

Project Dissertation Report on
Marketing Management of Emami 7 Oils in 1

Submitted by

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CERTIFICATE

This is to certify that the project entitled “Marketing Management of Emami 7 Oils in 1” Is a Bona fide record of project work done by **ABHISHEK TAYAL (2K19/EMBA/502)** submitted in partial fulfilment of the 4th semester of “**EXE. MASTER OF BUSINESS ADMINISTRATION**” of DELHI TECHNOLOGICAL UNIVERSITY & the project report has not formed the basis for the award of any degree, fellowship or any other similar titles of any other institutions

Faculty Guide

Submitted for the viva-voce examination held on _____

External Examiner

DECLARATION

I, **ABHISHEK TAYAL** hereby declare that the project work entitled as **“Marketing Management of Emami 7 Oils in 1”** submitted to **DELHI SCHOOL OF MANAGEMENT**, This project is a record of an original work done by me under the guidance of **Dr. Deep Shree** professor of Delhi School of Management & this project work is submitted in the partial fulfilment of the requirement of 3rd semester of Exe. Masters of Business Administration & the project report has not formed the basis for the award of any degree, fellowship or any other similar titles of any other institutions.

(ABHISHEK TAYAL)

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(ABHISHEK TAYAL)

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1.0 Executive Summary

With its inception in 1974 with a vision to combine the age old wisdom of Ayurveda with modern manufacturing technique, Emami group has grown tremendously in India by making its presence felt across diverse sectors such as FMCG, newsprint manufacturing & packaging boards, edible oil & biodiesel, real estate, hospitals, ballpoint tip manufacturing, retail, pharmacy chain, cement, solar power & contemporary art. Founded by two friends, Mr RS Agarwal & Mr RS Goenka, Emami today is a trusted & loved brand of the nation with over 25,000 employees & a group turnover of about Rs.12,000 cr with a market valuation of around Rs. 50,000 cr. The current operations comprise more than 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Over 121 Emami products are sold every second somewhere around the world.

The flagship company of the Emami group, Emami Ltd is one of the leading & fastest growing personal & healthcare businesses in India, with an enviable portfolio of household br& names such as BoroPlus, Navratna, Fair & H&some, Z&u Balm, Mentho Plus Balm, Emami 7-oils-in-one, Fast Relief & Kesh King. With a recorded a turnover of over Rs 2541crore in 2017-18, the company employs nearly 3300 people, reach out to 40 lakh plus retails outlets through a network of 3150 distributors & have invested in Eight plants, Four regional offices, 1 overseas unit, Nine overseas subsidiaries & 31 distribution centres & 1 Associate across India.

1.1 VISION/ MISSION & PURPOSE

Vision:-

- Making people healthy & beautiful naturally

Mission:-

- To contribute whole heartedly towards the environment & society & integrating all its stakeholders
- To make Emami synonymous with natural beauty & health in the consumer's mind
- To drive growth through quality & innovation in products & services
- To strengthen & foster in the employees, strong emotive feeling of oneness with the company through commitment to their future
- To uphold the principles of corporate governance
- To encourage decision making ability at all levels of the organization

Purpose :

- To be part of every household in the country
- To be a major player in every product category it ventures
- To be one of the most respected marketer in the country
- To be recognized as a global brand

1.2 STRATEGY STATEMENT

The group strategy is for growth through both Organic & Inorganic expansion. This will be driven by power brands, upcoming brand extensions & new launches, coupled with a wider international presence through acquisitions.

Drive the top line

- Enhancing product recall via aggressive promotion through the celebrities
- Expand the distribution system to reach the rural population pockets
- Differentiated values for all the money products
- Innovate & enter in the new product categories
- Undertake the brand extensions
- Wider international foot prints and entry in the new geographies – drive exports
- Leveraging the existing distribution networks

Grow the Bottom Line

- Engaging in the effective & efficient cost-control initiatives
- Reduce the proportion of add-spend with increase in the volumes
- Stabilization of the new launches & brands
- Enjoy benefit of economies of scale
- Leverage on low cost manufacturing taking full benefit of location advantage

BRANDS

For around 40 years, Emami Ltd. has been innovating & launching various brands, meeting many consumer needs, spanning across many income groups, from young to old & everyone in - between. Passionate about creating best in class & affordable brands in the health & personal care markets. Emami Limited boasts of a portfolio of following brands:

- Boro Plus
- Kesh King
- Zandu
- Fair & Handsome
- Mentho Plus
- 7 Oils-in-one
- Zandu Sona Chandi
- Kesri Jeevan
- Golden Beauty Talc
- Zandu Healthcare
- Fast Relief
- Navratna
- HE – Advanced Grooming
- Vasocare
- Naturally Fair

1.3 ORGANIZATION CULTURE

Emami as a company is dedicated in finding, developing & retaining the best people for the company & attributes its success to the commitment & talents of its employees It is making sure that their employees are content & motivated through a

work culture that believes in bringing happiness & joy to its employees by emphasizing in influence & not authority:

1) Performance management system

Performance management system of Emami is called PRAGATI. It aims to lay great emphasis on performance, review & development of employees with a holistic objective of improving the organizational performance through individual development. It is a two way process which enable's all the employees to PLAN, PERFORM, REVIEW & DEVELOP.

