Chapter 4: Comparison of Selected Products
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COMPARISON OF SELECTED PRODUCTS

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CHAPTER 4:
COMPARISON OF SELECTED PRODUCTS

4.1 Active Wheel washing powder v/s Surf Excel washing powder

Active Wheel Washing Powder

Washing clothes is perceived as a tedious chore by the Indian homemaker and many types of washing powders are available in the Indian market and one of them is “Active Wheel”. *Active Wheel is a product of Hindustan Unilever Ltd.* However, Active Wheel, with the strength of lemons and its sweet fragrance, transforms this ordeal into a gratifying experience that lifts her spirits for the day to come.

The Active Wheel brand is available in three formats:

- Powders
- Bars
- Laundry Soaps

Active Wheel washing powder is available in three variants with pleasant fragrances such as:

- Active Wheel Lemon & Orange
- Active Wheel Lemon & Jasmine
- Active Wheel Gold

(i) **Active Wheel Lemon & Orange** – This is one of the variant of Active Wheel brand which is available in the market. Active Wheel Lemon & Orange gives the same washing experience but it comes with a fragrance of orange to please the people.
(ii) **Active Wheel Lemon & Jasmine** - This is also one of the three variants of Active Wheel brand which are available in the market. Active Wheel Lemon & Jasmine gives the same washing experience but it comes with a fragrance of jasmine to please the people.

(iii) **Active Wheel Gold** - This is last of the three variants of Active Wheel brand which are available in the market. Active Wheel Gold is a premium product in the Active Wheel brand line which is available in the market.
Promotion of Active Wheel brand by Salman Khan

Presently the famous celebrity actor of bollywood, Salman Khan promotes Active wheel brand in the market. He is featured in advertisements promoting Active Wheel washing powder in every media including print, outdoor and electronic media also. Salman Khan can be seen in advertisements promoting every product in Active Wheel brand line whether Active Wheel lemon & jasmine, Active Wheel lemon & orange or Active Wheel gold.

Exhibit 4.1: Salman Khan in Active Wheel washing powder advertising campaign

The above exhibit has Salman, promoting Active Wheel washing powder. Salman Khan in his typical style tells to wave goodbye to the old washing powder and say Hello to 'Active Wheel'. Salman Khan has also given voiceover for the advertisement of Active Wheel washing powder.
**Surf Excel Washing Powder**

Surf Excel was launched in the year 1948 under the brand name ‘Surf’ in Pakistan & in 1959 it was launched in India as a first detergent powder. Surf Excel is a brand of Hindustan Unilever limited.

Surf Excel products include Surf Excel, a washing powder a low lather formula. Surf Excel Matic was launched in the year 2002. Surf Excel Matic which is a detergent especially for washing machine has 2 variants Top Load & Front Load. Surf Excel Matic Top Load with special ‘Multi Active System’ molecules is specially designed to work in large quantities of water & remove tough stains in the washing machine itself. While Surf Excel Matic Front Load with its concentrated 'low foam'‘2X Formula’ is designed to remove stains without generating excess foam. Surf Excel also has some specialist products like Gentle Wash, a liquid detergent, and Surf Excel Bar, a nil mineral detergent bar.

The different products available in the Surf Excel brand line are;

- Surf Excel Quick Wash
- Surf Excel Easy Wash

(i). **Surf Excel Quick Wash** – Surf Excel Quick Wash is a product which is available in the Surf Excel product line. Surf Excel Quick Wash that saves up to 2 buckets of water and the blue granules is used for Fabric and Color Care. Surf Excel Quick Wash costs Rs. 185 per Kg.
(ii). **Surf Excel Easy Wash** - Surf Excel Easy Wash is a product which is available in the Surf Excel product line. Surf Excel Quick Wash has a triple-powered formula which ensures that the toughest of stains are removed easily in just one wash. Surf Excel Easy Wash costs Rs. 70 per 700Gms.

**Promotional Campaign of Surf Excel**

Initially, the brand was positioned on the clean proposition of “washes whitest”. However, with the emergence of numerous local detergent manufacturers and the entry of other global brands, Surf Excel underwent various changes in its Brand Communication. This is in line with the global
communication platform of Dirt Is Good, which is a communication strategy of Unilever for its premium detergent products, sold under various brand names; such as Omo in Brazil, Persil in UK and Skip in France, Greece, Spain and Portugal.

