

PROJECT AYURVED

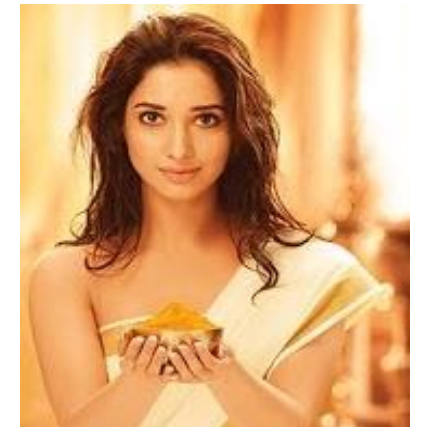
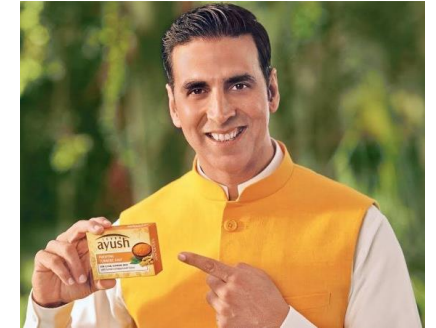
Anil Varma Penmathsa
Roll Number: MR 05
Year: 2017-18
Batch: PGPMR



BRAND OVERVIEW



December 2016



Skin Care

- Facial Moisturisers
- Facial Cleansers
- Body Lotions

Bath and Body

- Soaps
- Hand Wash

Hair Care

- Shampoo
- Conditioners

Oral Care

- Toothpastes

TURMERIC

SAFFRON

CARDAMOM

NEEM

COW'S GHEE

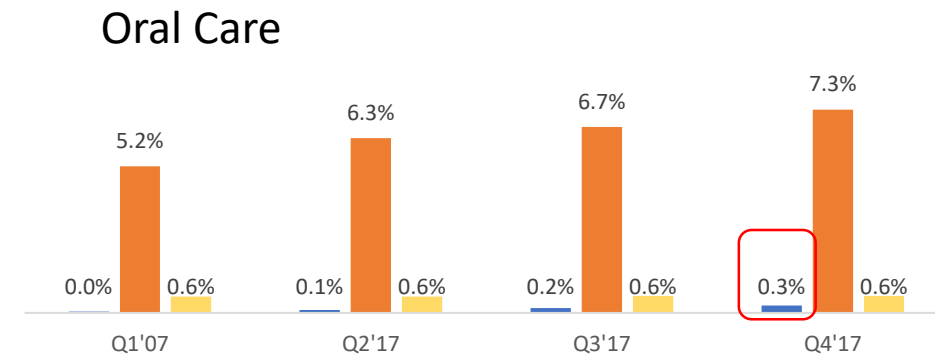
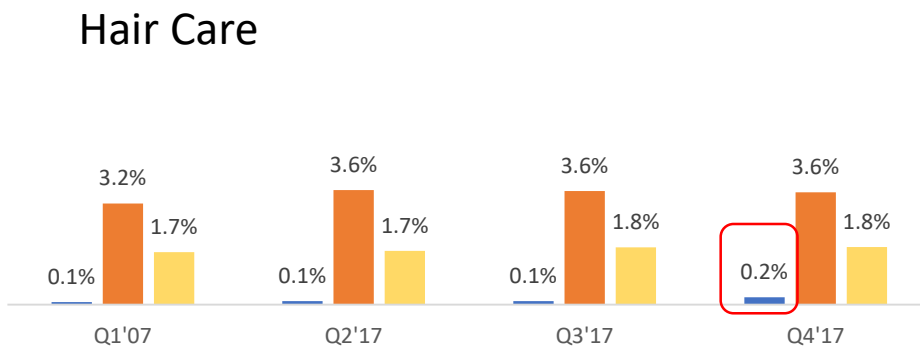
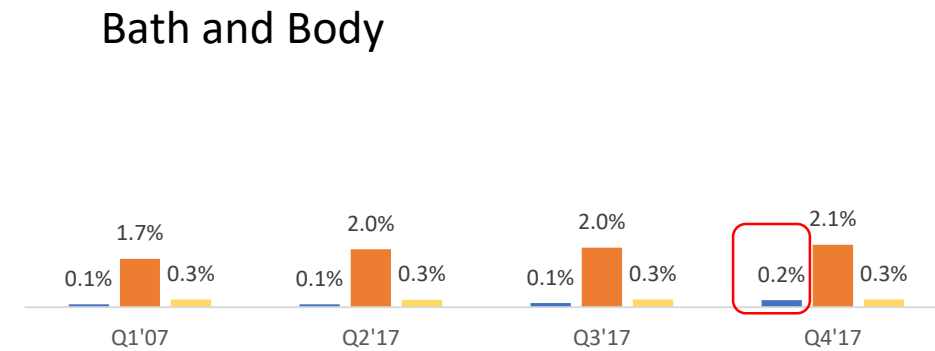
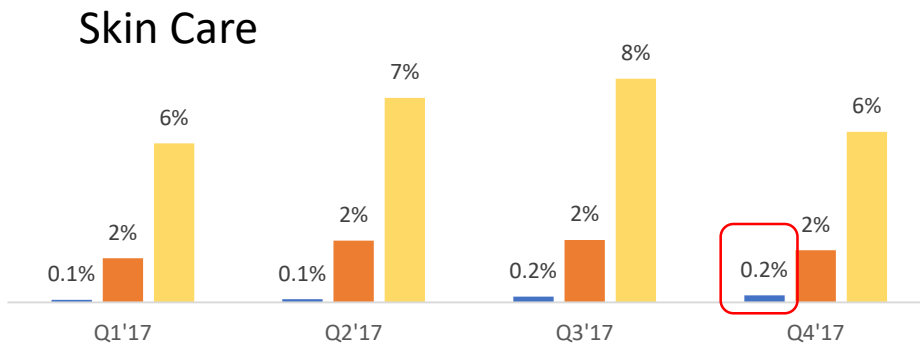
CLOVE

ROCKSALT

SHIKAKAI

PROBLEM DEFINITION

Why is Lever Ayush not able to gain Market Share even after a year of its launch ?