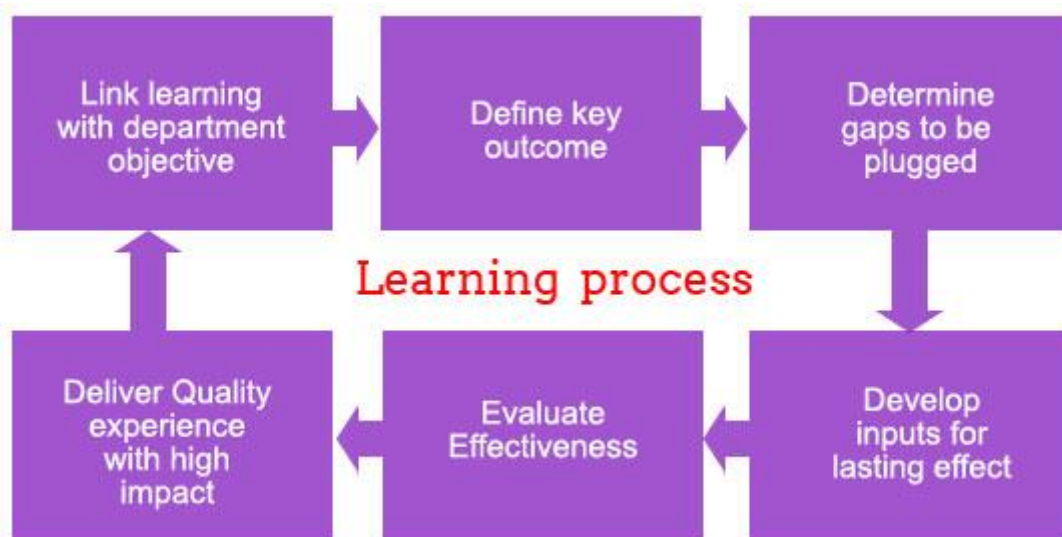
PRAGATI, as a HR intervention endeavours giving performance management system an extremely meaningful dimension for every employee & there-by hastens PRAGATI – both for organization & its employee.

2) Learning & Development

Training & development intervention is aligned with business strategy of the organization & is targeted towards building long term organizational capability, core functional skills, business objective achievement, facilitating individual development & aspirations.

It aims to–

- Effectively & efficiently provide support to enhance talent & capability.
- Enhance employee's performance in their jobs.
- Develop talent to take higher level positions



3) Building Human Relationships

Life at Emami not only focuses on work, but It is also about the human relationships that employee's build over years by work & other engagement activities. It nurture's talent consistently, as philosophically it believes that talented professional's are the most valuable resources in significant growth.

1.4 STRATEGIC BUSINESS UNITS

Emami has following strategic business units:-

1) Emami Limited

Established in 1974, Emami Ltd. is the flagship company of the Emami Group & one of the leading FMCG Company's operating in beauty & healthcare spaces in India. The Company's enviable portfolio of over 300 products based on Ayurvedic formulation's include many household brand names such as Navratna, BoroPlus, 7 Oils-in-1, Zandu balm, Fair & Handsome, Fast Relief & Mentho Plus balm.

2) Emami Agrotech

Emami Agrotech Ltd. is the edible oil arm of Emami Group. Currently the company is a well renowned name in the edible oil industry with a turnover of approx. Rs. 6,700 Crores (2016-17). Other segments in the company include production & sale of bio diesel & specialty fats. It is also engaged in organic farming & cultivation of commercially viable crops through contract farming.

3) Emami Paper Mills Ltd.

Emami Paper Mills Ltd., which was incorporated in 1981, holds a leading position in the Indian newsprint industry with the largest manufacturing capacity, fastest newsprint manufacturing machines & state-of-the-art technologies.

4) Emami Infrastructure Ltd.

Incorporated in 2006, the company undertakes real estate projects in residential, commercial & retail sectors & has pan India realty presence with over 3.6 crore sq.ft. delivered, under construction & planning.

5) CRI Ltd.

CRI is a specialized company that creates & designs pen tips for the leading writing instrument brands of the world. From the very first classic pen tip it created in 1992, to the ultra-modern one's it innovates today, CRI has always stood as the example of unmatched perfection & unrivalled precision.

6) Emami Power Ltd.

The Group has diversified into renewable power sector & aims to achieve + 300 MWp (Megawatt peak) Solar Power capacity over the next 3 years. Emami Power Limited (EPL) has been incorporated for conducting the Renewable Power business.

7) Emami Frank Rose Ltd.

Established in 1906, Emami Frank Rose boasts of highly skilled pharmacists & store personnel, who are adept in operating pharmacies inside hospitals, big corporate houses & premier educational institutions. Client list includes AMRI chain of Hospitals, corporates such as Tata Group of Company's & educational institutes such as IIT Kharagpur amongst many others.

1.5 MARKETING OBJECTIVE

The company aims to become a dominant leader in the 'Light Hair Oil Market' that comprises 4% of the 6600 crores of hair oil market in India

2.0 TARGET MARKETS

2.1 SEGMENTATION

Keeping in mind the descriptive segmentation characteristics:

Demographic:

- With 7 Oils-in-1, Emami targets females of all age groups as the product is safe to be used by children, teens & women with 7-value added oil proposition

Geographic:

- Emami has a customer base in all 4 zones namely, North, East, West & South
- Emami 7 oils-in-1 leveraged the strong customer base of Emami to get hold of markets in both urban as well as rural areas
- Within urban areas, the br& marks its presence across PAN India covering in all metros & both tier 1 as well as tier 2 cities except southern market.
- Emami reaches out to the rural areas through one of its CSR initiative, Rural Selling Scheme comprising of Emami- Mobile Trader's & Emami- Small Village Shop's. Under this scheme, Emami has partnered with several rural bureaus like SHGs, Farmer Clubs etc that not only provides rural people with guaranteed income, but also helps Emami heightens its range throughout the rural areas & present its merch&ize to the terminal consumers in a timely mode.

Psychographic:

Depending upon the personality traits of individuals we divide them into 3 psychographic segments-

- People who like to experiment, like to try out new things & keep themselves up to date with latest trends.
- People who are health conscious & like to look good, they believe in the benefits of natural products & keep away from products laden with chemicals.
- People who are br& loyalists & do not like to experiment, they are traditional in approach & follow market trends rather than setting them.

