



Marico Q2 FY16
New Product Launches and Brand Restages
Detailed Update

Appended to Information Update Q2FY16

New Product Launches & Brand Restages

India

Anti Hair Fall Segment – Fast Growing



Parachute Advanced **Ayurvedic** Oil

- Rapid Scale up in 4 southern states
- Growth at CAGR of 48% from launch
- Poised to become a INR 60-65 crores by end of FY16.

Opportunity to capitalize the all-India opportunity in this segment



Parachute Advanced **Ayurvedic Gold** Oil

- Different Formulation to suit the rest of India
- Being prototyped in Maharashtra from **Sep-15**

Healthy Foods - Ready to Cook



Saffola Savoury Oats

- Extended Saffola's Heart Equity to Foods
- Innovated "Savoury Oats" – present through six variants
- Scaled up rapidly to become market leader with 66% share in Savoury Oats
 - No. 2 player with 24% Market share in overall oats category
- Is the most distributed Oats brand in the country
- Likely to cross INR 125 crores of Turnover by end of FY16.
- Margins improving year after year - Break-even in 2-3 years in sight!
- Savoury oats moving from breakfast cereals to in-between meals
- More variants planned in the next 6 months

Value Added Hair Oils – Better Sensorials



*Parachute Advanced **Aloe Vera** Oil*

- Consumer Habits evolving to more contemporary products
- Consumer seeks better sensorials apart from Nourishment (e.g. Almond Oil)
- Has the benefits of Coconut Oil and Aloe Vera Extracts
- Being Prototyped in Maharashtra

Value Added Hair Oils – White Space (Conversion from Loose Mustard Oil)



Nihar Naturals **Sarson Kesh Tel**

- Very large Loose Mustard Oil Market in HSM markets
- Has the benefits of Mustard Oil with better sensorials
- Encouraging response of prototype in Rajasthan
- Now being extended to other loose Mustard states in North and East in Q3 FY16

Livon - Hair Gain



Livon **Hair Gain** for Men

- plagued by Counterfeit issues
- Introduced a new anti-counterfeit measure on every pack



Further, introduced Livon **Hair Gain** for Women in **July 2015**

- Hair Gain is a universal need
- Women's need of efficacious product delivered in an acceptable format
- Being prototyped in Delhi & NCR

Livon - Restage of leave-in hair serum



Livon **Serum** Brand Restage **in Sep-15** to drive category expansion

- Better Formulation with perfume
- Refreshed Packaging
- Introduced a Low Unit Pack of Rs. 5
- Kangana Ranaut endorses the restaged Brand
- New Communication to drive relevance and penetration

Innovation & Brand Restages - International

New Launches - Vietnam



Marico Vietnam

- Market leader in Male Shampoos and No. 2 player in Deodorants under X-Men Range
- New Launches done in both categories after span of two years
 - (i) Cool Water – a new variant in **shampoo category**
 - (ii) New range of **No-Gas Perfumed Body Spray**.
 - No-Gas formulation gives fragrance lasting throughout the day
 - This is the 1st No-gas deodorant in Vietnam!
 - (iii) Improved product in roll-on deodorants

New Launch – Myanmar



Myanmar

- Marico is present in Myanmar for 4-5 years
- Parachute and Silk-n-Shine
 - Now Established as strong brands
- In **Sep-15**, launched new 'Parachute Advanced **Hair Tonic**'
 - This format has the potential for cross-pollination across international markets

Parachute Restage in Middle East



- Complete revamp of the hair nourishment category under Parachute Gold
- Formats - value-added hair oils, creams and hammam zait & oil replacement
- Contemporary formulation and packaging targeted at the Arab consumers
- Being launched across Q3 to be extended gradually across MENA

HairCode Restage in Egypt



- Hair Code Restage happening after hiatus of 4 years
- New non-alcohol & nourishing formulation - includes benefit of Olive Oil
- Refreshed contemporary packaging
- Broader participation in male grooming in future



Thank You

More to come in the coming quarters