Exhibit 4.2: Earlier advertisements of Surf featuring a non-celebrity model

The most important thing about Surf Excel is that it didn’t go for celebrities for their advertising campaigns rather they switch over to innovative marketing strategies and innovative advertising campaign.

Some of their famous advertising campaigns are as follows;

(i). **Washes Whitest** – With this slogan, Surf launched itself in the Indian market and didn’t go for any celebrity for their advertising campaign and this marketing campaign was a huge success for Surf as it got an overwhelming response in the Indian market. Their product’s quality was also good which was a deciding factor in their success in Indian market.
(ii). **Daag Acche Hai** – This is the most famous of all the advertising campaigns being undertaken by Surf Excel and the most successful also. Surf Excel came up with this innovative campaigns in order to tackle the increasing competition in the Indian market and they got their desired results through this campaign.

Exhibit 4.3: Television advertisements of Surf Excel “Daag Acche Hai” campaign

Almost every media was used to promote their new campaign and especially television advertisements were created with this theme and it became a success for the organization.

4.2 **Boost health food drink v/s Horlicks health food drink**

**Boost Health Food Drink**

Boost is India’s leading malt-based health food drink in a chocolate flavor. It was developed by company’s R&D team in the year 1974 and it was
launched in 1975-76. Its success characterizes the manner and skill with which GlaxoSmithKline consumer healthcare has responded to the changing contours of this product segment in recent times.

According to ACNielsen Retail Audit, Boost has a market share of 13.5% countrywide amongst all Health Food Drinks (HFD), while in South India – the biggest region for the category – it commands a market share of 26%.

Boost doesn’t come in any other variant except only one but it does come in different quantities.

Promotion of Boost by Sachin Tendulkar

Boost is the first Health Food Drink to have used celebrity endorsement to convey its energy proposition and thereby differentiated itself from other similar brands in the market. It has been endorsed by India’s most famous cricket stars, particularly those who have humungous following among the children. Kapil Dev, the most famous cricketer of his time was the first one to endorse Boost in 1980s.

In 1990s, Sachin Tendulkar came up in the advertisements of Boost health food drink as he was endorsed by the organization. Sachin had remained steadfast in his support for Boost with Virender Sehwag also joining as a brand ambassador in 2001 and Mahendra Singh Dhoni also follow in the
foot prints in 2008, but Sachin Tendulkar has always remained the main celebrity and is promoting Boost Health Food Drink since 1990s.

Exhibit 4.4: Sachin Tendulkar and Virender Sehwag can be seen promoting Boost in different advertisements

**Horlicks Health Food Drink**

Horlicks is the leading health food drink in India and as the ‘Most Trusted Drinks Brand’ in India as revealed in the Economic Time Survey, 2004. Horlicks is the most preferred health food drink enjoys more than half of the Health Food Drink market in India.

Although it has been a popular brand in the Indian market since the 1930s, Horlicks underwent a revamp in the year 2003 to further increase its relevance in the Indian market. The modern and contemporary Horlicks offers, ‘pleasurable nourishment’ with a delicious range of flavors including Vanilla, Toffee, Elaichi and Chocolate. Horlicks is scientifically developed and caters to the nutritional needs of the people.
Horlicks comes in many variants in the Indian market. They are:

- Junior Horlicks
- Mother’s Horlicks
- Horlicks Lite

(i). **Junior Horlicks** – Junior Horlicks is one of the variants available in the Horlicks product line. Junior Horlicks is specially designed for the children belonging to the age group of 1 to 6 years. This too comes in two different packs one for children of age group of 1 to 3 years and the other for children of 3 to 6 years age group.

(ii) **Mother’s Horlicks** – Mother’s Horlicks is also one of the variants available in the Horlicks product line which was launched in the year 1977 with 27 vital nutrients. Mother’s Horlicks is a tailor made nutritional supplement which is specially designed for pregnant and breast feeding mothers.
(iii) **Horlicks Lite** – Launched in the year 2005, Horlicks Lite was designed by the organization to meet the nutritional needs of the adults. Horlicks Lite holds the distinction of being the only nutritional drink which is endorsed by diabetes India as being suitable for people with diabetes.