■ Lever Ayush

■ Patanjali

■ Himalaya



ASSUMPTIONS

- In-store visibility and preference of Lever Ayush products over other brands is low
- The distribution of the products is low
- The awareness and recognition of the brand are low
- Advertisement and brand recognition is low

RESEARCH OBJECTIVE

- Understanding competition players like Patanjali, Himalaya
- Understanding how Lever Ayush is doing on key parameters

RESEARCH DESIGN

Qualitative
40



Quantitative
100



In Store
Observations



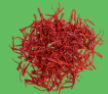
RMS



Target Group

Consumers using or have used Ayurvedic products in the past 1 year

IN-STORE OBSERVATIONS



In-Store Observations



← Lever Ayush Shampoo



← Lever Ayush Turmeric Face Wash



Visibility of Lever Ayush products is low compared to other products.
Lever Ayush Products are placed either on top shelves or on low shelves.

In-Store Observations



Lever Ayush Turmeric Soaps



Lever Ayush Fairness Cream



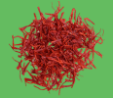
Lever Ayush Toothpaste

Instore visibility of Lever Ayush products is low.

Well established brands like Colgate, Himalaya are dominating Lever Ayush with their colour.

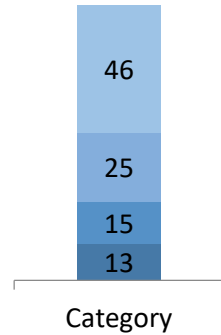


RETAIL MEASUREMENT SERVICES

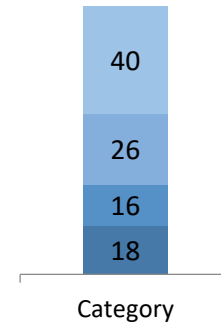


Contribution

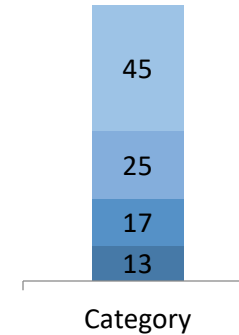
Hair Care



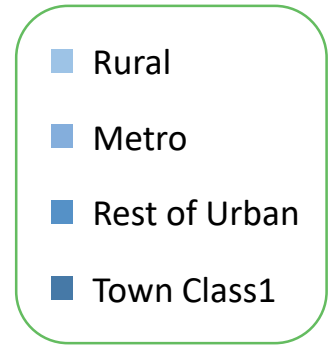
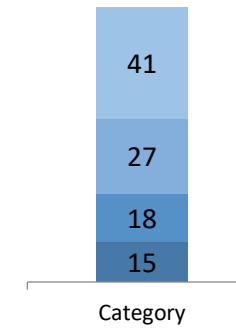
Skin Care



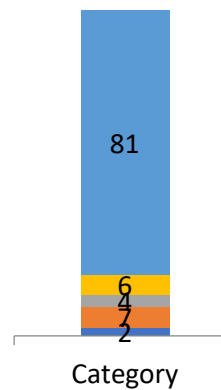
Bath and Body



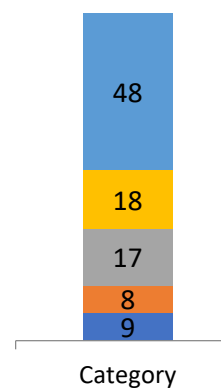
Oral Care



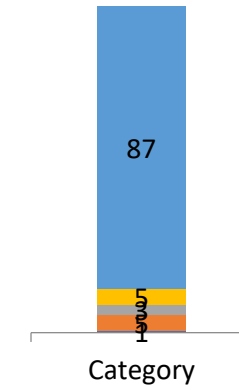
Hair Care



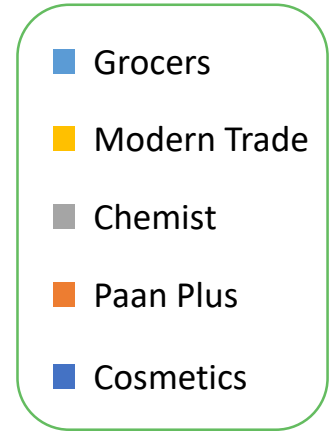
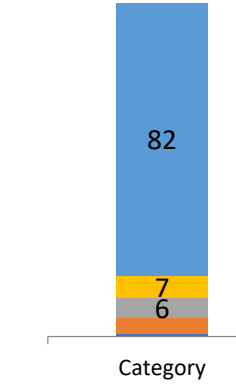
Skin Care



Bath and Body



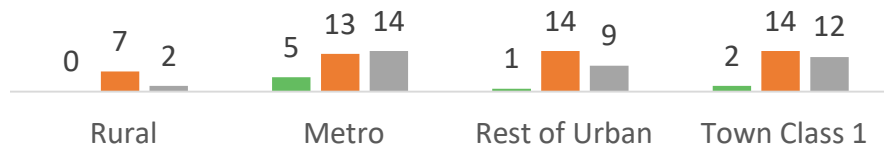
Oral Care



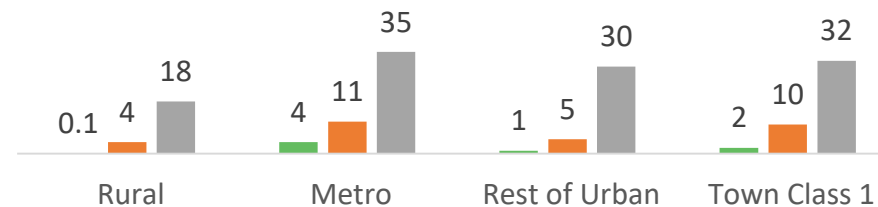
Grocery channel is the biggest contributor in all four categories

