CHAPTER 3

DETERGENT MARKETERS AND THEIR DETERGENT BRANDS

Introduction

Detergents and their history were discussed earlier in Chapter 1 Introduction. In this chapter detergent marketing company’s profiles and information about their detergent brands which are referred in the present study are mentioned. Eleven detergent marketing companies as well as few very small size household detergent manufacturing as well as marketing units altogether more than fifty detergent brands were taken into consideration for this study.

Detergent industry in India is more than 100 years old. Synthetic detergent powders started becoming more popular worldwide and growth of detergents started in Indian detergent industry. Today India is making huge earnings from detergent exports. At present in India there are more than 65 detergent industries in the organized sector and more than 6000 units in small scale, cottage or unorganized sectors who are engaged in the production of soaps and detergents.

There is a strong presence of few multinational companies, nationals and local detergent companies in India. Indian detergent markets are fully loaded with various detergent brands in the form of detergent powder, detergent bar and liquid detergents. Fabric softeners and fabric conditioners are just few product extensions in this segment. Detergent markets are mainly in city/urban areas. Detergent marketers have their own distribution network to cater the needs of the Indian customers across the country. At present Indian customers are not feeling the need of fabric conditioners in their daily laundry habits but few customers from higher income group who use premium detergents are using fabric conditioners. But it is for sure that due to increase in per capita income level mainly urban people prefer costly detergents.
3.1 Washing Habits of Indian People

Detergents have important place in everyone’s daily life. Majority of Indian customers use both detergent powder and detergent bar for their laundry needs. 97% of the Indian customers are using various detergent powders, detergent bars or detergent liquid to wash their clothes daily and remaining 3% of the customers use detergents to wash their laundry twice or thrice a week according to their time availability. Indian customers believe that the combination method of washing i.e. Hand wash plus Machine wash is more effective and suitable method of washing in Indian climate. Today 68% people wash their laundry using hands and 32% people wash their routine laundry using washing machines. Detergent bars also have a good contribution. Highest growth is seen in detergent powders made for machine wash.

Indian women prefer washing the cuffs and collars of the clothes where there is a deposition of stubborn stains which needs some careful attention and hand wash. Hand washed clothes put into washing machine for better washing and drying. Customers from higher middle income segment are using a combination of Premium detergents and Mid-Price detergents for washing their laundry and for them method of washing is also combination method i.e. Use of washing machines and hand wash method. Customers who are using ‘Low Price’ detergents use hand wash or manual bucket washing machine to wash their clothes.

Detergent products are available in premium, mid-priced and low priced varieties according to the needs of the Indian customers. Elite class from the society is using the premium quality detergent powders/bars/liquids for their daily laundry needs. During the present study it has been also observed that Elite class (users of premium detergents) has started using fabric conditioners for their laundry needs. Many Indian customers don’t find the necessity to using the fabric conditioner. No much growth observed in mid-priced detergents. It was also noticed that mass market segment uses both medium priced and low price detergents.
3.2 The detergent market is divided into two broad categories:

1. Synthetic detergent powders, bars, concentrated detergent liquids.
2. Oil base laundry soaps

**Categories in detergent market**

A. Hand Wash → Powder Detergents, Detergent Bars
B. Machine Wash → Powder Detergents, Detergent Bars Liquid Detergents

3.3 Detergent Market Growth

Due to urbanization the demand for better quality of the household detergents is rising in the Indian detergent markets. There is an immense competition for market share amongst the leading detergent companies and other detergent companies in India. Leading detergent marketers have their own distribution channels and high penetration in the India’s both rural and urban markets. The growth in Indian FMCG’s detergent’s sector is 3.8 %. More growth is observed in the detergent powders meant for washing machines.

The present study was carried in Pune city. The Pune city is located in Maharashtra state of India having area 249 Sq Kms and population more than 45 Lacs. Pune city is governed by Pune Municipal Corporation (PMC).

3.4 Detergent Market Segments

1. Premium detergents or Compact detergents → Target customers - Elite class of the society.
2. Economy or Mid-priced detergents → Target customer - Middle class of the society.
3. Popular detergents → Target customer - Lower income group in the society.
During this study the various detergent brands of multinational, national and local detergent marketing companies were studied. They are as following:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the company</th>
<th>Short name</th>
<th>Type</th>
<th>Detergent brands studied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hindustan Unilever Ltd (Parent co - Unilever UK)</td>
<td>HUL</td>
<td>Multinational</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Proctor &amp; Gamble India Ltd (Parent Co - P&amp;G USA)</td>
<td>P &amp; G</td>
<td>Multinational</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Henkel Spic India Ltd/ Jyothi Laboratories Ltd</td>
<td>HENKEL/JYOTHI</td>
<td>Multinational</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Nirma Ltd</td>
<td>NIRMA</td>
<td>National</td>
<td>06</td>
</tr>
<tr>
<td>5</td>
<td>Rohit Surfactants Pvt Ltd</td>
<td>RSPL</td>
<td>National</td>
<td>02</td>
</tr>
<tr>
<td>6</td>
<td>Patanjali Aurved Ltd</td>
<td>Patanjali</td>
<td>National</td>
<td>05</td>
</tr>
<tr>
<td>7</td>
<td>Shri Mahila Griha Udyog Ltd</td>
<td>Lijjat</td>
<td>National</td>
<td>02</td>
</tr>
<tr>
<td>8</td>
<td>Mehta Soap Factory Ltd Pune</td>
<td>Mehta Soap</td>
<td>Local</td>
<td>05</td>
</tr>
<tr>
<td>9</td>
<td>Laxmi Soap Factory Ltd Pune</td>
<td>Laxmi</td>
<td>Local</td>
<td>05</td>
</tr>
<tr>
<td>10</td>
<td>Darshan chemicals Ltd</td>
<td>Darshan</td>
<td>Local</td>
<td>05</td>
</tr>
<tr>
<td>11</td>
<td>Other unbranded local detergent units</td>
<td></td>
<td>Local</td>
<td>05</td>
</tr>
</tbody>
</table>