![Horlicks Lite](image)

**Promotional Campaign of Horlicks**

In contrary to Boost health food drink, Horlicks never focused on the use of celebrities for their advertising campaign with a view to increase their sales rather they focused on the quality of their product and their product line. Horlicks focused on different creative campaigns to attract the target market and boost up their sales. Such as;

1. **Organizing Nationwide Events** - Horlicks focused on organizing different events all across the country to create awareness about their product. These events includes; Wiz Kids, Dream Team etc.

2. **Epang Opang Japang** – Horlicks came up with an interesting campaign titled ‘Epang Opang Japang’ in the Indian market. In this campaign they tried to highlight the benefits of the brand and helped the brand to differentiate strongly from the competition.
3. **Badlo Apne Bachpan Ka Size** – After the success of their ‘Epang Opang Japang’ campaign, Horlicks again came up with a new and more interesting campaign titled ‘- Badlo Apne Bachpan Ka Size’ in the Indian market. Through this campaign, Horlicks tried to communicate with the target audience and tried to take up their thought to the next level by communicating how Horlicks enables kids to have a better childhood while growing Taller, Stronger, and Sharp.

![Exhibit 4.5: A snippet view of ‘Badlo Apne Bachpan Ka Size’ campaign of Horlicks](image)

4. **Horlicks Exam Toppers** – This is also a creative strategy of Horlicks which focused on the fact that Horlicks has the power to create toppers in the examinations to lure the Indian parents to go for Horlicks food drink for their children.

5. **Exam Time** – Similar to the ‘Horlicks Exam Toppers’, Horlicks came up with their new campaign ‘Exam Time’ which is a collaborative initiative of Horlicks and Topperlearning.com.

### 4.3 Donear suitings v/s Raymonds suitings

**Donear Suitings**

Donear is a flagship brand which represents a diversified range of fabrics that are unmatched for its; Range, Style, Variety and Versatility. The
latest state-of-the-art equipment and weaving and finishing technology are applied in bringing out various fabrics under this brand that is meant for:

- Trousering
- Suits
- Shirts
- Casual Safari

Also, these fabrics have its application in women wear too. Donear as a brand has a High Recall and is immensely popular both in India and worldwide due to its Highly Effective Communications & Excellent Product Qualities.

Fabrics like Suiting, Trouser & Shirtings created by Donear come in a wide variety and range meant for Menswear & Women wear, such as:

- Polyester Viscose Blended Fabrics.
- Polyester Cotton Blended Fabrics.
- 100% Polyester Fabrics.
- 100% Cotton High Value Plain and Yarn Dyed Shirting Fabrics.
- 100% Cotton Plain and Yarn Dyed Bottom wear.

These above mentioned blends of fabrics can be also made available with & without Stretch properties as per end use. These products can as well be made available with the desired Patterns, Colors and Designs.
The product line of Donear Suitings comes in many different brands which are as follows;

- Donear Suitings & Shirtings
- Donear Royal Classico
- Donear Soft and Smooth
- Donear International with Fit
- D’cot

These all above brands of Donear Suitings covers almost every product range from formal wear to the casual wear too.

Promotion of Donear Suitings by Vivek Oberoi

Flowing with the stream and following the trend, presently the famous celebrity actor of bollywood, Vivek Oberoi is seen in the marketing campaigns of Donear Suitings. He is featured in advertisements promoting Donear Suitings in every media including print, outdoor and electronic media also. Vivek Oberoi can be seen in advertisements promoting every product in Donear Suitings product line whether it is Donear Suitings & Shirtings, Donear Royal Classico, Donear Soft and Smooth, Donear International with Fit or their casual product line, D’cot.

Exhibit 4.6: Vivek Oberoi can be seen promoting different products of Donear Suitings
Donear Suitings hired Vivek Oberoi in the year 2010 for their marketing campaigns as their brand ambassador. With a view to increase their market share, Donear Suitings tried this marketing strategy of hiring famous celebrities for the promotion of their brand but, it didn’t gave them the desired results.

