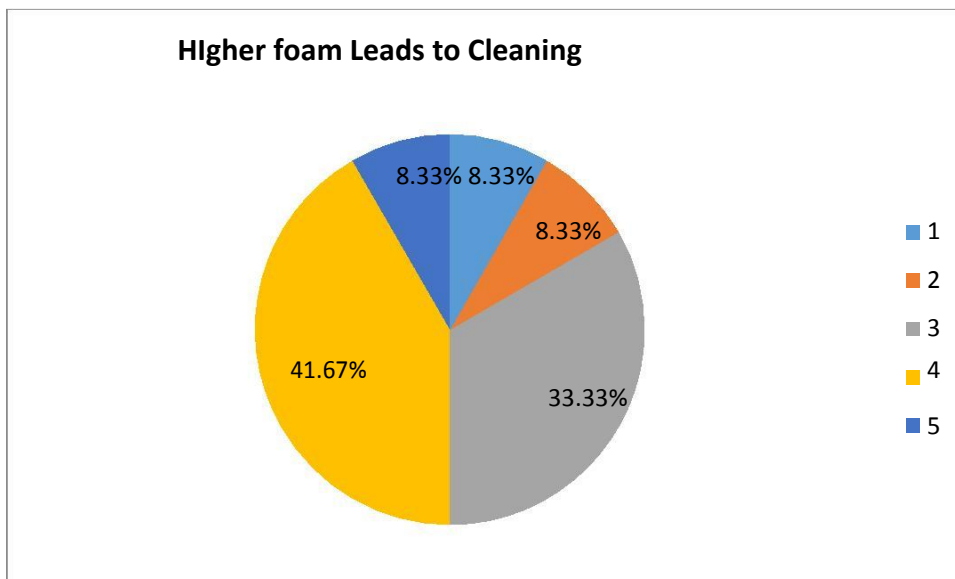
Both males and females agree that fragrance left by the detergent on the cloth is an important factor. Approximately 2/3 rd. of the total sample set is in favor of having such a fragrance

Income wise distribution of people who want to save Water



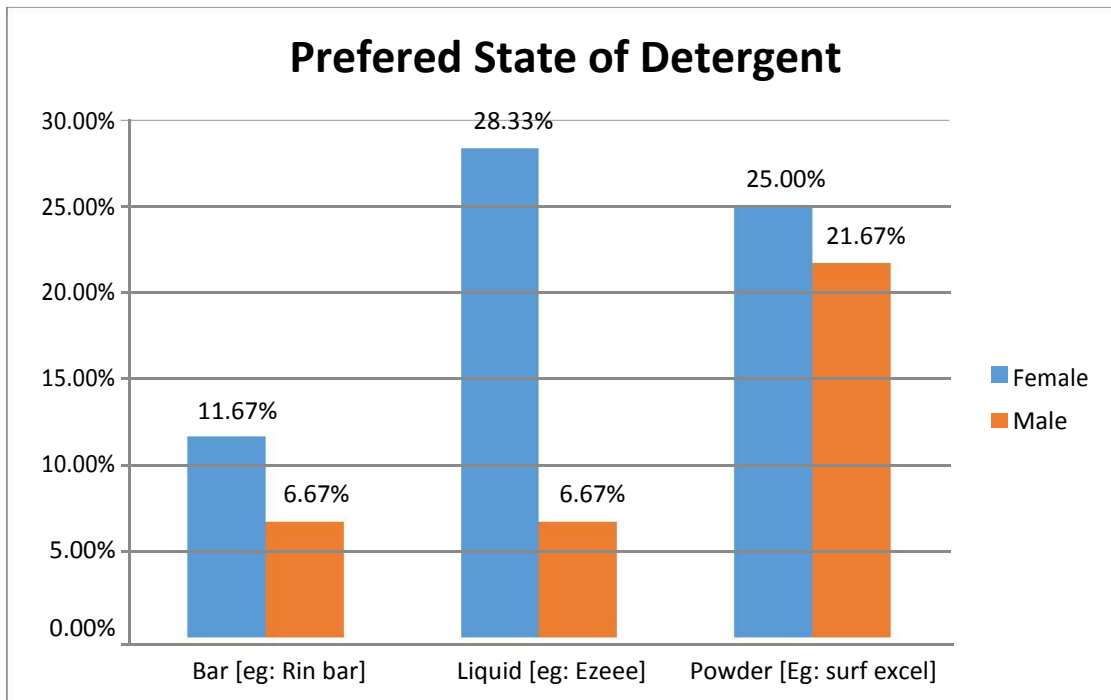
A detergent that makes me save water is considered to be an awesome idea by mainly people with higher levels of income.