Table 3.1 Detergent marketers and their brands referred
3.5 Company Profiles and their Detergent Brands

1. Hindustan Unilever Ltd (HUL) (Ref: www.hul.co.in)

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods (FMCG) company based in Mumbai, Maharashtra (India). Parent company is Unilever which operates in India with a name Hindustan Unilever Limited (HUL). It is basically owned by Anglo-Dutch Company Unilever who is having 67% ownership and control in Hindustan Unilever Limited (HUL). Unilever is a merged company of British soap company “Lever Brothers” and Dutch margarine manufacturing company “Unie” since 1930. Unilever provides domestic household goods like food and beverages, bakery products, personal care, cosmetics, detergents, hair care products and expended its businesses and reputation in more 195 countries across the world. Hindustan Unilever Limited (HUL) is a company with a heritage of over 80 years in India and touches the lives of two out of three Indians. Hindustan Unilever Limited is having more brands in many categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers. HUL’s brands have become a part of the everyday life of millions of Indian customers. HUL claims that it produces the products/brands of quality and safety which are accepted by huge number of Indian customers in their day to day life. HUL’s brands have been most trusted in India since decades.
Detergent Brands of HUL considered in the present study are as following:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Brand Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Surf Excel detergent powder</td>
<td>Premium</td>
</tr>
<tr>
<td>2</td>
<td>Surf Excel detergent bar</td>
<td>Premium</td>
</tr>
<tr>
<td>3</td>
<td>Surf Excel Liquid (Brand extension)</td>
<td>Premium</td>
</tr>
<tr>
<td>4</td>
<td>Comfort Fabric Conditioner (Brand extension)</td>
<td>Premium</td>
</tr>
<tr>
<td>5</td>
<td>RIN detergent powder</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>6</td>
<td>RIN detergent bar</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>7</td>
<td>RIN Matic detergent powder</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>8</td>
<td>RIN Bleach</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>9</td>
<td>RIN Perfect shine</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>10</td>
<td>Sunlight detergent cake</td>
<td>Mid - priced</td>
</tr>
<tr>
<td>11</td>
<td>Active Wheel detergent powder</td>
<td>Popular (Low priced)</td>
</tr>
<tr>
<td>12</td>
<td>Active Wheel detergent bar</td>
<td>Popular (Low priced)</td>
</tr>
</tbody>
</table>

Table 3.2 Hindustan Unilever’s brands referred in present study

1. **Surf Excel detergent powder** (HUL’s Premium detergent brand)

   During 1950’s people used to wash their laundry using laundry bars with which they were not happy and they were expecting something better than a detergent bar. Unilever invented and launched a detergent ‘Surf’ which later became very popular across the world.

   “Surf” was the first detergent powder brand in India which was advertised on Indian television. According to the changing washing needs of the Indian customers Surf was constantly upgraded and today’s Surf Excel is the latest version of original Surf. It is hugely popular and advertised premium detergent brand targeted for the premium segment of customers across India. Children and their mothers are targeted by Surf Excel brand. Marketers of Surf Excel detergent also claim that Surf Excel is best for the toughest stains.

Positioning of Surf and Surf Excel

Initially Surf was positioned as “Superlative whiteness” and targeted for upper middle class and elite class of the Indian society. Surf was advertised by stating its
premium quality and worthiness of buying through an effective advertising of “Lalitaji” saying ”Surf ki kharidari mein hi samajdari hai”. Later on SURF made impressive advertisements like “Daag dhoondte rah jaoge” “Do bucket pani hai rojana bachana”. SURF was carefully positioned considering the changing washing needs of Indian customers. After careful positioning of Surf in the minds of Indian customers HUL started building a confidence in Indian customers mind by saying, “Surf Excel hai na”! Company started highlighting quality and stain removal property by giving assurance to the customers that Surf Excel detergent brand is capable of removing any kind of dirt and stains from their clothes. After building the confidence about Surf Excel detergent brand in the minds of Indian customers the marketers of Surf Excel made a very bold statement “Dirt is Good” “Daag acche hai” through which HUL skillfully positioned Surf Excel keeping in the mind children and their mothers across India. Bold statements like “Agar Daag lagne se kuch accha hota hai to daag acche hai” Like this company made strategic positioning of their premium detergent brand and today Surf Excel is on top of the minds and became very successful across India.

2. Surf Excel detergent bar (HUL’s Premium detergent bar brand)

Surf Excel detergent bar is known for its premium quality and premium price across India. In 2006 RIN Supreme detergent bar was migrated from RIN family to Surf excel and renamed as Surf Excel Bar.

Positioning of Surf Excel Bar

Surf Excel detergent bar is targeted for upper middle class and elite families across India and positioned saying “Cleaning benefits with just 1 product”. Competitors of Surf Excel are P&G’s ARIEL, P&G’s Tide detergent powder and bar, Henkel’s Henko Matic.

3. Surf Excel Liquid (HUL’s premium liquid detergent brand -Brand extension)

Surf excel liquid a premium quality and premium priced brand was introduced for effective stain removing and to work on the stubborn marks such as ink, grease, pickle stains, mud or tea stains as it penetrates in tough stains to remove the tough stains easily.
Positioning of Surf Excel Liquid

Surf Excel Liquid is positioned saying “Two times better than ordinary washing powder”

4. **Comfort Fabric Conditioner** (HUL brand) (Brand extension)

Comfort fabric conditioner is the world’s largest fabric conditioner was started in 1969 in UK which is in a liquid form with a pleasant fragrance used while doing machine wash of the laundry. Comfort fabric conditioner is targeted for the urban and elite class of the society who are more quality and status conscious.