**Raymond Suitings**

Raymond Suitings is the largest integrated manufacturer of worsted fabric in the world based in Mumbai, Maharashtra. It was incorporated as the Raymond Woollen mill during the year 1925 near Thane Creek by Lala Kailashpat Singhania who took over The Raymond Woollen Mill in the year 1944. In the year 1958, the first exclusive Raymond Retail showroom, King's Corner, was opened at Ballard Estate in Mumbai then in the year 1968, Raymond had set up a readymade garments plant at Thane. A new manufacturing facility was set up at Jalgaon(Maharashtra) during the year 1979 to meet the increasing demand for worsted woollen fabrics. Today Raymond is the leading brand in the Indian suitings market and as well as in abroad also. Raymond have the distinction of producing the finest suiting in the world using super fine wool from 80s to 250s count and blending the same with superfine polyester and other specialty fibers, like Cashmere, Angora, Alpaca, Pure Silk, Linen etc.

Raymond offers a variety of different products under different brands which are as follows:

- Raymond
- Raymond (Ready to Wear)
Today Raymond is the leading brand in the Indian market and enjoys almost 60% of the total market share.

**Promotional Campaign of Raymond**

Unlike other brands, Raymond had never featured any celebrities for their marketing campaigns for the promotion of their brand. Raymond has always focused on creative marketing campaigns for the purpose of promotion. After carefully studying the target market, Raymond fabricated their marketing mix accordingly, which is:

<table>
<thead>
<tr>
<th><strong>Product</strong></th>
<th>They focused on the quality and style factor of their product.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>They focused on the High end pricing strategy.</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>They started their own Retail specialized outlets all over the country.</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>Raymond focused on the quality and creativity of their advertisements which were featured in every media including; magazines, Newspapers, Television etc.</td>
</tr>
</tbody>
</table>

**The Complete Man Strategy**

Raymond is one of the first companies in the Indian textile industry to use advertising in a major way to promote their products. The company's advertising efforts began way back in the 1970s, with Raymond being advertised as 'a guide to the well-dressed male.' Their marketing strategy
naming ‘The Complete Man’ focused on the need of the target market and tried to convince the audience that Raymond makes a man complete. For the purpose of advertisements of their ‘The Complete Man’ strategy Raymond never focused on any celebrity rather they featured models in their advertisements.

Exhibit 4.7: The marketing campaign of Raymond naming "The Complete Man"

Above is an exhibit which shows a glimpse of their marketing campaign and it can be clearly seen that they didn’t used any famous celebrity for their advertisement.

Raymond also focused on different strategies for the purpose of promotion of their brand, which are;

- **Stylish and Trendy** – Raymond gave their customers a style with innovative and abstract designs that stand out distinctly when compared with other brands.
Comparison of Selected Products

- **Comfort and Quality** – Raymond also focused on providing great quality product providing greater comfort as compared to its competitors.

- **Availability** – Available at major shopping destinations in abundance and in different sizes and styles, Raymond provides its customers a variety to choose from.

- **High Pricing** – Raymond priced their products at the higher end which also is a part of their strategy to lure the customers by creating an image that high priced products are also of high quality.

4.4 Sony Vaio v/s Dell

Sony Vaio

Sony Vaio Corporation standing for (Visual Audio Intelligent Organizer) is a manufacturer of personal computers. Sony Vaio was originally a brand of Sony Corporation, introduced in 1996. Sony sold its PC business to the investment firm Japan Industrial Partners in February 2014 as part of a restructuring of the corporation to focus on mobile devices. Sony maintains a minority stake in the new, independent company, which currently sells computers only in Japan. Although Sony made computers in the 1980s exclusively for the Japanese market, the company withdrew from the computer business around the beginning of the 1990s. Sony's re-entry into the global computer market, under the new Vaio brand, began in 1996 with the PCV series of desktops—the PCV-90 was designed with a 3D graphical interface as a novelty for new users. The first generation of Vaio laptop computers was released in 1997. Sony launched its laptops in India in around
2007. It entered with an initial target of 60000 units in the year of their inception in the Indian market which was almost 10% of the total sales of laptops in India.