Numerical Distribution – Pop Strata

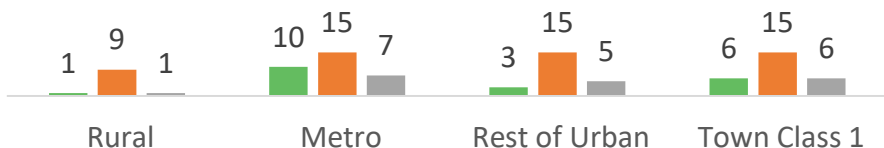
Hair Care



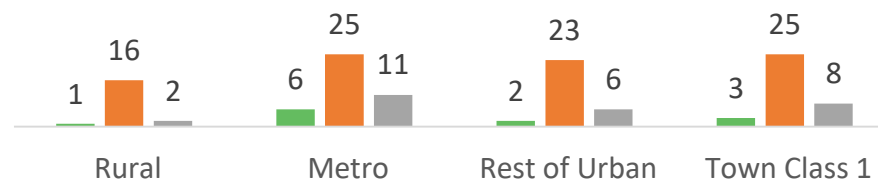
Skin Care



Bath and Body



Oral Care



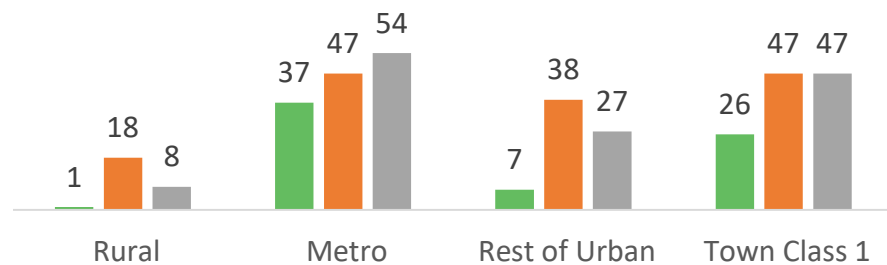
■ Lever Ayush ■ Patanjali ■ Himalaya



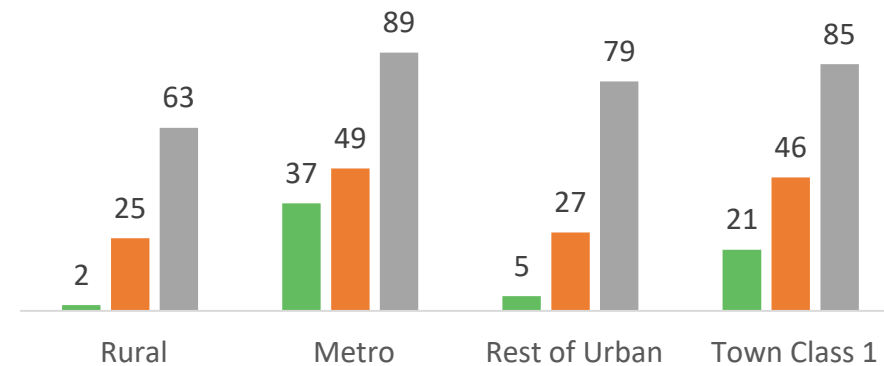
Numeric distribution of Lever Ayush is low and is mostly distributed in metro.

Weighted Distribution – Pop Strata

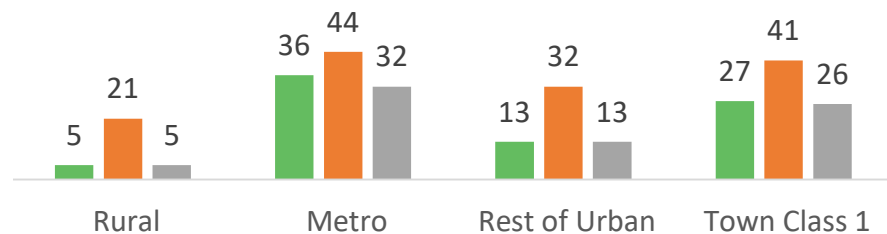
Hair Care



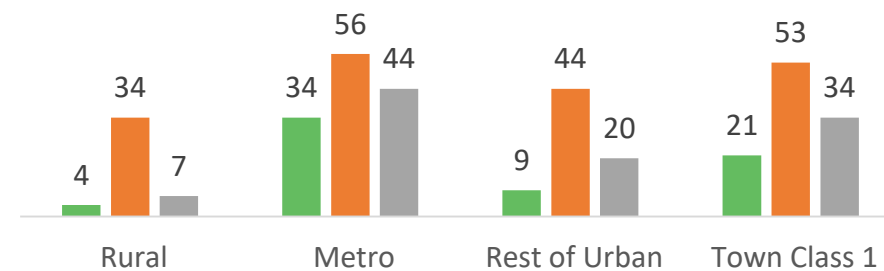
Skin Care



Bath and Body



Oral Care



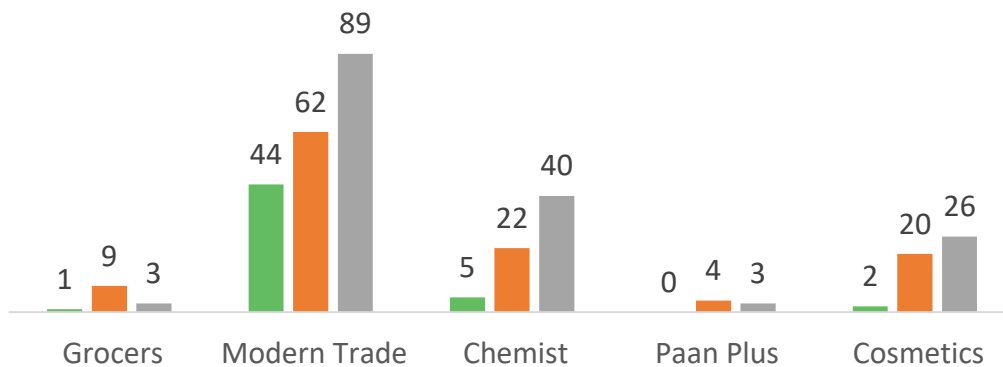
■ Lever Ayush ■ Patanjali ■ Himalaya



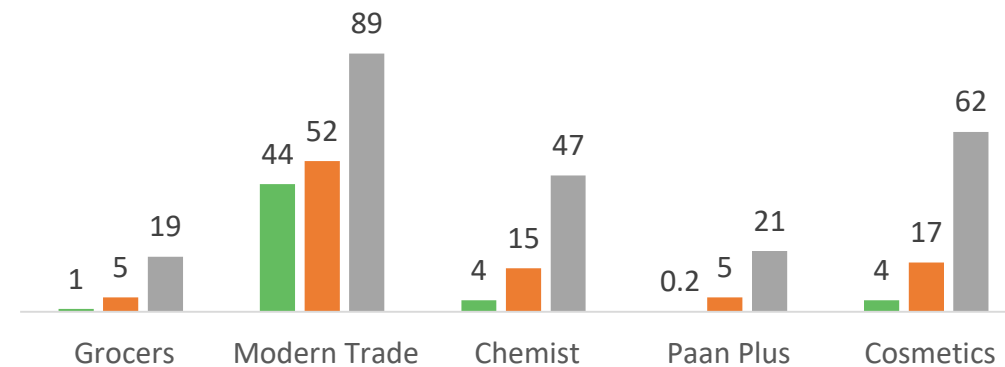
Lever Ayush weighted distribution is low in Metro and Town class 1.