**Brand Positioning of Comfort Fabric Conditioner**

Comfort fabric conditioner brand is positioned by saying, “Gentle care for your family”. Marketers also say “Long lasting freshness and exceptional softness” “Comfort makes a good clothes day”

Present competitors of this brand in India are - 1. Bambi  2. Ezee (Godrej)  3 Vanish

5. **RIN detergent powder** (HUL’s mid-priced detergent brand)

RIN detergent brand was launched in India in form of detergent bar in 1969 with the iconic lightning mnemonic and was targeted for the middle class Indian society who are very cautious about quality and price.

**Brand Positioning, advertising and promotion of RIN**

RIN was positioned as the detergent brand for superlative whiteness which can offer superior whiteness and give the confidence to the users. RIN detergent bar faced a tough competition from comparatively low priced Nirma detergent powder and Nirma detergent bar which were available in just 50- 60% price of RIN detergent bar. Marketers of RIN HUL positioned RIN through bold communication ‘Just a little of RIN’ ‘Zara SaRIN’ with increasing the frequency of RIN advertisements through various media across the country (India). Confident advertising was made using tagline ‘Bijli girli!’ (Lightning strikes). Effective positioning of this brand created a positive impact on the Indian customers. In 2006 RIN detergent bar
migrated to Surf Excel family and became Surf Excel bar. RIN is sold in high volumes in the developing markets in Africa, Asia and Latin America.

6. **RIN detergent bar** (HUL brand)

RIN detergent bar was introduced in 1969 known for its superior performance. RIN detergent bar was positioned saying ‘No mud’ ‘No mitti powder” bar and more focus was given on telling its superior washing performance. Higher middle class and elite class in the Indian society are the target customers of this brand. In 2006 it renamed as Surf Excel detergent bar.

7. **RIN Matic** (HUL brand)

Rin Matic detergent powder was introduced in 2008 for those customers who were unsatisfied with ordinary detergent powders and for those who wanted detergent powder in medium price suitable for machine washing.

8. **RIN Bleach** (HUL brand)

RIN Bleach was introduced in 2007 by Hindustan Unilever Ltd (HUL) as an extension of RIN brand. RIN bleach is meant for “whiteness” No special efforts made to position this brand and no special emphasis on its display in shops across the country by HUL.

9. **RIN Perfect Shine** (HUL brand)

In 2012 HUL launched RIN Perfect Shine, an advanced liquid fabric blue to deliver sparkling white clothes. RIN Perfect Shine brand targeted the children and people who love to wear the shining white clothes. HUL claims that its sun fresh formula makes it easy to mix with water and spreads uniform brightness across the clothes. Robin blue, Ujala and other local blue liquid brands of same category are the competitors of RIN Perfect Shine. No special promotional efforts for this brand are taken by HUL.
10. Sunlight detergent cake (HUL’s Yellow detergent bar brand)

Sunlight is a heritage brand of Unilever which was first launched as a washing cake by Lever brothers in 1888 during the British regime in India. Unilever has a special love and emotions attached with this brand it being their oldest brand and first brand in the Indian market.

Sunlight is a mid-priced yellow detergent bar which is targeted for the middle class society across India. HUL claims that this brand has good cleaning properties and users of this brand are company’s loyal old customers since many decades. When HUL’s detergent powders Surf, RIN, Active Wheel started becoming very popular then company started taking more efforts on pushing those popular detergent powder brands in the markets and due to this Sunlight the old heritage brand has lost its popularity and sale across Indian detergent markets. No growth has been observed in Sunlight brand despite of this Sunlight brand is continue as Unilever’s emotions are linked with Sunlight being their first and heritage detergent brand. Sunlight is used to fill the gap between Wheel and RIN.

Worldwide Sunlight is present in different forms in different countries like Australia, Latin America, Belgium and the Netherlands and other part of Europe, Canada, USA. HUL claims that Sunlight offers color guard technology which prevents colour loss, fading from the clothes helps to keep the clothes sparkling and colors of the clothes remain in best condition even after many washes. Sunlight detergent powder and bar has earned a very good status who is the market leader in the states of West Bengal and Kerala which are coastal areas where the climate is hot and humid. Sunlight Detergent Powder is present in the two states of Kerala & West Bengal where it while Sunlight Laundry soap in present all across coastal India.

**Brand Positioning, advertising and promotion of SUNLIGHT**

Sunlight is positioned under tagline “Spread the Brightness”. HUL marketers of this brand are trying to promise their customers telling that this brand will give them brightness and color protection. Sunlight is No. 1 brand in the states of West Bengal and Kerala the coastal regions in India. HUL isn’t doing any promotional activities for this brand.
11. Active Wheel detergent powder (HUL’s popular/mass market detergent brand)

Active Wheel was launched by HUL in 1987-88 which is one of the widely sold detergent powders in the Indian market and largest selling detergent brand in South Asia. HUL claims that this brand offers deep clean and fragrant freshness at an affordable price as well it offers good cleaning and maintains the original state and the color of the clothes. Main objective of this brand is to cater the needs of masses or lower income segment in the Indian society and to give tough competition to Nirma and Ghadi detergent powder brands which are very known and popular national detergent brands.

**Promotional activities and advertising for Active Wheel**

Active Wheel detergent brand targeted for mass market category. HUL spends huge amount on this brand by making frequent advertisements through various print and digital media’s and using celebrity endorsement strategy for this brand by famous Indian film actor Salman Khan since many years. Besides these efforts HUL many times offers some promotional discounts or some freebies in order to satisfy their customers using Active Wheel.

12. Active Wheel detergent bar (HUL’s detergent bar brand)

Active Wheel is India's top low priced detergent bar/cake from the house of Hindustan Unilever Ltd (HUL). Active Wheel detergent bar is the most widely used detergent bar in both urban and rural India and the target customers for this brand are people from lower income segment in Indian society. This brands competitors are Nirma and Ghadi detergent powder and bars from popular detergents category. HUL No special brand promotion for this but company offers some discount in price or quantity.