Higher foam leads to Cleaning



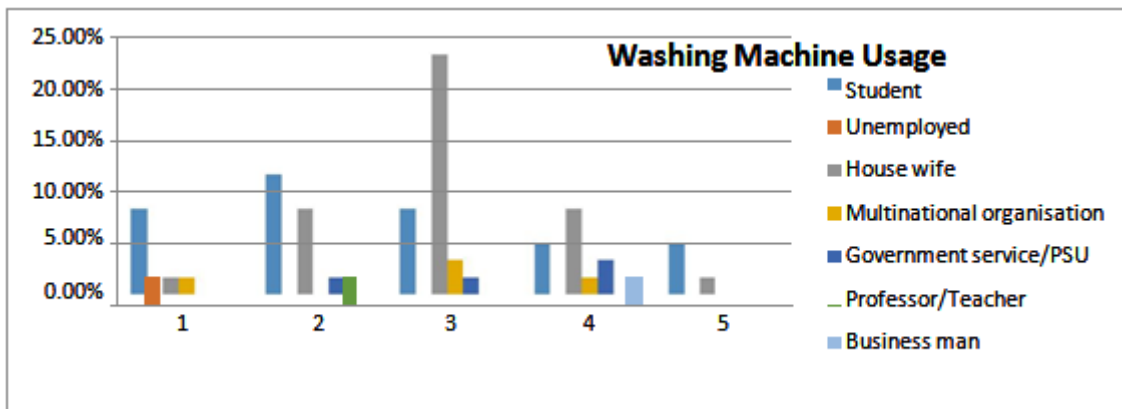
Substantial majority of respondents are of the opinion that higher foaming leads to higher cleaning effect. Thus higher foaming is desirable, according to them.

Preferred State of Detergent



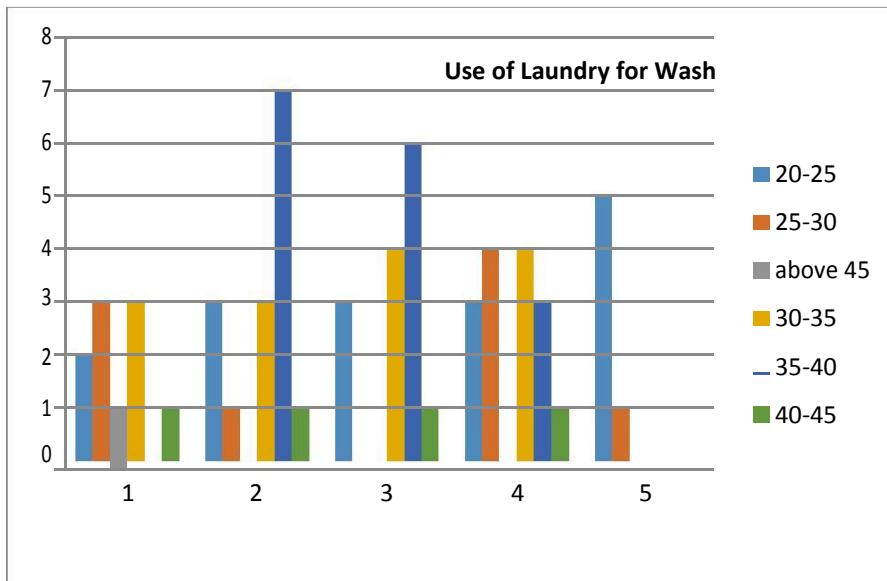
For females, the preferred state is liquid, while for the males powder form is the preferred state of the detergent.