Given the demographics, geographic location & psychographic characteristics of the target group, we arrive at 3 market segments:



Segments	Defining Characteristics
EXPERIMENTAL EAGLES	<ul style="list-style-type: none"> • Young, 10-40 years • Working population • Residing in urban areas • Experimental, trend setters
HEALTHY HORSES	<ul style="list-style-type: none"> • Young, 10-40 years • Working & non-working • Residing in urban as well as rural areas • Health conscious, users or organic goods, stay away from products that contain harmful chemicals
TRADITIONAL TURTLES	<ul style="list-style-type: none"> • Old, 41 years & above • Working & non-working • Mostly residing in tier 2/3 cities & rural areas • Conventional, do not like to experiment, display br& loyalty

2.2 Target Market:

2.2.1 Needs & Requirements

Emami is catering to various hair care needs of men & women. It aims to fulfil the needs of people looking to improvise the appearance of hair

- **Healthy Hair:** Maintaining the healthy hair is a necessity for an individual. People are concerned about maintain their hair in a healthy manner. People wish to avoid hair fall
- **Quality:** Consumers are looking for value in a product. They expect the products to be pure.
- **Protection from styling chemicals:** The increasing trend of styling hair using various chemicals & heating appliances has added on to the damage of hair. Oiling helps restore balance & health of hair

- **Style:** People look to a shining & well-groomed hair to portray their beauty. Presenting themselves makes them more confident
- **Affordable:** Since hair oil is prevalently a basic need, affordability is a major concern for the customers especially in an emerging economy
- **Availability:** As it is a basic need, the product should be made easily available to the customers. Consumers expect oil to be available in various forms like bottle, sachet, refill packs, large packs & in loose.

2.2.2 Distribution Channels

- Direct distribution channels. More than 600,000 outlets in India
- Expanding direct distribution to rural areas & small towns
- Wholesale channels contributes to 50% of its distribution
- With increasing awareness & shift towards digital platforms, the company is in the process to improve its online presence

2.2.3 Competitive- Forces

There is a lot of competition in the market in form of both Internal & External Competitors

- Internal Competitors – Products that are directly competing are Kesh King Hair Oil, Patanjali Kesh Kanti, Dabur Anmol gold hair oil, Navratna Oil, Parachute hair oil, Nihar Shanti Amla hair oil, Kio karpin hair Oil, Bajaj Brahmi hair oil, Himalaya Herbal anti hairfall oil
- External Competitors – Garnier Fructis, Fortifying shampoo + oil 2 in 1, Dove nourishing oil care shampoo, Loreal Paris Total repair 5 Serum, Livon Serum, Pantene Oil Replacement.

2.2.4 Customer Communications

- Promotion using a healthy mix of television, print & digital medium.
- Actress, Ms. Yami Gautam has been appointed as the brand ambassador because for her wide popularity in the urban & semi urban demographics. She represents contemporary, modern woman with evolving needs. The TVC advertisements have been directed by an internationally acclaimed add maker Mr. Jonathan Lennard & produced by Raging Bulls
- Advertisements are broadcasted on television channel's like Star Plus, Colors, Sony TV, Zee Cinema & many more along with sport's channels for maximum coverage. Also, several ATL & BTL activities are conducted to promote the brand.

- Emami also partnered in sponsorship activities' with beauty pageants like Kolkata Fashion Week.
- The campaigns focuses on care for hair, reduced hair fall & stronger hair.

3.0 Marketing - Plan - Strategy

3.1 SWOT Analysis:-

SWOT analysis is a framework used to evaluate a company's competitive position by identifying it's strengths, weaknesses, opportunities & threats. Specifically, SWOT analysis is a foundational assessment model that measures what an organization can & cannot do & its potential opportunities & threats.

These four parts are further explained in detail below:-



Strength:-

- It's strategy is to develop the niche segment's into brands which have always given it the first mover's advantage. For example, its men's fairness cream — Fair & Handsome — carved out a virgin segment from within what is now an estimated of Rs 1,400 crore fairness cream market in India.

- Emami covers all the states with 32 depots in India & enjoys a wide distribution network comprising of a strong network of 3500 distributors & 4000 sub- distributors, with direct retail reach to approximately 5,00,000 outlets
- Strong brands in its portfolio, like- Boroplus Cream, Navaratna Oil, Fair & Handsome Cream & Zandu are all approx. Rs 100 crore plus brands.
- Strong international presence in countries like Russia, Ukraine & Nepal

Weakness:-

- The company has not diversified much. Example- Though, the company had plans to enter into the baby care segment, but later on it pulled back.

Opportunity:-

- Demographic trends like increasing population, awareness & purchasing power favours the consumer healthcare market, therefore increasing the growth opportunities.
- Related diversification into growing categories
- With the growth in modern retail industry, the company can look for opportunities on how to cater to this channel

Threat:-

- Highly intense & stiff competition among other FMCG companies
- The major competitors are HUL, Nestle, Marico & ITC
- Competition from un-branded & locally sourced products
- FDI in retail, thereby allowing international brands & big retailers increasing bargaining power that could negotiate for better margins

3.2 PEST Analysis

- **Political Factors:** Goods & Sales Tax, Development of infrastructure & transportation system in rural areas for better distribution network, FDI in retail sector

Economic Factors: Increase in the GDP of the country, per capita income, and evolving living standards will lead to approx. 12% growth in the FMCG sector

- **Socio-Cultural Factors:** FMCG industry is likely to grow by approx. 15% in the coming 2- 3 years. The Indian consumer product sector has been growing at an annual rate of approx. 5.7% between FY 2005-15. India's nominal year-on- year expenditure growth of 12%, which is more than double the global anticipated rate of 5%, will lead to India becoming the third largest consumer market by 2025

- **Technological Factors:** Automation, Research & development drives better productivity