2. Proctor & Gamble India Ltd (P&G) (Ref : www.pg.com)

Proctor and Gamble India Ltd (P&G) was established in India in 1964. Procter and Gamble Ltd USA operates with a name Procter and Gamble India Ltd have various
reputed brands. Earlier Proctor and Gamble India Ltd (P&G) was known as Richardson Hindustanian Ltd (RHL). Company serves to more than 70 Lacs of customers across India. A sustainable growth in India was happened due to P & G India Ltd. Procter and Gamble’s slogan is “Touching lives and improving life”. Proctor and Gamble India Ltd (P&G) contributes in various corporate social responsibility (CSR) projects like “Shiksha” under which this company makes efforts to educate the unprivileged children. “Cry” is another CSR project undertaken by P&G across India.

1. **ARIEL detergent powder** (P&G’s brand)

P&G launched a premium category detergent ARIEL in 1991 in India. ARIEL is one of the most expensive and best quality detergent brands from the premium detergents category in India. It was introduced by P&G in India keeping in the mind the elite class of the society. It is known for its superior performance as it produces clean and stains free clothing. Customers of ARIEL are more quality conscious and less price sensitive.

Tagline of ARIEL is “Chamak Rakhe in Naye Jaisi ” (Clothes keep Shining like new)

ARIEL is the strong competitor of premium detergent powder Surf Excel of HUL. This detergent brand is known for continuous innovations. Many Indian customers wanted a pleasant fragrance in their detergent powder so keeping in mind this demand of Indian customers Proctor and Gamble India Ltd has launched ARIEL with fragrance in two varieties with superior stain removal capacity as well as a pleasant fragrance. ARIEL is the 1st detergent brand who introduced fragrances in detergents powders in the Indian detergent market. This detergent powder brought the compact detergent technology and enzyme technology for the safe and superior stain removing powder in India.

**Positioning of ARIEL detergent of Proctor & Gamble**

Elite class as well as the upper middle class of the society is the target segment for ARIEL. ARIEL was positioned as “Chamak Rakhe Naye Jaisi”. “Sirf yaadein taaza rakhe daag nahi”. Company (P&G) gave a simple and short message to the target segment through this very effective advertising. Company is using professional models instead of celebrities for ARIEL.

During the present research study, it was found that users of ARIEL detergents are firm on the usage of this brand their laundry and they are expecting the best quality and
ready to pay higher prices for the best quality. They found more quality conscious and less price conscious. During the field work survey it was found that customers of ARIEL hardly switch over to any other premium detergent brand though competition detergent brand offers any attractive offer. ARIEL Matic detergent powder has been tied up with LG brand of washing machine and it was found that many LG washing machine users are using ARIEL Matic only.

**ARIEL’s Present competition brands**

1. HUL’s Surf Excel  
2. Henkel’s Henko Matic  
3. Nirma (Nirma Super)

**2. TIDE detergent powder**  (P&G’s mid-priced detergent brand)

Tide is globally reputed brand of washing powder launched in 1880’s. In year 2000, Proctor and Gamble launched TIDE detergent powder in India and today TIDE has captured a good market share in Indian detergent markets. TIDE detergent brand is one of the trusted detergent brand for cleaning whites. Tagline of TIDE is “White ho toh Tide ho”

Tide detergent powder targeted for the middle class Indian families. Marketers of TIDE claim that TIDE detergent products offer outstanding whiteness and superior performance without any bleaching or distortion of fabric or damage to the quality, colour of the garment. During the field work survey it was told by users of this brand that, “Tide detergent products are safe and keep the hands of the user soft”. Company takes efforts to offer superior products to their customers so that customers get satisfied and become loyal. Proctor and Gamble India Ltd undertook a project under corporate social responsibility (CSR) in which company makes an initiative to improve the lives of the unprivileged children by giving them an access to education and good health.

From the customers feedback during this study it was clearly noticed that the TIDE detergent brand is very much accepted and used by middle class and upper middle class customers in the Indian society. Customers told that they like TIDE advertisements which are made without using any celebrities. Customer’s think that advertisements made by this brand are more effective as the endorsee is from the target segment of this brand. Customers using this brand clearly stated that they are satisfied and loyal with the brand.
3. **TIDE detergent bar**

Proctor and Gamble India Ltd launched Tide detergent bar with whiteons for outstanding whiteness and excellent cleaning effect. No special efforts are taken for this brand.

3. **Henkel Spic India Ltd.** (Ref :http://www.jyothylaboratories.com/about-us.php)

Henko a premium, reputed detergent brand of Henkel Spic India Ltd. Marketers of Henko detergent claims that it gives satisfactory cleaning results on clothes especially in machine wash. Henko is one of the good detergent products offered at a moderate price. In India this brand is marketed by Jyothi Laboratories Ltd.

1. **Henko Matic detergent powder**

The parent company of Henkel is an international giant in the global consumer goods sector started its operation in India 1997. Henkel Spic India Ltd was previously called ‘The Calcutta Chemical Company Limited’ which is headquartered in Chennai. Company manufactures and sells a variety of cleansers, detergent products, few hair care and cosmetic products. Henkel launched a fabric care brand known as “Henko”

Henkel’s competitors like Hindustan Lever (Unilever), Procter & Gamble (P&G) and Nirma and Rohit Surfactant Pvt Ltd, Kanpur (RSPL).

Henkel sold Henkel India Ltd to Jyothy Laboratories Ltd, Chennai, India in March 2011 due to lacked size in order and unable to effectively compete with its main competitors HUL & P&G. Jyothy Laboratories Ltd, is looking after Henko and other brands. Henko brands are reasonably priced, well packaged and distributed across India. Marketers of HENKO are trying to reach to untapped markets across India. Company is more concerned about making innovation according to the changing demands of Indian customers.