Washing Machine Usage



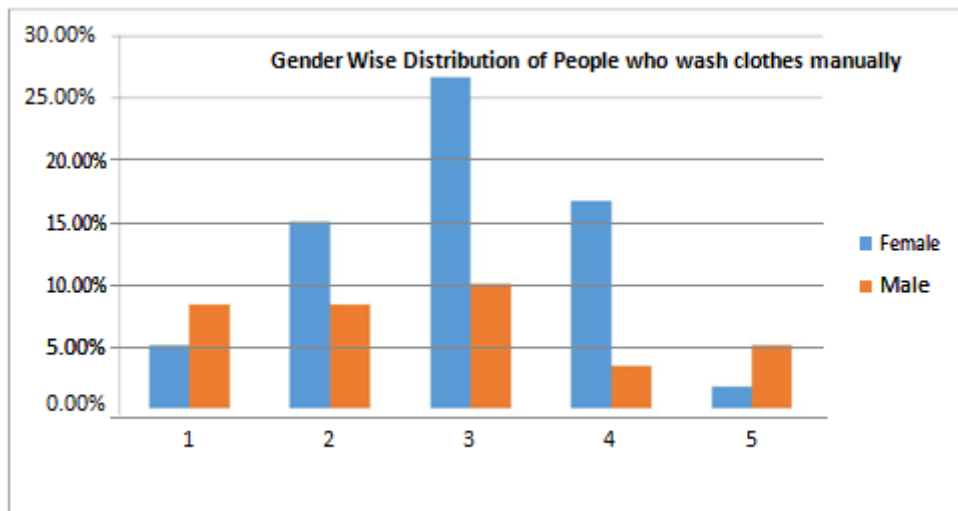
Housewives are the major users of washing machine for washing clothes, followed by students.

Use of Laundry for Wash



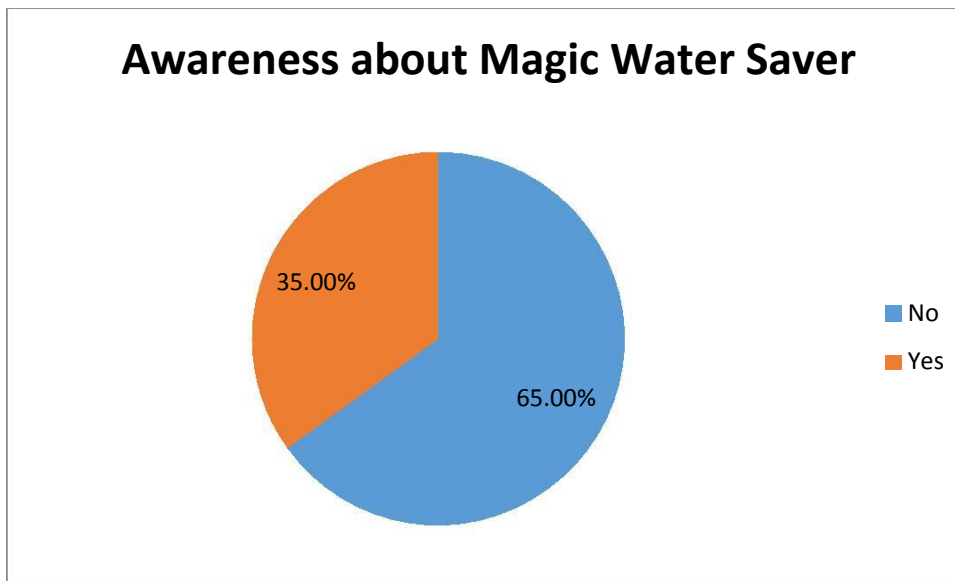
The people of age-group 35-40 are the substantial users of laundry for washing clothes, followed by people of age-group 30-35.

Gender Wise Distribution of People who wash clothes manually



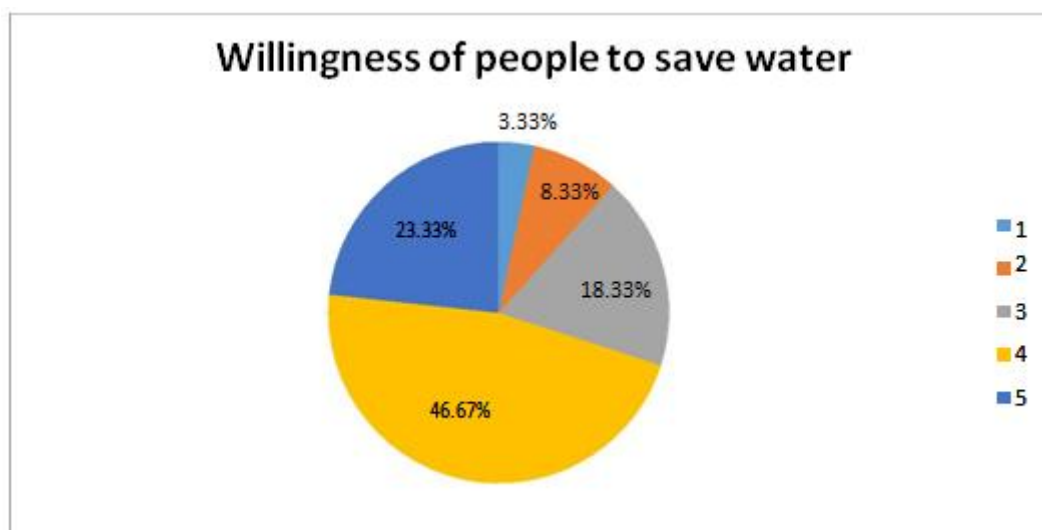
Hand washing of clothes is not preferred in both the male and female respondents as a very unsubstantial amount has responded in either agreeing to the question or strongly agreeing