4.0 Market Analysis

4.1 Market Trends

- Due to rapid economic growth in India, there had been lots of changes in the lifestyle of the people & has also led to rapid urbanization & modernization in the country. Due to growing youth population & huge workforce in India, the emphasis on hair care & beautification has increased over the years. It has become a mandate for working people to be presentable in a work place.
- The industry is shifting towards newer products in hair care. Unlike past, men are also more concerned about grooming & maintaining their hair. Specialized products for men's hair grooming is increasing. Men's grooming products include hair gels, serums, beard creams, etc.
- People are shifting from traditional way of using oils for grooming. The taste & preference have increased. People are now looking towards products that provide more aesthetic value. People are looking for different kinds of oils like amla hair oil, light hair oil, cooling oil, fragrant oil, almond oil & herbal oil.
- Due to high exposure to different climatic conditions, the problems of maintaining hair has increased. Problems like hair fall, dandruff, grey hair, greasy hair, hair damage, etc., are now more common. Therefore, there is also an increasing need for products that control the hair related problems.
- Awareness about health among the working population is growing. The prime reason being hectic work schedules & stressful life, people are now giving more importance to wellness. Also, due to increasing awareness about natural products, the demand for herbal products are increasing. Usage of herbal products seems to increase satisfaction of health among customers.
- It is perceived that hair oil provides with benefits of strengthening & nourishment of hair, reduces the problem of falling hair & helps in faster & better growth of hair.
- India is a market with multiple & diverse segments. As some consumers go up the value-chain, there is still a huge chunk which will continue to use the coconut oil. The good old 'champi' or hair massage will continue to be popular. Growing stress levels will also give a push to the good old traditional uses of hair oil.

4.2 Porter's 5 forces:-

Threat of the new Entrants - Less

- The current market players already have economies of scale, therefore for any new entrant the time & cost of entry will be high
- Existing players enjoy a good br& equity & new entrants will have to invest a lot on marketing to build their br&s
- It is a very competitive market & therefore any new entrants will have to look at the economies of scale to be profitable

Threat of substitution - Medium

- There are various substitute products in the market like Pantene 2 in 1 shampoo, Serum etc
- Consumer has a strong traditional base & a change in consumer behavior will need a lot consumer awareness

Buying Power - High

- It is a daily product & the consumer base is big
- There is not a lot of difference in the product offerings between competitors
- Customers are sensitive to price & a reduction of price might lead to price war
- The cost of changing the product is low

Supplier power - Less

- The product is indigenously made in the country & there are many suppliers for the same
- The cost of changing the supplier is not high

Competition Rivalry – High

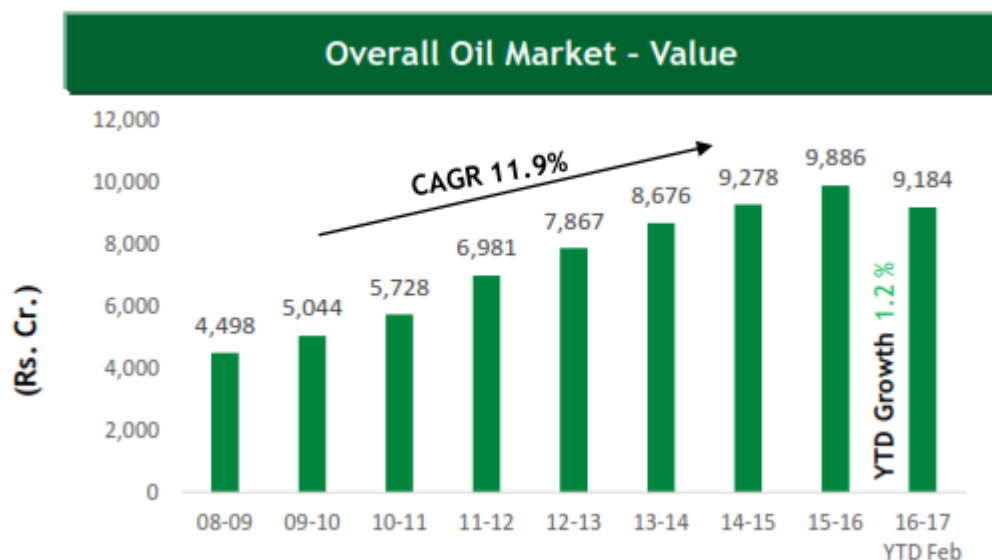
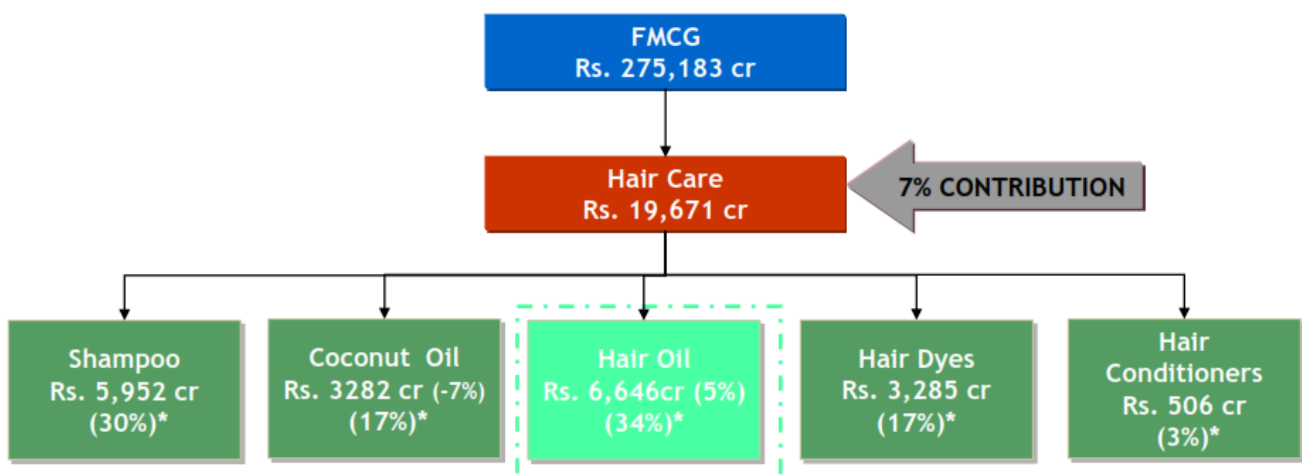
- There is a lot of competition in the market in the form of both internal & external competitors
- Internal Competitors – Products that are directly competing are Vatika enriched Hair Oil, Patanjali Kesh Kanti, Dabur Anmol gold hair oil, Navratna Oil, Keo karpin hair Oil, Nihar Shanti Amla hair oil.
- External Competitors – Garnier Fructis, Fortyfying shampoo + oil 2 in 1, Dove nourishing oil care shampoo, Loreal Paris Total repair 5 Serum, Livon Serum
- There is no significant difference in the quality of products between competitors