**Brand positioning of Henko detergent**

HENKO matic detergent brand is positioned and targeted for the elite and upper middle class of the Indian society. Henko is positioned saying a tagline ‘Safayika Nazariya badlo’ where company said much about changing the perception on cleaning. Famous
Hindi film actor Madhuri Dixit Nene and Irfan Khan are the brand ambassador of Henko.

2. Henkomatic / Lintelligent  It was introduced to clean and remove stains which are having nano fiber lock technology. This detergent powder is for top and front load washing machines as well as for bucket wash users.

3. Mr. White Detergent Powder

After multiple washes white clothes starts becoming yellowish or grey. Mr. White detergent powder mainly meant to wash white clothes. Mr. White detergent powder having whiteness boosters which can give long lasting whiteness and brightness to white clothes and available in convenient pack sizes.

4. Henko Stain champion detergent powder

Henko Stain Champion is the detergent powder targeted for the customers who are using washing machine to clean their laundry. Henko Stain Champion detergent powder was introduced to remove the tough stains from children’s clothes. Henko Stain Champion has Oxygen Power formula which dissolves tough stains like mud, ink, oil and chocolate instantly without harming the colour and fabric of the clothes. Company claims that Henko Stain Champion detergent has ‘Oxygen Power’ is effective for removal of tough, dry stains like dried up oil and stubborn dirt on cuffs and collars.

5. Henko Stain Champion detergent cake

Henko Stain Champion cake gives cleaning benefits of blue and bleach in one along with an effective washing and available in convenient pack sizes.

6. New Super Check washing powder

New Super Chek washing powder available in fresh fragrances of orange and lemon for best cleaning of clothes by leaving them smelling fresh.

7. New Super Check detergent cake

New Super Chek detergent cake available in fresh fragrances of orange and lemon for best cleaning of clothes by leaving them smelling fresh.

8. More Light Orange detergent powder

More light orange detergent powder is having orange fragrance which helps in cleaning of the clothes and keep them bright. This detergent powder comes with regular and Jasmine fragrance.
9. More Light Blue detergent cake
More light blue cake with makes clothes bright and comes in convenient sizes.

10. More Light Liquid Blue
More Light Liquid Blue adds colours and vigour to white clothes available in sachet/bottle/cans.

11. Ujala Super shine
Ujala Super shine is old brand from the house of Jyothy laboratories which adds whiteness and shine to the clothes. It is the liquid fabric whitener. Company claims that only four drops of Ujala Supreme brightens the fibers and gives the clothes the superior whiteness and gives dazzling white results. Competitor to this brand is Robin Blue and RIN perfect shine.

Positioning and promotion activities
Promotional offers for all detergent brands of Henko/Jyothi Laboratories are negligible. No consumer promotions found for Henko Matic. Though Hindi film actors Irfan Khan and Madhuri Dixit makes brand endorsement no much effect of brand endorsement is observed in sales.

4. Nirma Ltd, Ahmedabad, India (Ref: http://www.nirma.co.in/detergents.html)
Nirma Ltd is a well reputed leading Indian national company from Ahmedabad, Gujrat, in India. Nirma Ltd is engaged in the business of bathing soaps, detergents, salt, scouring products and having great exports. Nirma Ltd was founded by a highly educated industrialist Dr. Karsanbhai K. Patel in 1969.

Nirma detergent powder was first introduced in 1969. During that time available detergent powders were exorbitantly priced. Nirma launched revolutionary detergent products in Indian detergent markets at very affordable price with good cleaning ability in several types according to Indian customers need. Nirma launched detergent powders suitable for hand washing and washing machines. Nirma became extremely popular detergent brand amongst lower income segment in India. Nirma’s detergent products are made keeping in mind middle class and low income groups across India. According to records of 2005-2006 Nirma Ltd had a significant 39% market share in the Indian detergent segment. Nirma Ltd
always made determined efforts to provide high quality products to its customers at competent prices.

NIRMA’s tagline is “Better Products, Better Value, Better Living”. ‘Sabki Pasand Nirma.

Following brands of Nirma were considered during this study.

1. **Nirma washing powder**
   Nirma washing powder was introduced in the Indian markets in 1969 when one of the costly and premium quality detergent brand “Surf” was available in the Indian markets. Nirma Ltd introduced a washing powder in Indian detergents markets at almost one third price to that of the competition brand which resulted into instant trial by the Indian customers. Nirma’s washing powder was environment friendly, phosphate free so accepted by huge number of Indian customers and they became loyal to Nirma brand which became “Most widely distributed detergent powder brand in India” Reputed market research firm ‘ORG-MARG’ ranked Nirma detergent powder was having highest penetration in washing powder category in 1998.

2. **Nirma detergent cake**
   Nirma detergent powder market received lot of success and acceptance across India due to its low price and better laundry results. After the success of Nirma detergent powder, Nirma Ltd has introduced “Nirma detergent cake” in 1987 which was available in affordable price, sizes and better quality which was again accepted by huge Indian customers. Nirma detergent powder and cake became most widely distributed due to good formulation and less melting property in water.

3. **Super Nirma washing powder**
   After the glorious success of Nirma detergent powder in 1996 Nirma Ltd launched a blue coloured and better quality Nirma Super detergent powder with little higher price. The targeted customers for the premium segment across India. It was made available in 35 to 40% less than its competition brand. This brand was introduced to give value for money to its customers across India. This brand developed good market share in the premium detergents segment across India and proved its better performance.

4. **Super Nirma detergent cake**
In 1992 Nirma Ltd, introduced Super Nirma Detergent Cake in customers preferred pack sizes. This brand was largely accepted by many customers across India as many loyal customers of competition brand made brand switch to this detergent cake.

5. **Nirma popular detergent powder**

Nirma Ltd launched a detergent powder at very affordable price for those customers who belong to low income group and can’t afford to use washing powder daily to wash their clothes. The objective was to convert those non users of detergents into users. Nirma popular detergent powder was triggered in the market and accepted by its target segment who became loyal with this brand. This brand was also available in convenient sizes.