Soon after their introduction in the Indian market, Sony Vaio created their image in the Indian market and came up with different products having their respective specialty under their brand. Such as;

- Vaio Flip Series
- Vaio Ultrabook
- Vaio Sonic
- Vaio F15A/14A
- Vaio F14

These different products provided different specialties to their customers like, Thin and light weight, rich sound quality with built in subwoofer, better looking etc.

**Promotion of Sony Vaio by Kareena Kapoor**

Even after keen attempts made by Sony Vaio to promote their brand and make their position in the Indian market, it failed to get the desired results and thus after following different marketing strategies, and so around in the year 2009 Sony Vaio end up with endorsing Kareena Kapoor as their brand ambassador. Sony Vaio had a view that Kareena’s blend of spirit and style, iconic status, success and charm match strongly with the Sony brand, which prides itself on innovative and cool design with substance.
Exhibit 4.8: Kareena Kapoor can be seen promoting different products of Sony Vaio

With a vision to create an impact among the Indian customers, Sony Vaio also choose the footsteps which other organizations were using i.e., celebrity endorsement for the purpose of promotion of their brand. Kareena Kapoor is featured in advertisements in every media, whether print, outdoor or electronic.

But, even after these steps, Sony Vaio couldn’t got the desired response in the market and so Sony stopped making and selling PCs after its 2014 Spring lineup launch which in a way proved that their strategy of endorsing Kareena Kapoor didn’t worked for them.

Dell

Dell Inc. is an American privately owned multinational computer technology company based in Round Rock, Texas, United States, that develops, sells, repairs and supports computers and related products and
services. Bearing the name of its founder, Michael Dell, the company is one of the largest technological corporations in the world, employing more than 103,300 people worldwide. Dell sells personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, MP3 players and also electronics built by other manufacturers. Dell was a pure hardware vendor for much of its existence, but with the acquisition in 2009 of Perot Systems, Dell entered the market for IT services. The company has since made additional acquisitions in storage and networking systems, with the aim of expanding their portfolio from offering computers only to delivering complete solutions for enterprise customers.

Dell entered the Indian market in the year 2005. A few years ago, Dell India was lagging at eighth place globally. Strong performance during last year has catapulted the Indian operations of Dell to become the second largest outside the US and the fastest growing globally. Dell India has attained the top position in the domestic PC market with a 23.1 percent market share across segments in the first quarter of the current calendar year. Dell India has also become the largest server player in the India market, doubling its shipments in the third quarter and commanding 38% market share in terms of revenue, according to IDC.

Today Dell provides variety of Laptops under different categories to the Indian market. Such as;

- Latitude
- Precision
- Vostro
• Insiron
• Ultrabook

Under the above categories, Dell provided to every requirement of the Indian IT market.

Promotion of Dell

On contrary to other players in the IT sector, Dell never used Celebrity endorsement as their marketing strategy for the purpose of promotion of their brand. Rather, Dell followed its own strategy to grow its market share.

The marketing mix of Dell explains the way in which Dell has improved its position in the market;

• Product – Dell always had a vision that marketing is not all about providing goods & services rather it is about providing changing benefits to the changing needs and demands of the market. Dell always focused on creating niche so that its products create a separate image in the market, which proved to be very beneficial for their growth.

• Price – Keeping in view the affordability of the local consumers, Dell focused on producing the low price and profitable PC for its customers. Dell’s pricing strategy to rapidly gain market share is undercutting competitors.

• Place – Dell’s products are always available at the nearest dealer’s to develop trust for the customers thereby achieving the objective of gaining their trust in Dell products and services, and forming a large and diversified consumer base.
• **Promotion** – In 1999 when Dell changed its tactics by engaging in extensive marketing campaigns. Dell promoted its products primarily by advertising on television and the Internet, advertising in a variety of print media, and mailing or emailing a broad range of direct marketing publications, such as promotional materials, catalogues, and customer newsletters.

So, with their customized marketing strategies Dell India created their image in the Indian market and they did not have to use any celebrity to gain top position in the Indian IT market.

4.5 **Pepsodent toothpaste v/s Colgate toothpaste**

**Pepsodent Toothpaste**

Pepsodent was launched in 1993 in India and since then the brand has raised the benchmark on Oral Care solutions in India. Pepsodent is a brand which is a part of Unilever family.