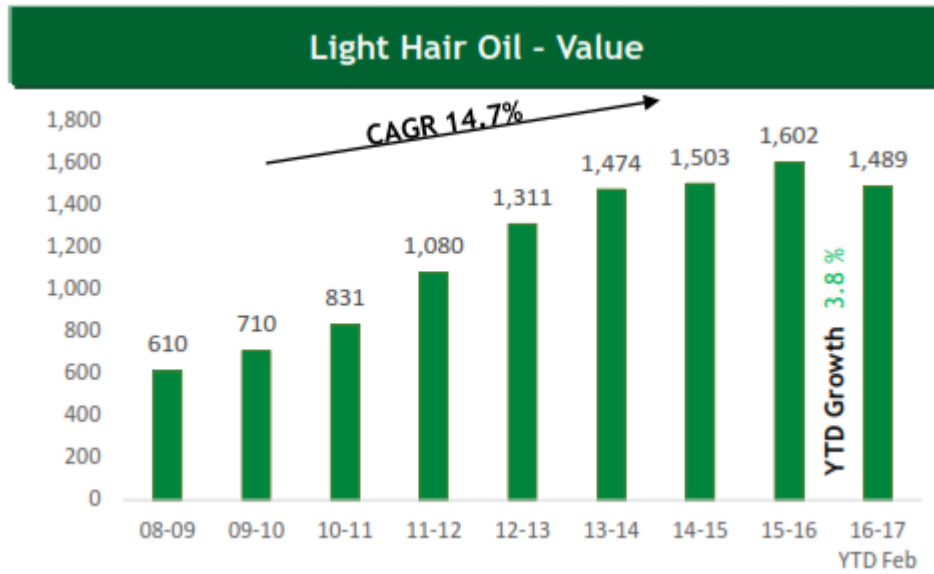
4.3 Market Growth

- Hair Care industry which is within the FMCG- personal care segment is doing well over the years. Of the estimated Rs 2,75,183 Cr FMCG market in India, hair care products make up for approx. 7%, of the total according to the Nielsen Retail Audit Report 2017.
- Out of the above hair-care industry, hair oils command close to 34% of the total hair care market in India. As per industry estimates, hair oil market size in India is estimated at around Rs 6,600 Crore with light hair oils accounting to

4%. Non coconut or perfumed oil segment has a market size of Rs 1,693 crores.

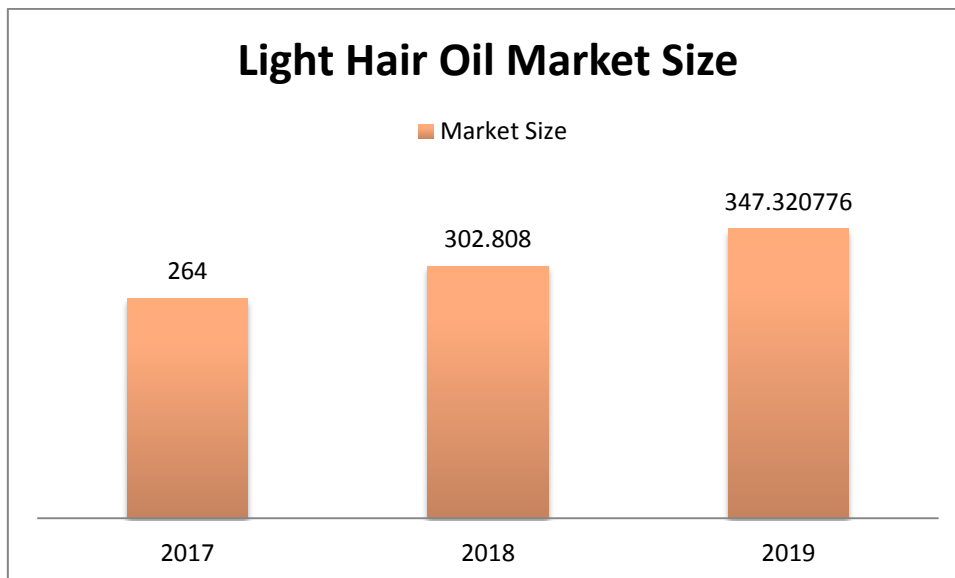
- While coconut based oils are dominated by Marico's Parachute, Bajaj & Dabur have traditionally been focusing on almond & amla respectively. Now MNC's are also getting into this segment, example being L'Oreal.
- There are 4 main categories' of hair oils in India:
Amla hair oils ,Coconut oils, Cooling oils & Light hair oils
Among all, light hair oil is the fastest growing segment with a CAGR of 14.7% in the last 10 years whereas the overall hair oil market has grown by 11.9% over the same period.
- Hair oil market is facing a tough fight from more sophisticated shampoos & non-oil hair care products. These new substitutes promise to clean, moisturize, nourish & maintain one's hair as well. The gen-X seems to be attracted towards it. To fight these substitutes, hair-oil companies have come out with light-hair oils like olive oil & they are doing very well.