Awareness about Magic Water Saver



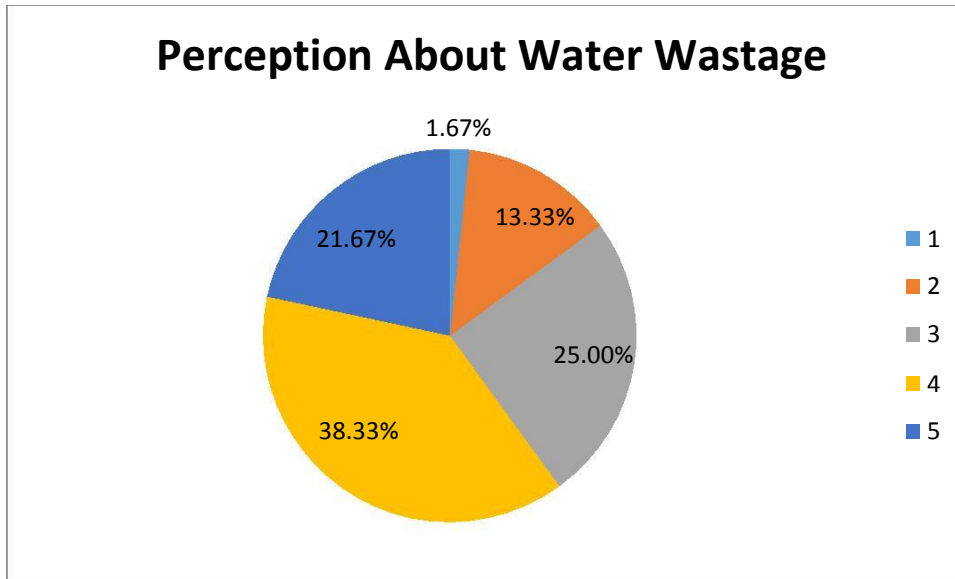
Only about one-third of the respondents have ever heard of Magic before. Thus, HUL would need to promote it vigorously.

Willingness of people to save water



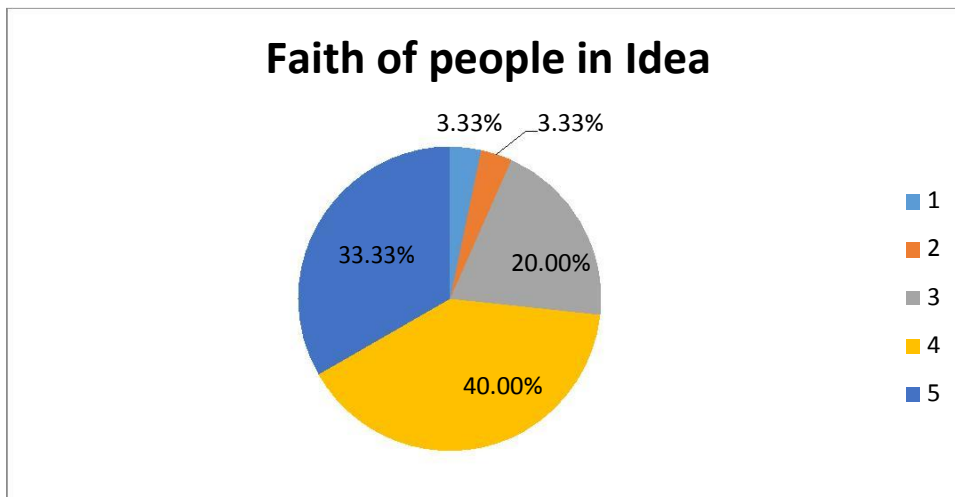
Approx 70 % of all the respondents have agreed that they make efforts to save water on a daily basis. It shows that there is indeed willingness to save water.