Numerical Distribution – Channels

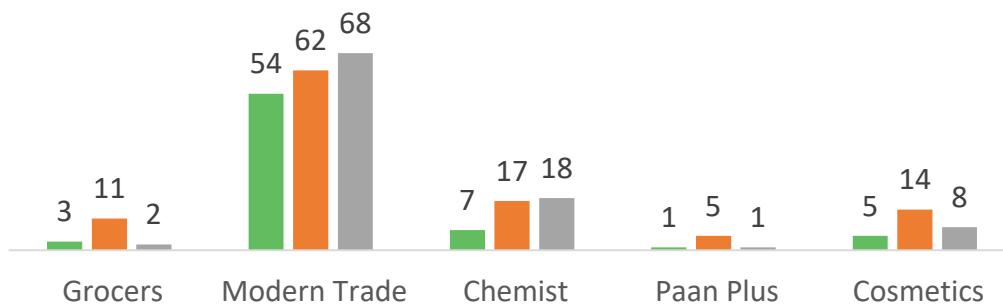
Hair Care



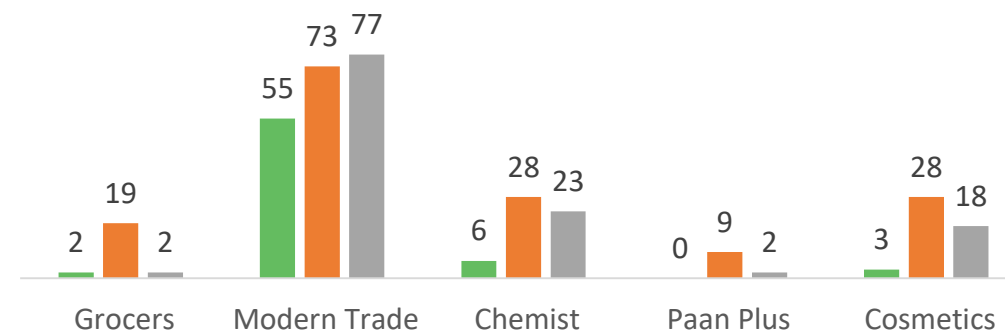
Skin Care



Bath and Body



Oral Care



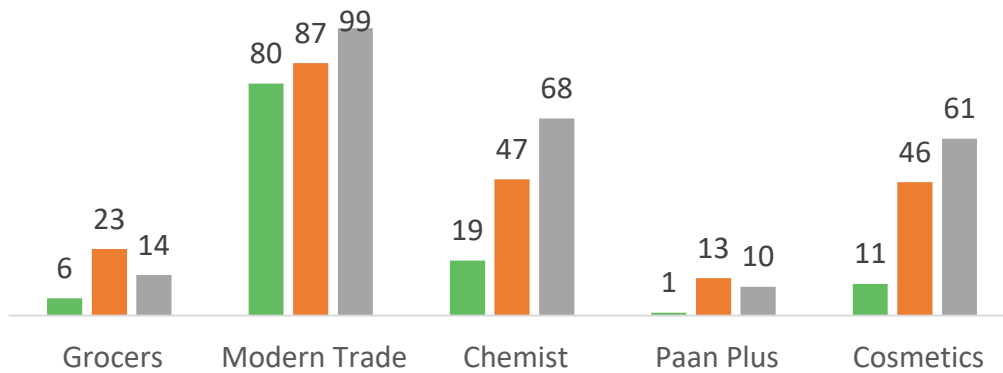
■ Lever Ayush ■ Patanjali ■ Himalaya



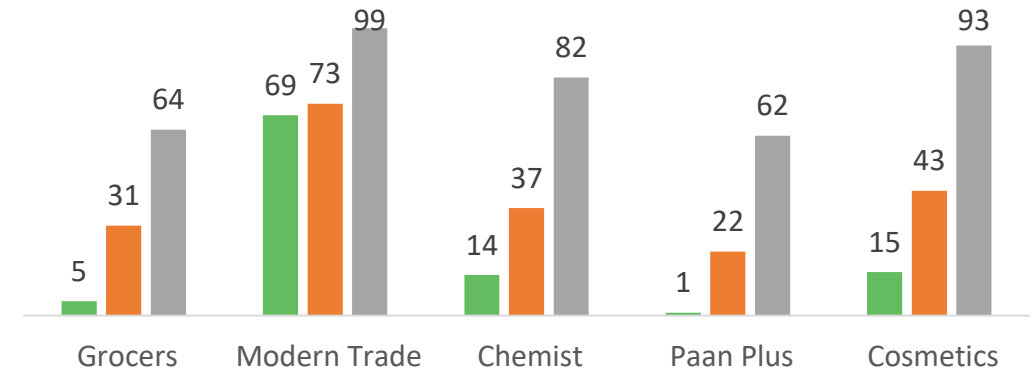
Lever Ayush distribution is low in Grocers channel which is one highest contributor in all four categories.