Pepsodent has a range of toothpastes and toothbrushes that could take care of specific oral care needs. Pepsodent toothpaste fights germs to protect teeth against cavities and gives strong teeth, fresh breath and healthy gums. Pepsodent as an oral care expert offers solution to specific problems like bleeding gums and sensitive teeth.

In India, Pepsodent offers a variety of different products covering almost every segment of the market. Such as;

• Pepsodent Germicheck Superior Power
• Pepsodent 2in1
Pepsodent Centrefresh
- Pepsodent Germicheck
- Pepsodent Whitening
- Pepsodent Supersalt
- Pepsodent Kids
- Pepsodent Expert Protection Whitening
- Pepsodent Expert Protection Sensitive
- Pepsodent Gumcare

Promotion of Pepsodent Toothpaste by Shahrukh Khan

In spite of after 23 years of being introduced in India, Pepsodent stills lacks behind in the Indian market to make their position which they wanted to create. According to a source Pepsodent is the third most used toothpaste after Colgate and Close-up toothpaste but in terms of market share it only claims around 22% of the total Indian market alongwith Close-up which is also a brand of Hindustan Unilever but, Coalgate accounted for 52% of the total Indian market. So, with a view to increase their market share and promote their product, Pepsodent also walked down on the footsteps o other companies who were practicing celebrity endorsement for their promotion and in the year 2010, Pepsodent endorsed famous bollywood celebrity Shahrukh Khan for their brand promotion. Shahrukh Khan was featured in ‘Dishum, Dishum’ campaign which was featured in every media whether print, outdoor or electronic media.
Exhibit 4.9: Shahrukh Khan can be seen promoting Pepsodent

Colgate Toothpaste

Colgate (sub-brand of Colgate-Palmolive) is an oral hygiene product line of toothpastes, toothbrushes, mouthwashes and dental floss. Colgate toothpaste was first sold by the company in 1873, sixteen years after the death of its founder, William Colgate. Colgate was the first toothpaste in a collapsible tube, introduced in 1896 in New York when it had previously been sold in glass jars since 1873.

Colgate incorporated its operations in India under the name Colgate-Palmolive India Pvt. Ltd. in the year 1937. Colgate launched its dental cream in the Indian market which was a new product for the Indian people. Today it is the best preferred brand in the Indian market and provides a variety of different products catering to different needs of the Indian market. Such as:

- Colgate Dental Cream
- Colgate Total
Comparison of Selected Products

- Colgate Visible White
- Colgate Visible White Plus Shine
- Colgate Sensitive-Pro-Relief
- Colgate Sensitive
- Colgate Max Fresh
- Colgate Kids ToothPaste
- Colgate Herbal
- Colgate Cibaca Family Protection
- Colgate Active Salt
- Colgate Active Salt Healthy White
- Colgate Maximum Cavity Protection plus Sugar Acid Neutralizer

Promotion of Colgate Toothpaste

Today Colgate is the leader in the Indian market and owns 52% of the total market share. But, Colgate never used any celebrities for the purpose of promotion of their brand rather it focused on certain aspects to boost up their sales in the Indian market. So of the features of their marketing strategy are as follows;

- Known for having a long history of strong relationships with its retail trade partners. Small stores around the world are just as important to Colgate as large ones. Based on consumer and shopper insights, the Company works closely with local merchandisers and shop owners to offer a relevant assortment of products and merchandising services to achieve high visibility in each store.
• Colgate is sharply focused on aligning its strategies and goals with those of its trade partners in order to achieve mutual success.

• Colgate has developed global commercial selling principles that apply to their relationships with all customers, regardless of their size or location. These principles provide specific guidelines on how to achieve business goals, while maintaining Colgate’s commitment to its values and to upholding the highest ethical standards in its business dealings.

• Innovation is also one of the major part of Colgate strategy for their impeccable success.

• For the purpose of promotion, Colgate is breaking ground in connecting with consumers in non-traditional ways, particularly by leveraging the Internet and mobile phones.

• Colgate uses integrated marketing communications that include a mix of traditional and new media, as well as creative promotional activities.
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