5.0 Sales Forecast:

In 2017 the market size is of 264 crore, with a CAGR of 14.7% the market size is projected to be 302.8 crore & in 2019 it is projected to be 347.32 crore.



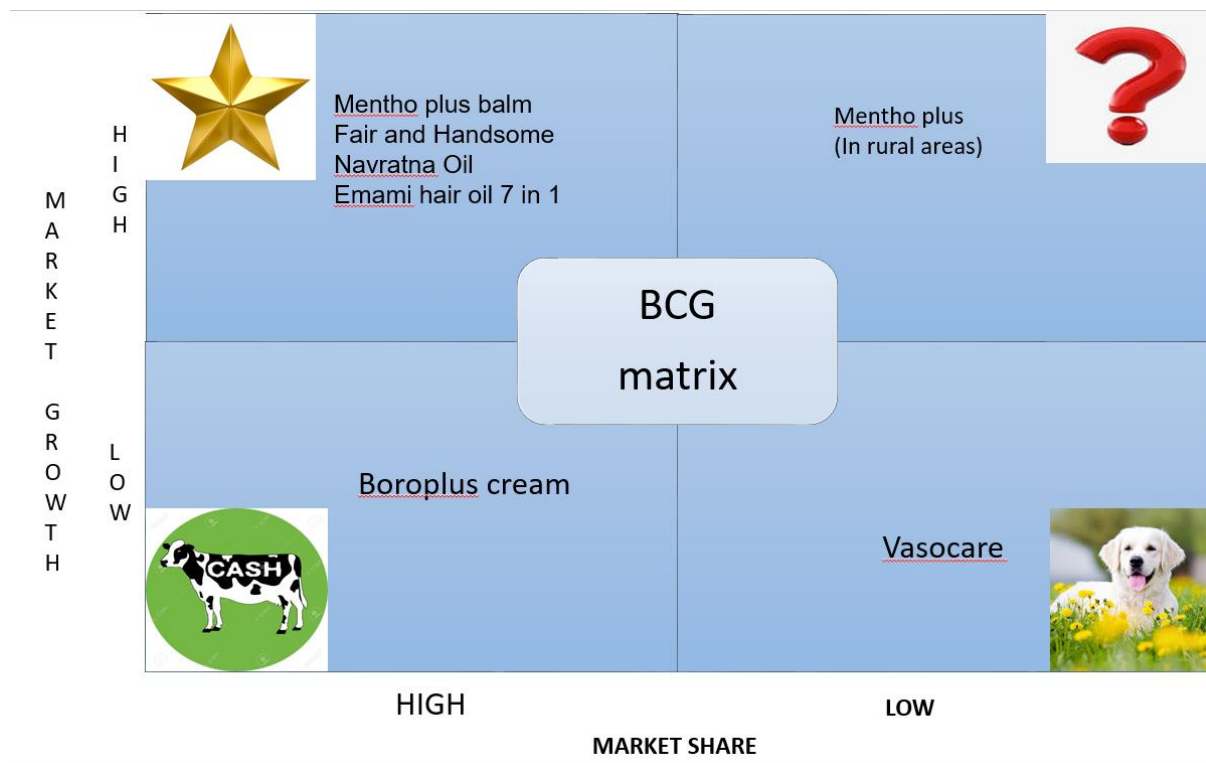
6.0 Progress Measurement & Monitoring

6.1- Key Marketing Matrix

The Boston Consulting Group's (BCG) product portfolio matrix is a matrix through which we can understand the long term strategic planning which helps a business to consider growth opportunities by reviewing its portfolio.

The delegation of low or superior workers for organisations or products depending on what their market development rate is & what is their relative market share. The thought behind it is that the greater is the market share that an item has or the quicker the development of the item's market the better it is going to be for the organization.

Our objective here is to analyse the Emami Group using BCG matrix.



The BCG matrix consists of four sections . These are

1. Star
2. Question mark
3. Cash cow
4. Dog

All these sections are individually explained as follows :-

Star

These are the units or products that have the biggest market share in the industry & also contribute maximum to cash flows. Products that can be considered as stars of Emami are Emami oil 7 in one, Mentho Plus Balm, Fair & handsome & Navratna oil.

These four products have rapidly grown & have major market share. This means that these star products can easily be visualised as market leading products. Star product can become cash cows as the market growth starts to decline if they keep their market share high.

Hence we can say that in future when market growth declines these four products will become cash cows.

Cash Cows

Cash cows are considered as the pioneers in the market & they are known for producing more money than their expansion growth. These are items or products that have high market share yet low development prospects. It is generally the cash cows that give the money required to transform question marks into pioneer of the market to take care of other expenses of the organisation & to pay profit to shareholders. Organizations are also encouraged to put resources into cash cows so as to keep up to the present level of profitability.

The product from Emami that falls under the cash cow compartment is Boroplus Cream. Emami has also expanded to Boroplus face washes.