Perception about Water Wastage



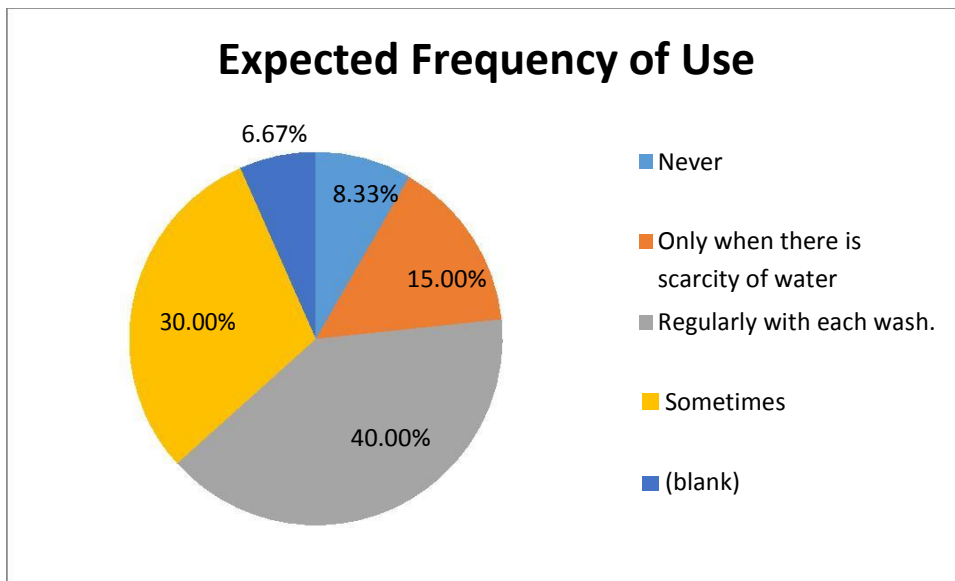
More than 60 % of the respondents believe that a lot of water gets wasted while washing clothes. Thus there is a consciousness about water wastage during the process of washing and this consciousness needs to be targeted by the promotional campaigns of the company.

Faith of people in Idea



More than 70 % of the respondents believe that a detergent that helps to save water is an awesome idea.

Expected Frequency of Use



The proportion of respondents who are not willing to use Magic at all or use it only when water is scarce is much less than those who are willing to use it regularly or at least infrequently.

CHAPTER 5
CONCLUSIONS and RECOMMENDATIONS

6.1 Conclusions

Magic Water Saver is a valuable innovation for a water-scarce country like India where more than 100 million people face water shortage every day. About 57% of these people belong to lower Socio-Economic Classes (SEC). It had been successfully launched in a test market Andhra Pradesh. But to launch the product in Delhi we recommend the following to HUL with the help of the research study conducted by us :

1. Extensive and Intensive Promotion Campaign

Only 35 percent of respondents are aware about the Magic Water Saver. So HUL need to come up with advertising campaign through which they could increase the awareness about the product. Thus it could help in better penetration in the market of Delhi.

2. Higher Potential Market

Around 70 per cent people have high willingness to save water. So there is a huge scope for the product in the Delhi market. Especially people with higher income groups have high willingness to save water. Thus this product can be a success in Delhi city.

3. Strong Fragrance

Both men and women believe that fragrance is very important for the detergent. So strong fragrance of the product may get converted to increased sales of the product.

4. Target Age Group

The men and women in the age group of 35-40 have more faith in the product so the promotion camps should target the men and women of 35-40 age group.

5. Preferred state of product

Among the females the preference of the liquid state product is more whereas among the males the preference among the powdered state product is more. So, it would be better if the company can launch the product in two variants both liquid and powdered state.

6. Higher foam leads to Better Cleaning

Also most of the people in Delhi believe than higher foam leads to the better cleaning of the clothes. Thus, company need to launch awareness campaign to make the people aware about the way the product works and thus reduction in foam does not lead to lower washing quality.