6. **Nirma popular detergent cake**

Nirma Popular Detergent Cake made available in many sizes and targeted to customers of very low income segment who hardly use detergent cake to wash their laundry.

Nirma Limited markets their products through their owned subsidiary company Nirma Consumer Care Limited which was started in 1985. NCCL resells the detergent products in the market under the brand “NIRMA”. The distribution strength of Nirma is good but less efficient compare to its competitors. It is one of the lowest cost FMCG distribution channels of the country.

Nirma Ltd is distributing its detergent products to lacs of customers across India. Nirma Ltd do not offer any promotional schemes for its customers as Nirma products are available in very affordable prices. Company offers better promotional benefits and incentives to the wholesalers and retailers who make a large purchase of Nirma’s detergent products can pass this trade benefit to customers by selling them Nirma detergent products in competent rates.

At present Nirma detergent brand is showing decline in their sale as many lower priced detergent products available in the market. Nirma Ltd has strong competition from giants HUL, P&G and RSPL and few more across the country.

During the present research work many customers/respondents who were the actual users of the Nirma detergents told that they want to use this national detergent brand but as this brand contains more percentage of caustic soda which is harmful for the
colour and fabric of their clothes as well as high percentage of caustic soda in the powder isn’t safe on hands of the user. This is the reason told by many customers who switched over to other detergent powder brand. Nirma Ltd has comparatively weak distribution network in many states and even in important metro cities across India compare to its competitors. Some issues by distributors/Wholesalers and retailers regarding the complaint handling system of the company. Shortages, damages and few payment settlement issues are few problems told by intermediaries. There is some untapped market in various states and important cities across India. Nirma needs to increase their customer base in urban and rural areas. Nirma is also facing an aggressive price competition from its competitors HUL, RSPL and other local low priced detergent brands across India.

**Nirma’s present competition brands in Pune city**

1. HUL’s Active Wheel  
2. SASA detergent powder  
3. Mehta Soap Factory’s detergents.  
4. Laxmi Soap detergents  
5. Darshan chemicals detergents.  
6. Local unbranded loose detergents.

**5. Rohit Surfactants Pvt. Ltd Kanpur, (RSPL), (2 brands referred)**

(Ref: www.gharidetergent.com)

Ghadi is a detergent brand of Kanpur based company Rohit Surfactants Private Limited (RSPL) began in 1987. Rohit Surfactants Pvt. Ltd (RSPL Limited is in the business of FMCG, Dairy products, footwear, wind energy, real estate. It is targeted as a detergent in low price segment. Ghadi detergent claims that it can remove the toughest stains. Ghadi is known for its affordability and made a remarkable growth and positioned at the 8th place on national level. “Ghadi” detergent has surpassed several multinational brands as this brand is growing fast on national level but very silent and today this brand is 2nd largest detergent brand in India with 19% market share in popular detergent category across India. At present this company earned a distinct value and identity across India and became popular, trusted brand amongst the various detergent brands across India. “Ghadi” detergent has made a strong base in the minds of the customers by using a tagline “Pehle istmal karein phir vishwaas karein” Today Ghadi is one of the well reputed and trusted brand amongst the various known washing detergent powder brands in India.
During this study following brands of RSPL were considered.

1. **Ghadi detergent powder**
   
   Ghadi detergent is a low priced detergent targeted for people having low income across Indian society. This brand is a main competitor of Hindustan Unilever Ltd’s Active Wheel and Nirma detergent and other local competition brands. Marketer of Ghadi detergent powder claims that this detergent powder is available in most competent price with good quality compare to other detergent products in the same segment.

2. **Ghadi detergent cake**
   
   This brand is available in affordable price. It was noticed during this research study that detergent brand “Ghadi” is trying to establish in Pune district and Pune city detergent markets but at present “Ghadi” detergent is having a weak distribution network compare to its competitors and much available market to them remain untapped because of their distribution problems. Untapped market is an opportunity for them. Company can utilize their national brand image to position themselves in the minds of people and simultaneously should increase their customer base in Pune’s urban as well Pune district areas. A frequent use of an aggressive price strategy of HUL’s Active Wheel brand is of major concern for establishment of “Ghadi” brand in Pune city and Pune district.

**Present Competitors of Ghadi in Pune detergent markets are as following:**

HUL’s Active Wheel detergent powder and bar, Nirma detergent powder and bar, SASA detergent powder and bar and few other local detergent brands of Mehta Soap Factory, Laxmi Soap factory Pune and GOPI detergent brand, Aurangabad.

**Promotional activities “Ghadi” detergent**

“Ghadi” brand is having low advertising and no promotional activities for their customers in Pune city to defeat its competition brands. Marketers of Ghadi detergent brand offers good schemes and offer better margins for Distributors/Wholesalers/Retailers at present as in Pune city and Pune district company wants to establish their proper distribution network. At present this brand is moving slow in Pune city.
6 Patanjali Ayurved Ltd – (https://www.patanjaliayurved.net)

Patanjali Ayurved Limited is an Indian FMCG company established in 2006 whose registered office is located at Delhi in India. Company is having its manufacturing units in the industrial area of Haridwar. Patanjali manufactures mineral and herbal products.

Acharya Balkrishna, a renowned medicinal plant expert and skilled in Ayurveda is a major stakeholder in the company. Patanjali Ayurved Ltd. Company markets many nutritional products, Books and Media, Health Care and much more. Patanjali also manufacturers and markets the best quality Detergents in Popular, Premium and Superior quality which not only take care of your clothes but your hands too. One personality who played a key role in the establishment of the brand and who can be rightly called the driving force behind the brand is Yogrishi Swami Baba Ramdev.
India is expected to become the third largest consumer market in the world by the year 2025. This growth can be attributed to the rise in income level, increase in purchasing power. At present India’s FMFG sector has been dominated by players like HUL, ITC, Dabur, Britannia, Nestle, P&G and Patanjali’s Baba Ramdev, entered this opportunistic market with his threefold strategy based on the pillars of Yog, Ayurveda and Nationalism. Patanjali has a unique strategy of promoting their products in the market. Company didn’t follow the practice of blindly barraging the consumers with the advertisements highlighting the ways in which their product was better than the others. Patanjali smartly makes consumers aware of it and tried to inculcate a need within the consumer which is not being met.