Dogs

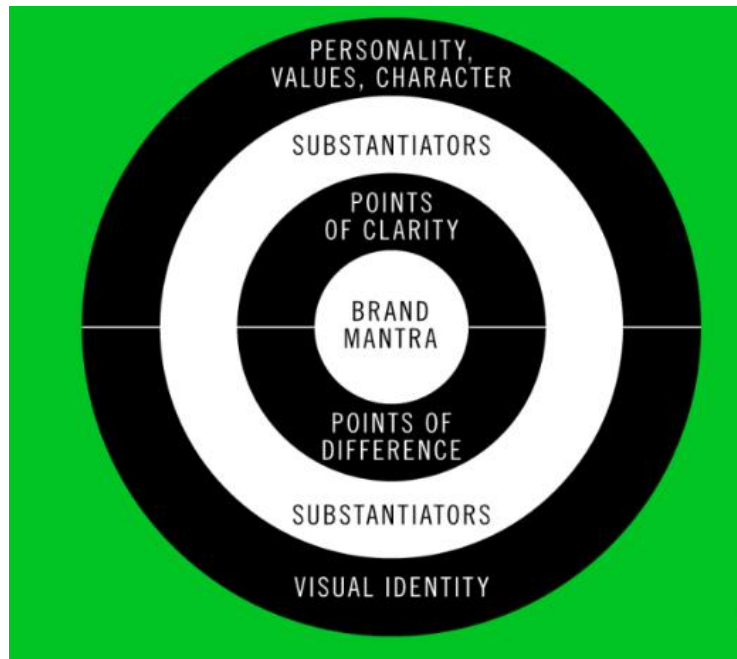
Dogs are basically those items or products that are having both a low market share & a low development rate. They most often just make back the investment that was done in it, neither winning market share nor generating a lot of money. They are generally considered to be money traps since organizations have cash tied up in them, despite the fact that they are getting back fundamentally nothing return. In the case of Emami, Vasocare is the one that can be considered as a dog as it's contribution is just about 1% to the actual growth of the organization.

Question Marks

Question mark are those that have high growth prospects but a low market share. These are the products that are expending a lot but they are acquiring little return. At last, question marks do lose cash. But since these units are developing quickly, they can possibly transform into stars. Organizations are generally encouraged to put further resources into question marks if the item has potential for development.

In case of Emami, The Mentho Plus in rural areas can be considered as a Question Mark. But it could easily be made a lot better by expanding it to rural population. Hence by this way the product can be turned into a star.

6.2 Brand Positioning



Brand Positioning Bullseye concept is used to improve the basic understanding of the brand positioning in the market. It is therefore defined as an act of designing the company's offerings & its image in the market in order to occupy a distinct place in the mind of the target market.

Brand Mantra

Brand Mantra is basically three to five word phrases that articulate the soul of a brand. It is internally focused.

The brand mantra for Emami is Distinctiveness, Differentiation & Innovation.

Points of Parity (P.O.P) of Emami 7 oil in 1

- Provides nourishment to hair
- Pleasant fragrance
- Repairs hair damage

Points of Differences (P.O.D) Of Emami 7oil in 1

- 96% Reduction in Hair Fall
- Makes hair upto 20x stronger
- Mix of almond, coconut, jajoba, olive, amla, argan & walnut oil providing complete care for hair. Besides that, it also has 7 herbal aushad complexes, which is an amalgamation of 7 herbs namely Arnica, Brahmi, Meethi, Henna, Bhringraj ,Lata Kasturi & Japa
- It is made in collaboration with the international hair expert Mr. Tony Pearce
- As it consists of 7 kinds of oil into 1 hence it provides with following benefits

ALMOND OIL: Has vitamins like A,B, D & E that recondition & soften hair, making it grow strong & healthy.

COCONUT OIL: Rich in minerals & proteins. It moisturizes hair, reverses hair damage & keeps scalp free from flakes.

AMLA OIL: Rich in vitamin C & minerals it prevents thinning, premature greying & promotes hair growth.

OLIVE OIL: Rich in antioxidants & minerals it nourishes hair roots, promotes hair growth & fights dandruff.

JOJOBA OIL: Helps retain moisture & nutrients within the hair, preventing hair loss & protecting from external damage.

ARGAN OIL: This miracle oil hydrates hair & makes it smooth & shiny.

WALNUT OIL: Rich in potassium it makes hair stronger & healthier.

Core Values

- To contribute whole heartedly towards the environment & society integrating all our stakeholders into the Emami family
- To make Emami synonymous with natural beauty & health in the consumers mind
- To drive growth through quality & innovation in products & services
- To strengthen & foster in the employees, strong emotive feelings of oneness with the company through commitment to their future
- To uphold the principles of corporate governance
- To encourage decision making ability at all levels of the organization

VISUAL IDENTITY

A visual identity is basically referring to the visual aspect of branding that is created by businesses in order to evoke certain feelings & experiences with that particular brand. It can be anything visual that is produced by your brand such as fonts, photos, logo design & any other visuals that you can use to communicate your brand.

On being associated with Emami, this product automatically follows the same mission of its distinctiveness, differentiation & innovation. Emami 7 oil in 1 has its differentiating factor from other oils of being a “Damage control hair oil” broadly written on its packs which is easily eye catching. This product came to life after a lot of innovation done by the company. This is easily visible by seeing the packet which conveys that this product is a blend of 7 different oils together providing benefits of all of them. Further distinctiveness can be seen by how this product provides 96% reduction in hair fall & also at the same time making hair 20 times stronger.