Weighted Distribution – Channels

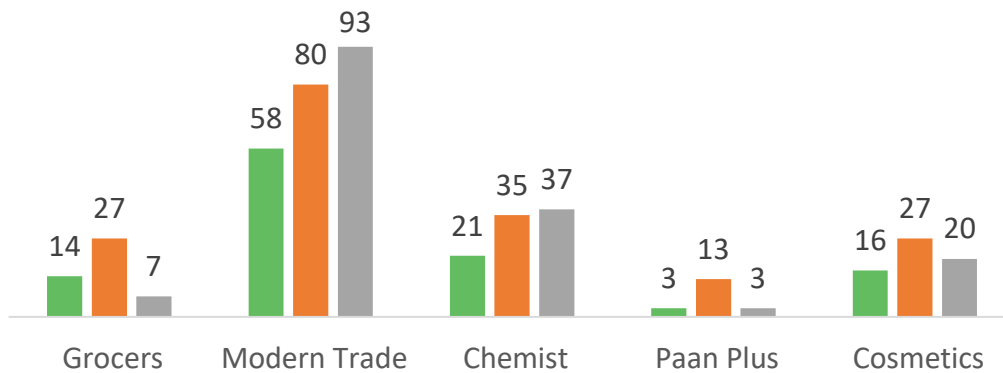
Hair Care



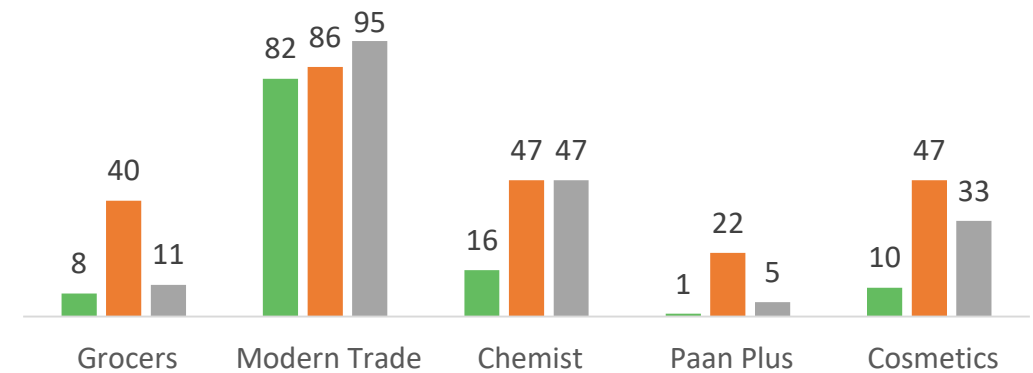
Skin Care



Bath and Body

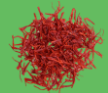


Oral Care



■ Lever Ayush ■ Patanjali ■ Himalaya

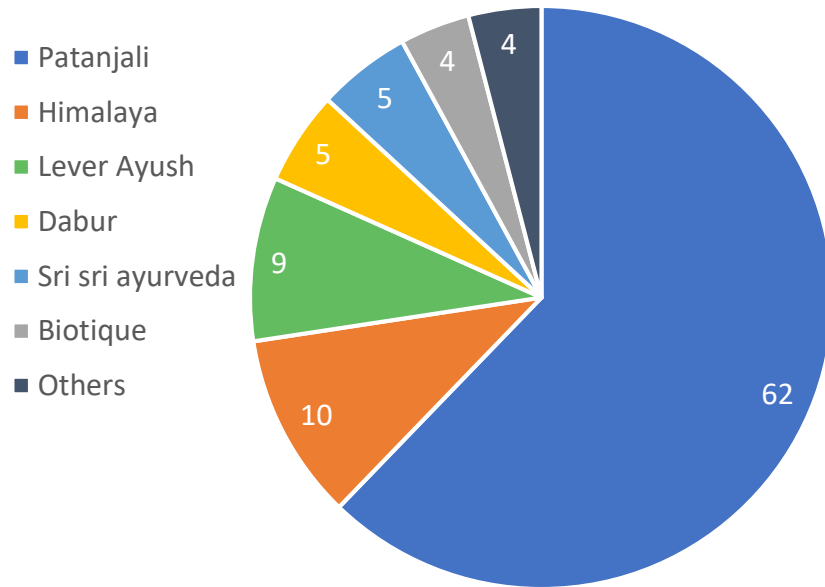
Weighted distribution of Lever Ayush is low in Grocers and chemist.