CHAPTER 6
LIMITATIONS OF THE STUDY

6.1 Limitations of the study

For the preparation of any project report and conducting a survey there have always been certain limitations and hindrances, which creates lots of problems and at the same time make the project more challenging. I have also faced certain problems and hindrances during the preparing the project report. Some of the limitations while doing the project report are as follows:

- I. HUL magic water saver is available only in liquid form as of now whereas we found that many people prefer powdered form of the product for use.
- II. Magic water saver can save water only for manual wash. It cannot be used along with a washing machine. This limits the target customer for the product.
- III. The scope of the project is limited to the study of consumer behavior of people of Delhi and does not represents the country wide preferences.
- IV. All the data analysis and recommendations are applicable for the launch and pricing of product within Delhi only.

CHAPTER 7
EXECUTIVE SUMMARY

The detergent category is almost full with 90% penetration of the market. HUL is trying to create a new category for eco-friendly laundry products. The product under study, “Magic water saver” is innovative water saving product. In this project we have analyzed the potential market for magic in Delhi. The data analysis shows that the product though very effective is not much known by the mass public. Most of the users believe that the foam is critical to detergent but “Magic” works by reducing the foam produced.

Hence a comprehensive marketing plan is required to convince the public about the product. There is an innate desire in the consumers to prevent wasteful usage of water but due to low awareness and less amount of foam produced people are skeptical about the product. If we see in the long run the product has a lot of potential growth as water conservation is catching up in the public sphere. At the same time HUL should invest in marketing and use its supply chain network to promote the product across the Indian subcontinent.

CHAPTER 8
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ltd/equity- research.aspx](http://www.morningstar.in/stocks/0p0000c9f2/hindustan-unilever-ltd/equity-research.aspx)

CHAPTER 9
ANNEXURE

9.1 Questionnaire

Magic Water Saver: Save Water while washing clothes

Hey Hindustan Unilever Limited (HUL) has launched "Magic Water Saver", a liquid that reduces the amount of water required to wash clothes. "Magic Water Saver" helps to conserve three buckets of water for every laundry wash by reducing the amount of water required to rinse the clothes after cleaning with detergent. Are you aware of "Magic" or any other similar product? Would you prefer to use it? Please let us know your preferences by answering a few questions.

* Required

I am ... *What do you think you are?

- Adventure seeker
- Fun loving
- Goals oriented
- Risk Taker
- Ambitious
- Like things the way they are

I try to save water in my day to day activities *

1 2 3 4 5

Strongly disagree Strongly agree

A lot of water gets wasted while washing clothes *

1 2 3 4 5

Strongly disagree Strongly agree

More the foam a detergent produces, more cleaner will be the cloth *

1 2 3 4 5

Strongly disagree Strongly agree

Fragrance a detergent leaves onto clothes is important for me *

1 2 3 4 5

Strongly disagree Strongly agree

A Detergent that makes me save water is an awesome idea *

1 2 3 4 5

Strongly disagree Strongly agree

In which form would you prefer a detergent to be in? *

- Liquid [eg: Ezeee]
- Powder [Eg: surf excel]
- Bar [eg: Rin bar]

I use a washing machine to wash clothes The scale levels are
1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always .
Choose accordingly

1 2 3 4 5

Never Always

I prefer to give clothes to a dhobhi / laundry for a wash
*The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently -
5. Always . Choose accordingly

1 2 3 4 5

Never Always

I wash my clothes myself [manual hand wash] *The scale levels are 1.
Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose
accordingly

1 2 3 4 5

Never Always

I have a maid servant who washes my clothes [Manual hand wash by maid servant] *The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5.Always . Choose accordingly

1 2 3 4 5

Never Always

Have you heard about magic before? *

- Yes
- No

Magic Water Saver: Save Water while washing clothes

* Required

Magic water savertell us more about your choices...

How many buckets of water you currently use to wash one bucket full of soaked clothes? *

Guess the price of 200ml of magic water saver (in Rs)? *

How often would you like to use magic water saver? *

- Regularly with each wash.
- Sometimes
- Only when there is scarcity of water
- Never
- Other:

Your opinion and suggestions on Magic water saver.What more do you want this

product to do for you?