7.0 4 P's

a) Product

- It is one of the initial products to enter the light hair oil market. It is said to be a breakthrough innovation & one of its kind.
- The product is an unique combination of 7 oils. It promises to reduce hair fall by 96% & strengthen the hair by 20%
- The 7 oils used in the combination are almond oil, coconut oil, amla oil, olive oil, jojoba oil, argan oil & walnut oil. The oil also consists of 7 Herbal Aushad Complex consisting of Japa Pushpa, Brahmi, Bhringaraj, Mehendi, Arnica, Lata Kasturi, Methi
- The oil is clear, transparent. The consistency is light & is non-sticky. The smell is strong & may irritate sensitive noses.
- It targets higher middle & middle-income households.
- It leverages on breakthrough innovation in hair oils
- The oil comes in sleek, golden, plastic bottle that bears a flip cap which shuts tightly.
- The bottle is handy, chic & can be carried around with ease
- The product's trademark slogan "Strong. Long. Beautiful Hair." tells about its:
 1. Strong Hair
 2. Reduced Hair Fall
 3. Smooth & Silky Hair

b) Price

- This is done on per-product retail price
- The product is priced keeping its target market in mind & hence, is priced at a relatively higher rate than Parachute & Dabur Amla
- The product is sold on various platforms like online & offline & prices marginally vary on online sites as per the offer provided by the online site

The factors involved that affect pricing criteria are:

1. Ingredients like the 7 oils & 7 herbal aushad
2. Packaging costs

Quantity (in ml)	Price (INR)
200	100
100	60
50	30
03	01

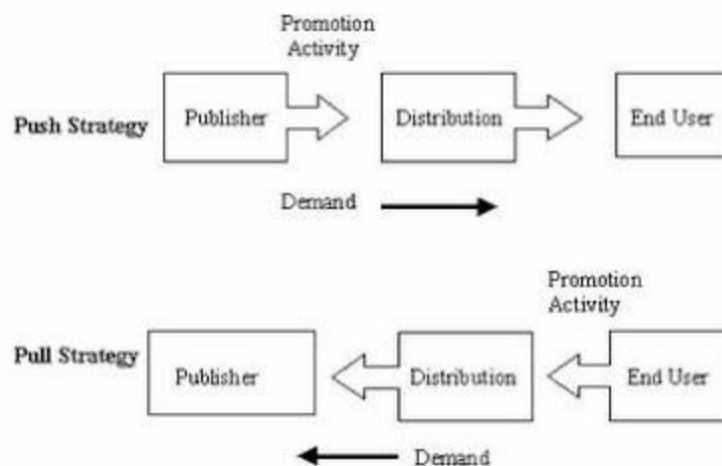
Study of Competitive pricing:

Pricing is done for 100 ml of product.

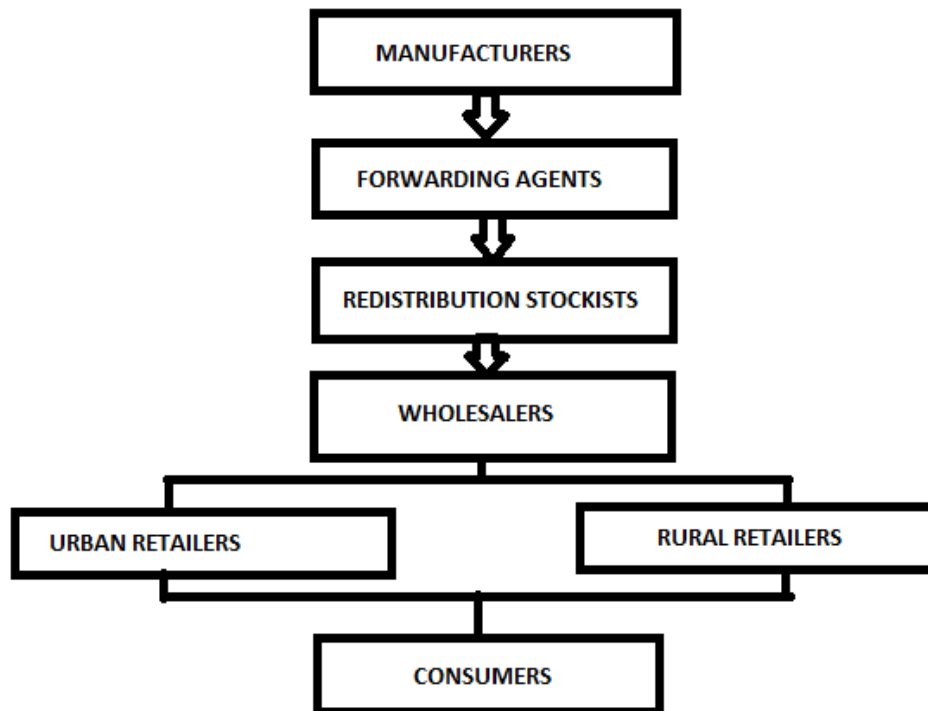
Product	Price (INR)
Parachute Advanced Jasmine Hair Oil	42
Dabur Amla	42
Himalaya Herbal	93
Keo Karpin	42
Bajaj Almond Drops	60
Navratna	70

c) Place

- The product is sold both online & offline. The channels include Distributors, Retailers & consumers which are aimed towards Urban, semi urban & rural markets.
- Emami 7 Oils in One employs push strategy. A push strategy uses trade promotion money, manufacturers' sales force or other means to induce intermediaries to carry, promote, & sell the product to customers. Emami enjoys a loyal customer base hence, a pull strategy does come into play.



- Online: It is sold on many e-commerce sites like Amazon, Big Basket, Snapdeal, Nykaa, which is towards urban customers
- Offline: It is easily available in urban & rural markets both in India & few other countries where it is exp&ing its market. The product is easily available in kirana stores, medical stores & in departmental & supermarkets like Big Bazaar, D Mart, HyperCity, More, Reliance Fresh, Spencer's
- Emami has presence in 60 countries around the world & hence, has opportunity to launch 7 Oils in One overseas as well.



d) Promotion:

7 Oils in One being a relatively new entrant to the market with respect to its competitors uses a holistic marketing approach.

7 Oils in One uses all types of media like print media, online, billboards, TV in its marketing mix.

- The brand ambassador for 7 Oils in One is Yami Gautam
- 7 Oils in One has an attractive packaging
- The Emami website provides the consumer with rich source of information about the product
- Sales promotions are uniform throughout the year

Reference:

1. <https://www.thehindubusinessline.com/companies/emami-ramps-up-direct-distribution-channel/article9783965.ece>
2. www.bajajcorp.com/img/July_2017.pdf