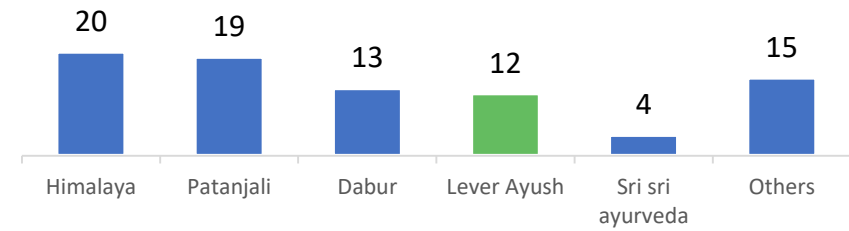
QUANTITATIVE AND QUALITATIVE ANALYSIS

Awareness

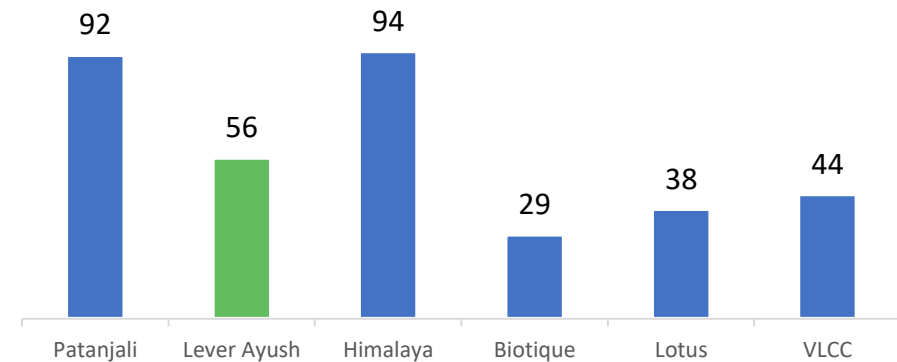
Top of Mind



Spontaneous



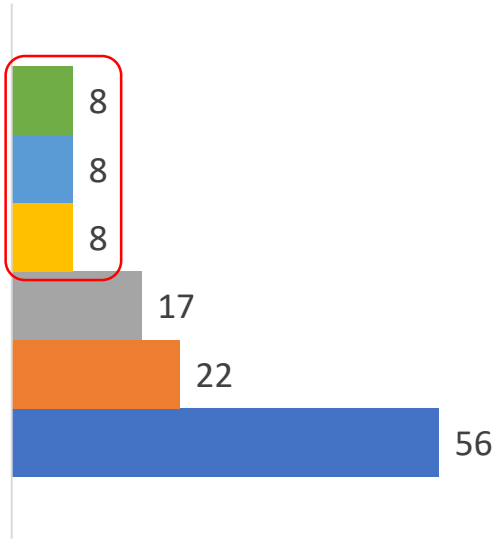
Aided



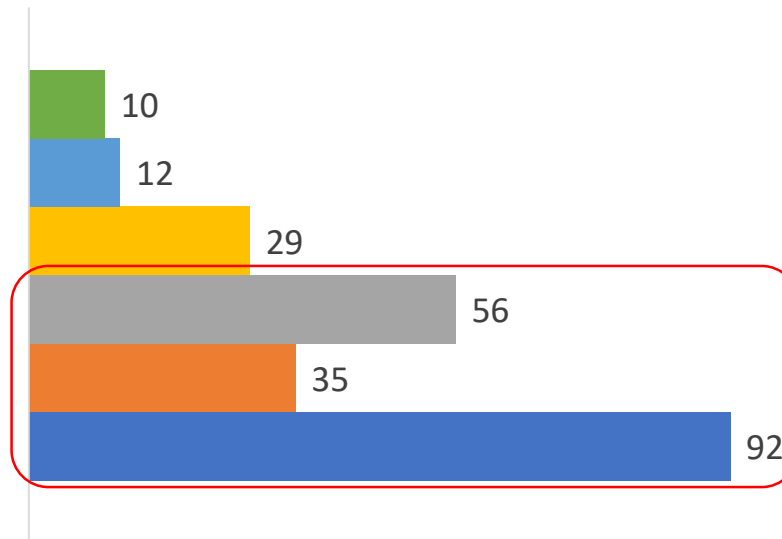
Considering Lever Ayush is a new brand, it appeared in top of mind and spontaneous awareness

Brand Leverage

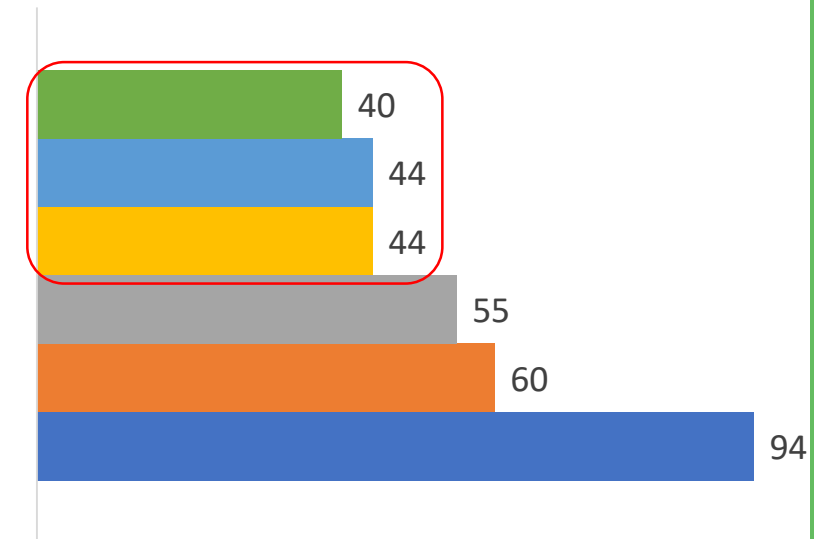
Lever Ayush



Patanjali



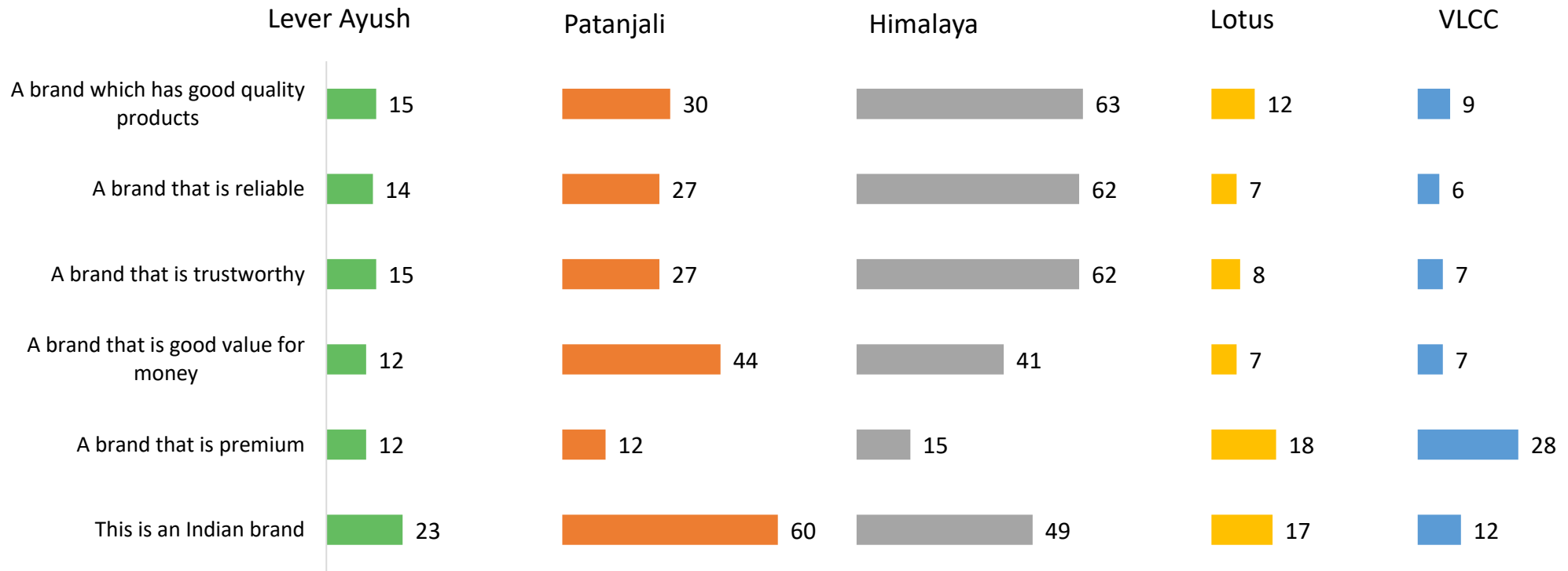
Himalaya



■ Awareness ■ Considerers ■ Ever used ■ Currently using ■ Favourite ■ Recommendation

The ratio of current users to favourite and recommenders is good for Lever Ayush.
Consumers are trying Patanjali but are not considering to purchase again.
Himalaya has high awareness to recommendation ratio.