Would you go and enquire about magic water saver at your nearest supermarket or kirana store? *

- Yes
- No

* Required

Tell us about yourself

Gender? *

- Male
- Female

Age group? *

- below 15
- 15-20
- 20-25
- 25-30
- 30-35
- 35-40
- 40-45
- above 45

Where do you stay? *

- Home
- Hostel
- Paying guest
- Company guest house
- Other:

Occupation? *

- Student
- House wife
- Business man
- Government service/PSU
- Multinational organisation
- Professor/Teacher
- Unemployed
- Other:

Marital Status? * | Single

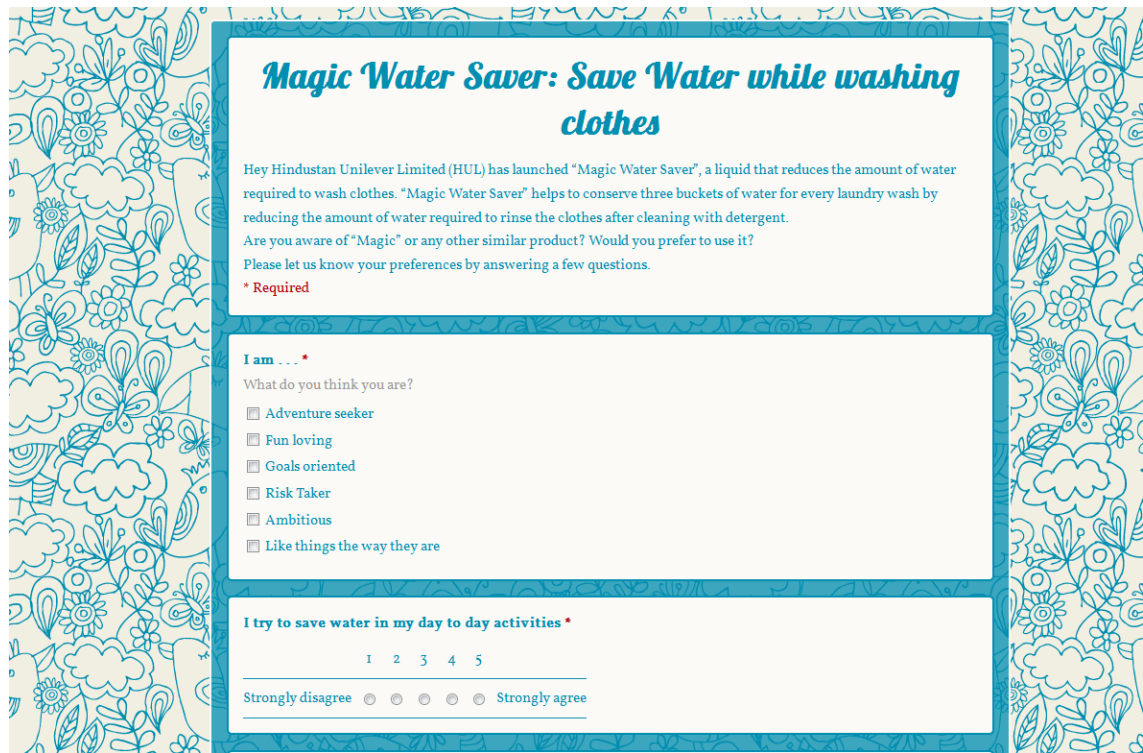
Income in Rs per annum?

- < 1,00,000
- 1,00,000 - 3,00,000
- 3,00,000 - 6,00,000
- 6,00,000 - 10,00,000
- 10,00,000 - 15,00,000
- more than 15,00,000
- I don't earn

Link to the questionnaire:

https://docs.google.com/spreadsheet/viewform?formkey=dGtiYVBNQXB3SWIKbE15YldP_cEIJa1E6MQ

9.2 Snapshots of Questionnaire



Magic Water Saver: Save Water while washing clothes

Hey Hindustan Unilever Limited (HUL) has launched "Magic Water Saver", a liquid that reduces the amount of water required to wash clothes. "Magic Water Saver" helps to conserve three buckets of water for every laundry wash by reducing the amount of water required to rinse the clothes after cleaning with detergent. Are you aware of "Magic" or any other similar product? Would you prefer to use it? Please let us know your preferences by answering a few questions.