Patanjali’s tagline “Prakriti ka aashirwaad” highlights the pure and natural aspect of its products. In detergent segment Patanjali’s competitors are HUL, P&G, Nirma, Ghadi. Patanjali products are priced ten to thirty percent lower than those of its competitors, Patanjali is expected to reach a revenue of 10,000 crore in the year 2017 which could make Patanjali, the fifth largest FMCG Company in the country in coming few years. Patanjali’s immense growth causing worry for its competitors and clearly endangering their market share. Patanjali’s popular detergent powder, Patanjali’s detergent powder and detergent cake are considered during this study. In all in Detergent category Patanjali’s following brands started their sales and attracting their customer’s attention. Patanjali Popular Detergent powder with herbs, Patanjali Ujjwal Detergent Cake, Patanjali Superior Detergent Powder with Herbs, Patanjali Premium Detergent Powder, Patanjali Somya Liquid detergent. Only this brands presence were noted in the present study but details of sales not referred.

7. **Shri Mahila Griha Udyog Ltd** (Ref: www.lijjat.com)  (2 brands referred)

Shri Mahila Griha Udyog Ltd, is registered under the Khadi & Village Industries Commission (KVIC Act) in 1956. The main objectives of the KVIC is to include skill improvement, providing employment in rural areas, transfer of technology,
rural industrialization as well as to promote the self-reliance amongst the people in order to build a strong rural community base. Shri Mahila Griha Udyog is well known for ‘Lijjat Papad’ and their ‘Lijjat Papad’ division symbolizes the strength of a women. Only women can become the members of this division. These members are the owners and are fondly referred as ‘sisters’ with due respect for women in this company. A close check is kept on the distributors to make sure that the products reach to every small areas across Pune city. Many small retailers and wholesalers stocks the products of this company.

During the present study following brands were referred.
1. SASA detergent powder
2. SASA detergent cake

**Promotion activities**

Shri Mahila Griha Udyog Ltd try to offer the better promotion to their customers and gives more importance to word of mouth publicity rather than expensive modes of promotion like advertisements. Company spends only 0.5 % of expenses on advertising. Company claims that they offers fair commissions to their distributors and motivates them to sell more. For better sales company offers additional 1% commission to their distributors. Shri Mahila Griha Udyog has not any specific promotional activities for their customers. Local detergent brands in Pune city and other local low priced detergents are the competitors of this company’s detergent brands.

**8. Mehta Soap Factory** (5 brands referred)

Mehta soap factory was established by Mr. Manilal S Mehta in 1962 in Pune. The first brand of Mehta soap factory was “Shakuntala” in the form of yellow colour soap flakes which was popularly demanded as “Sabanchura” by the customers of that time. It was made available in the very affordable rate Rs.2/Kg. “Master” a yellow detergent cake was launched by Mehta soap factory. There were 27 factories that time and today Mehta soap factory is having 4 factories. Mehta soap factory has another popular brand Snow White detergent powder, Snow White multipurpose liquid, Super Snow White detergent powder, MICO, MESFA is a blue liquid detergent is for washing machine. For MESFA liquid detergent the main
competition from Godrej’s Ezee. Mehta soap factory has their own distribution system in Pune through one big cargo van carrier of 6 tons capacity and have stockiest out of Pune for the distribution of their detergent products mainly in Satara, Aurangabad, Kolhapur, Gadhinglaj, Ahmednagar. This company offers 10 to 12% margins for retailers and some on the spot discounts against large purchase. They don’t keep their products in malls and super markets. Company gives some free sachets their stockiest or some free gifts. Advertising is done through pamphlets or leaflets as company can’t afford print media or television channel’s media for advertising. According to the developments few changes are made in the products.

9. **Laxmi Soap Factory, Pune** (5 brands referred) (Ref: m.foaran.com)

Laxmi Soap Factory was established in the year 1958 by Ranglani family who had a soap factory in Karachi. Laxmi Soap Factory was set up in Pune as in 1959. To establish in the competitive market company introduced a detergent brand called “Foaran” in 1973. Foaran was known for its good quality. Laxmi Soap Factory conquered a segment of the market in Maharashtra, Gujarat, Karnataka and made exports in many Arabian and African countries. Company has many stockiest in and around Pune city and district and policy to aim smaller profit larger the turnover. Company’s sales staff supervises sales promotion campaign. Laxmi Soap Factory manufactures Laundry detergent, detergent cake, detergent powder, dishwashing bar, toilet soap, laundry soaps, hand wash, liquid detergent and Mesmerize liquid soap and multipurpose liquid. Company faces stiff competition from all types of big and small manufactures. Laxmi Soap Factory’s aim to produce better products of better and competent quality. Laxmi Soap Factory’s Foaran Supreme detergent powder, Foaran Laundry soap with floral perfume, Laundry detergent powder, Super Blanche Detergent powder, Glow washing powder and concentrated detergent with a brand name “Look” is accepted by many customers in Pune’s detergent market.