Brand Perception

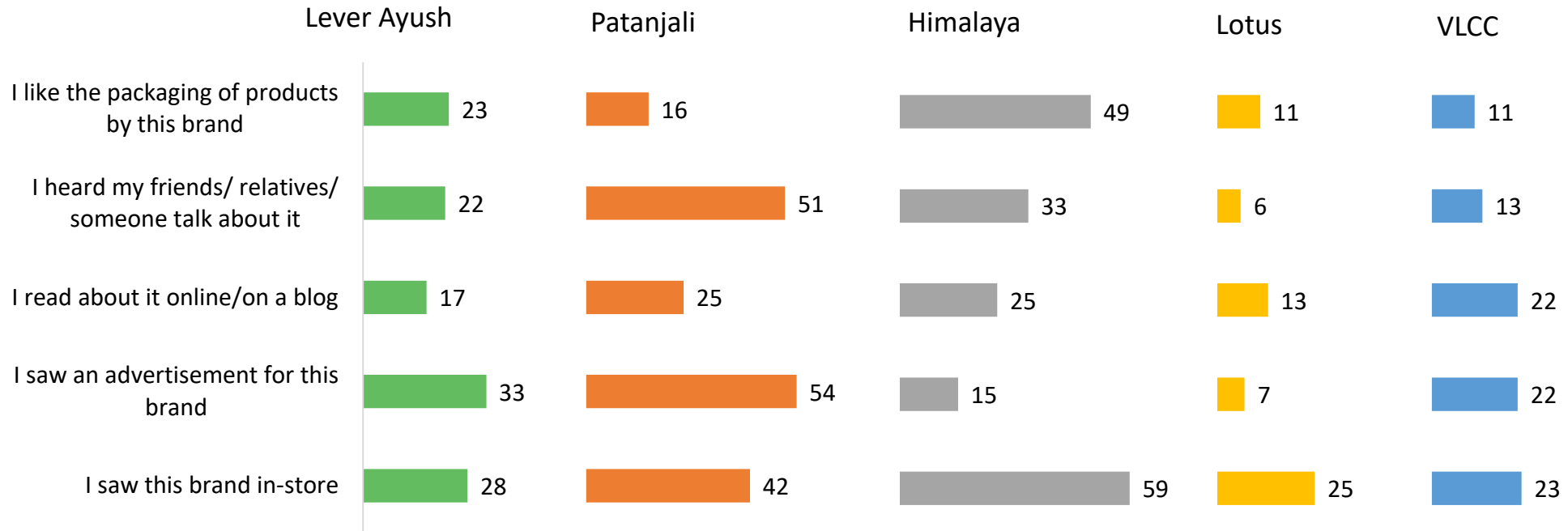


Himalaya is perceived as a reliable brand and with good quality products.

Patanjali is perceived as Indian brand and is value for money.

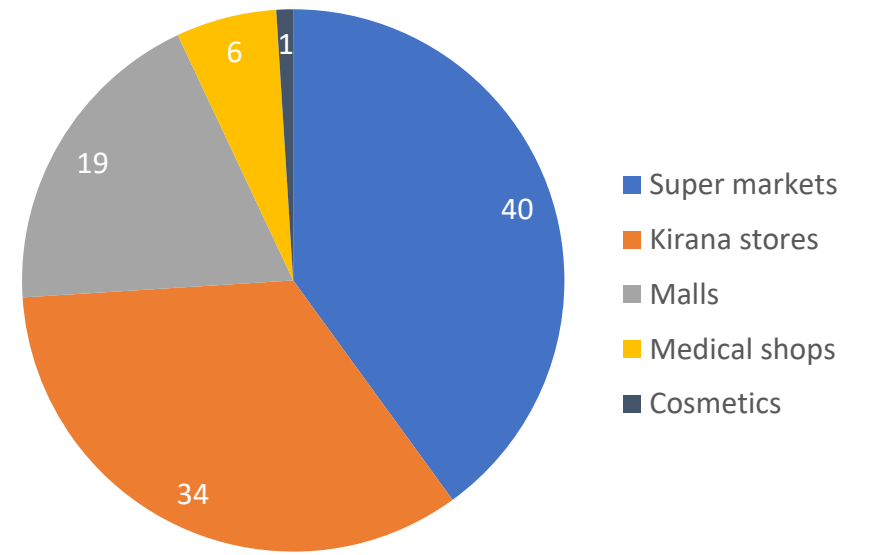
Lever Ayush is perceived as an Indian brand.

Brand Touch Points



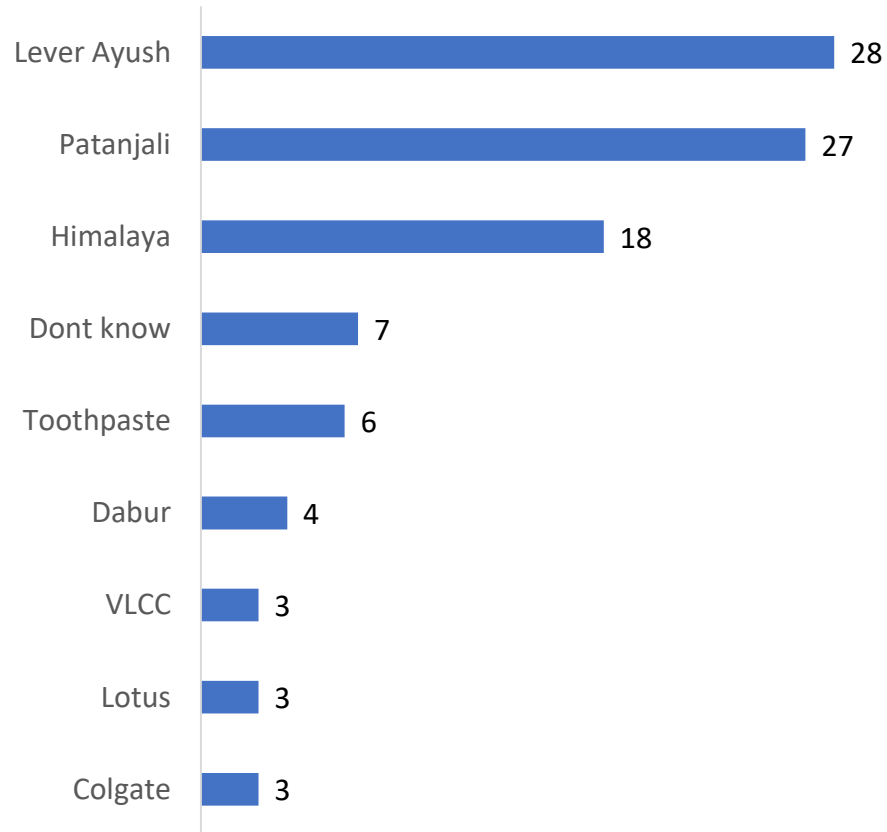
33% of respondents recalled seeing an advertisement for Lever Ayush.
 51% of respondents said they heard friends or relatives talk about it.
 Instore visibility of Himalaya is high among the respondents.