*** Required**

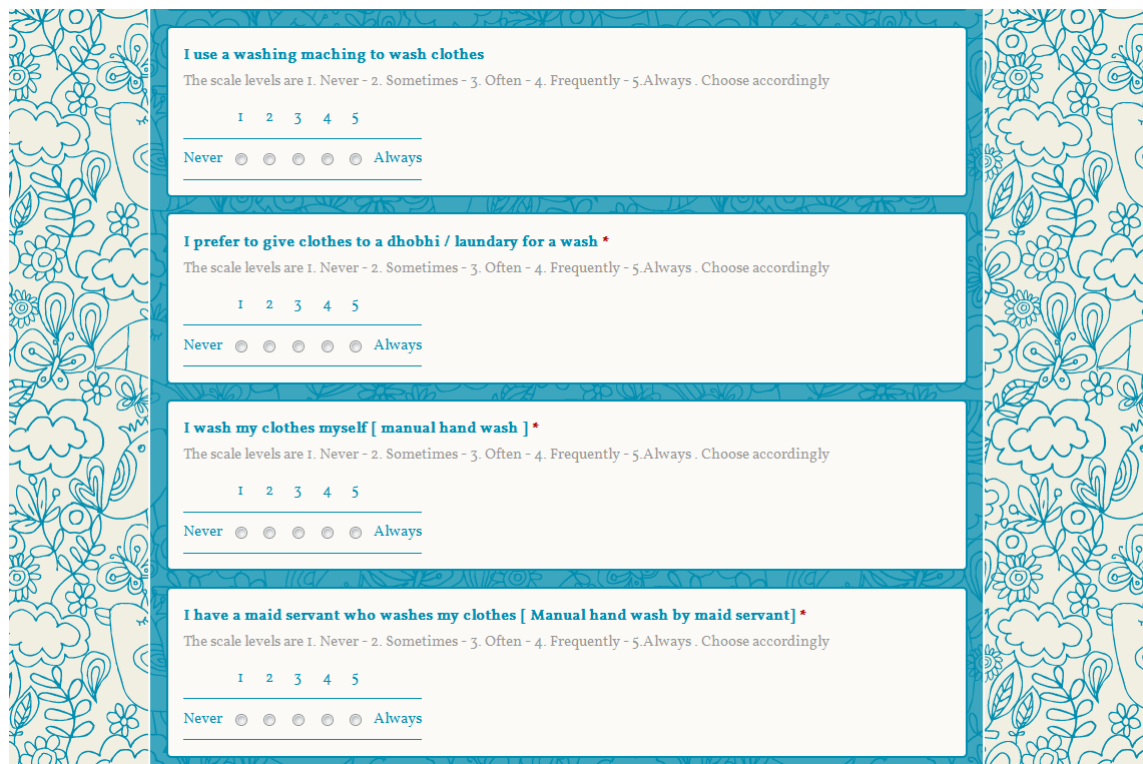
I am ... *
What do you think you are?

- Adventure seeker
- Fun loving
- Goals oriented
- Risk Taker
- Ambitious
- Like things the way they are

I try to save water in my day to day activities *

1 2 3 4 5

Strongly disagree ○ ○ ○ ○ Strongly agree



I use a washing machine to wash clothes
The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose accordingly

1 2 3 4 5

Never ○ ○ ○ ○ Always

I prefer to give clothes to a dhobhi / laundry for a wash *
The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose accordingly

1 2 3 4 5

Never ○ ○ ○ ○ Always

I wash my clothes myself [manual hand wash] *
The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose accordingly

1 2 3 4 5

Never ○ ○ ○ ○ Always

I have a maid servant who washes my clothes [Manual hand wash by maid servant] *
The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose accordingly

1 2 3 4 5

Never ○ ○ ○ ○ Always

I have a maid servant who washes my clothes [Manual hand wash by maid servant] *

The scale levels are 1. Never - 2. Sometimes - 3. Often - 4. Frequently - 5. Always . Choose accordingly

1 2 3 4 5

Never Always

Have you heard about magic before? *

Yes

No

Magic Water Saver: Save Water while washing clothes

*** Required**

Magic water savertell us more about your choices...

How many buckets of water you currently use to wash one bucket full of soaked clothes? *

1

Guess the price of 250ml of magic water saver (in Rs)? *

How often would you like to use magic water saver? *

Regularly with each wash.

Sometimes

Only when there is scarcity of water

Never

Other:

How often would you like to use magic water saver? *

- Regularly with each wash.
- Sometimes
- Only when there is scarcity of water
- Never
- Other:

Your opinion and suggestions on Magic water saver.
What more do you want this product to do for you?

Would you go and enquire about magic water saver at your nearest supermarket or kirana store? *

- Yes
- No