Many customers who are using the various detergent products of Laxmi soap factory’s found satisfied with the product and found those products have good in quality compare to their prices. Other local detergent brands in the Pune city’s detergent market are the competition brands of this company’s detergent products.
10. **Darshan Detergents Pvt Ltd, Aurangabad Maharashtra** (5 brands referred)

Darshan detergents Pvt Ltd founded in the year 1971 at Aurangabad (Maharashtra, India) is a detergent manufacturer, supplier as well as an exporter of the detergent cakes, detergent powder, bath soap, liquid soap and laundry Soap and also the manufacturing plants & machinery for these products by the name of Transworld Tappers. Darshan detergents Pvt Ltd is working under the leadership of Mr. Ranjeet Thorat who makes efforts to offer detergent products as per the international quality standards. Darshan’s detergent products are good in demand mainly in mass market segment. Company takes efforts in keeping their detergent products pure and environment friendly. Packaging of detergent is made in quality paper which is biodegradable and detergent product is effective even in the hard water. Detergent brands are targeted for lower income segment across India. Darshan exports of their detergent products to the various households, hotels, areas in the markets of the Indian subcontinent, East Asia, Middle East and South East Asia. Darshan Detergents Pvt. Ltd is having a very huge manufacturing unit equipped with the latest technologies and updated machines as well as the company has good distribution network across the Pune district and Pune city market. Company tries to offer better margins to wholesalers and retailers. Darshan Chemicals Ltd offers their detergent powder and detergent bar under the brand name “GOPI” “Malai” “SONA”. Brand Sona is manufactured for power washing. SONA detergent brands tagline, “Dumwali Dhulai key liye SONA Powerwash” It was found during the field work survey that customers using “GOPI” detergent brand are from lower income segment. Affordability is the major concern for them. Darshan detergents claims that they provide better packaging of their detergent products and company is cautious about the handling customer satisfaction and their complaint resolution issue. Company markets Laundry Soap, Liquid Soap, SONA power wash detergent cake, Malai Detergent Powder and Malai detergent bar which are used by lower income segment across Pune city.

11. **Other local brands** (5 brands referred)

Few more detergent brands like, SANGAM detergent products, Fena detergents and many unbranded and loose detergent powder and detergent cakes found in the Pune city’s detergent markets. Customers for these products are mostly from lower
Many customers due to high poverty can’t afford to wash clothes daily.

**Brand positioning and promotional activities of local detergent brands**

Customers of local detergent brands like Snow White detergent brand of Mehta Soap Factory Pune, SASA detergent brand of Shri Mahila Griha Udyog Ltd Pune, GOPI detergent brand of Darshan Detergents Pvt. Ltd, Aurangabad, FORAN detergent brand of Laxmi Soap Factory, Pune and Fena brand who claims to offer good cleaning properties. During the present field work study, it was noticed that local detergent companies have negligible promotional activities for their customers as they can’t afford expenditure on advertisements due to their limited sales. These local detergent companies claim that their detergent products are already available in much less prices so they offer promotional discount to their customers on bulk purchase only. No special promotional activities or advertisements or merchandising activities were observed for any of these local detergent brands across Pune city.

### 3.6 Brand Wars

At present there is a stringent competition for the market shares between two multinational giants Hindustan Unilever Ltd (HUL) and Proctor & Gamble India Ltd (P&G). Few national detergent companies like Nirma Ltd, Rohit Surfactants Ltd and few other local detergent companies are the competing with each other. All detergent companies have a common objective to remain in the market and want to make their customers happy and satisfied so that they will remain loyal with their detergent brands. For achieving this objective companies come up with various promotional schemes like price off’s, freebies, offering some extra product from same or relevant category whichever is more appealing. But researcher thinks that these companies should mainly focus on “Brand differentiation” than just competing in frequent price wars. Researcher also thinks that local detergent marketing companies require to position the detergent brands carefully in comparison with competition brands in the markets. These companies have hard competition from Hindustan Unilever Ltd, Proctor & Gamble India Ltd, Nirma
Ltd, Rohit Surfactants Ltd who spend huge amounts of their annual budgets on branding activities and retain ahead in the race of retaining market share and profitability along with remarkable presence. Brand wars and price wars amongst these top and reputed detergent marketers reached to the court of law in India.

3.7 Summary

The scope of the present study was Pune city’s detergent markets. It was noticed that the leading detergent marketers like Hindustan Unilever Ltd (HUL), Proctor & Gamble Ltd (P&G) are mainly dominating the Indian FMCG’s detergent segment across India and have a perfect hold over the FMCG’s detergent markets and have power to change the monetary calculations and there is a clear cut dominance of Proctor &Gamble India Ltd’s detergent brands and Hinduastan Unilever Ltd’s detergent brands across pune city. Known Indian detergent companies like Nirma Ltd, Rohit Surfactants Pvt Ltd and few other detergent companies have national presence. A well-known national detergent brand “Ghadi” from the house of Rohit Surfactants Pvt Ltd is making efforts to increase their sales volumes across Pune city and Pune district. Ghadi brand isn’t yet successful in achieving their objective due to less efficient distribution network in Pune. Nirma Ltd is the old and popular detergent player across India but facing the problems regarding distribution channel, quality, damages and claims settlement issues. In Pune city, apart from known leading detergent brands Detergent brands from Shri Mahila Griha Udyog Ltd, Mehta Soap Factory Pune, Laxmi Soap factory Pune, Darshan Chemicals Ltd Aurangabad and few other local detergents whose loose unbranded detergents are also preferred by many customers. These companies have very limited funds for their marketing, advertising, promotional campaigns activities and have a limited power of undertaking any or any advertising activity. These companies do not have more market shares yet they have their existence in the Pune city’s detergent markets and they are striving on their limited regular base of loyal customers. There fierce competition amongst the leading and follower detergent companies across India for their existence, retaining the present customers and maintaining the market share.
Unrecognized non branded detergent powders and detergent bars who have too less percentage of market share in Pune city’s detergent markets. There is one more entry of a national brand called “Patanjali” brand and receiving fair acceptance from Indian customers due to good quality and affordability. Patanjali is also having better distribution network at present. Only short review and mention of Patanjali brand is done during this study and brand “Patanjali” isn’t covered in detail being a new entrant and not referred as competition brand in this study.

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