Brand selection



Customers choose a brand recommended by family/friends/relatives when they are trying a new brand. 74% of the respondents shop these ayurvedic products from super markets and kirana stores.

Advertisement Recognition



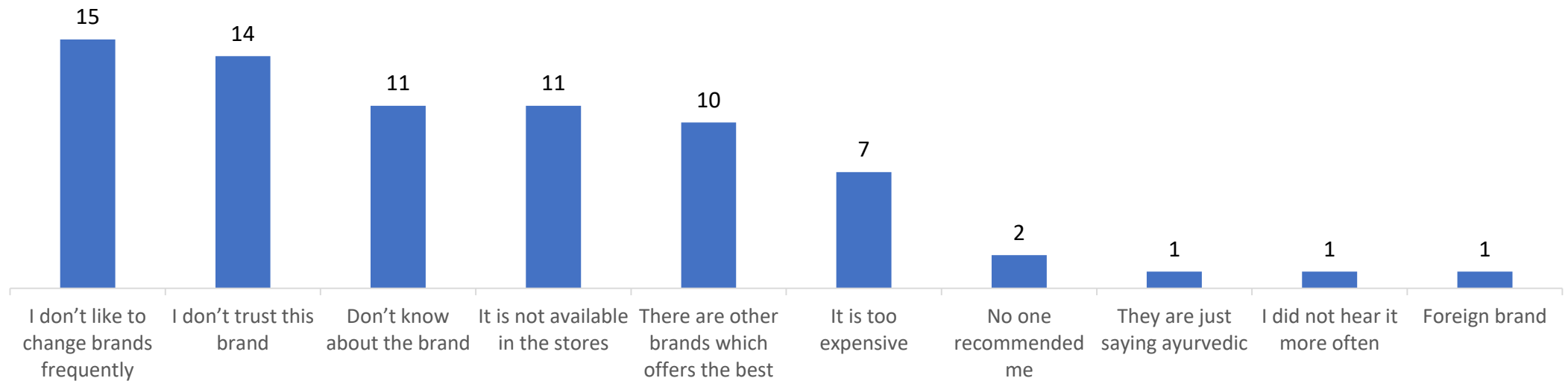
Toothpaste advertisement



28% of the respondents recognised the ad as Lever Ayush.

While 27% of the respondents thought it is Patanjali and 18% thought it is Himalaya.

Reasons for not trying Lever Ayush



15% of respondents don't like to change brands frequently which is main reason for not purchasing Lever Ayush.

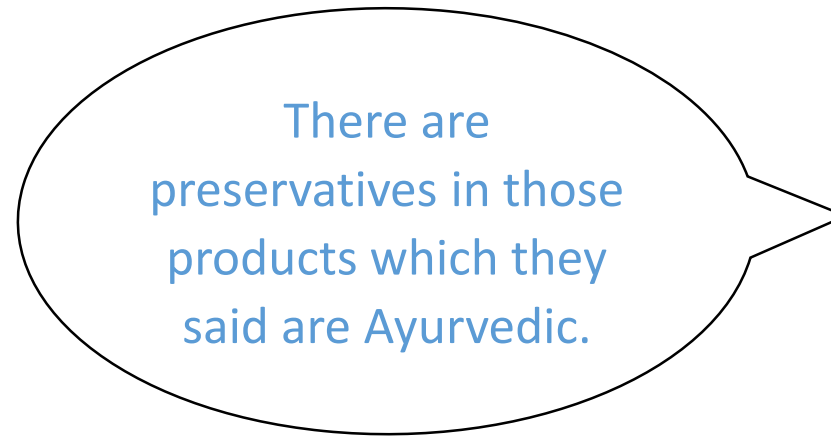
However, 14% of the respondents say they don't trust this brand.

Awareness of the brand and availability in stores are also some reasons for not trying the brand.

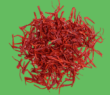
Qualitative Analysis



I don't want to end up purchasing a big shampoo bottle without knowing if it suits my hair or not.



There are preservatives in those products which they said are Ayurvedic.





FINDINGS

- 🔍 In store visibility of Lever Ayush is low.
- 🔍 Distribution of Lever Ayush is low in Rural market and Grocers channel.
- 🔍 Awareness of Lever Ayush is good considering it as a new brand.
- 🔍 Users to favourite and recommendations ratio is high in respondents who used Lever Ayush.
- 🔍 Recommendations by family/friends/relatives is the main influencing factor when consumers choose new brand.
- 🔍 Consumers wanted trial packs to try the products before purchasing the bigger packs.
- 🔍 Trust in the brand is the major reason for not trying Lever Ayush products.
- 🔍 Consumers define Ayurvedic products as the ones which are made of natural elements and doesn't contain any chemicals or preservatives.

CONCLUSIONS AND RECOMMENDATIONS



Distribution

Grocers channel is the highest contributing channel in all four categories. Lever Ayush distribution in Grocers channel and Rural market is low and should be increased.



Trial Packs

Segments like sachets in shampoo category and small tubes in toothpaste category should be introduced to induce more trials in the customers.

CONCLUSIONS AND RECOMMENDATIONS

Instore Visibility

Visibility of Lever Ayush should be increased by placing them in the shelves where it is more visible.

Preservatives

Preservatives in the products are suggested to be removed as consumers define ayurvedic products as the ones which are made of natural elements and doesn't contain any chemicals or preservatives.

THANK YOU

