



INTRODUTION

- The name 'Lakme' is borrowed from Lakshmi, the name of the priestess.
- The rate is high in the skin-care segment as compared to colour cosmetics.
- In the skin-care segment, price and volume played an equal role in value growth.
- Lakme has a range of beauty products to offer to its consumers.



ABOUT THE INDUSTRY

- The cosmetic industry is a profitable business for most of the manufacturers of cosmetic products.
- The cosmetic industry world wide seems to be continuously developing, many famous companies sell their cosmetic products online also in countries in which they do not have representatives.



ABOUT THE COMPANY

- Lakme is an Indian brand of cosmetics founded by Hindustan Unilever in 1973.
- ➤ Lakme started as a 100% subsidiary of Tata Group.
- Tata's entered into a 50-50 joint venture with Hindustan Lever Limited In 1995.
- In 1998 Tata sold off their stakes in Lakme Lever to Hindustan Lakme Lever, for Rs 200 Crore.





Major Multinational companies such as:-

- > REVLON
- > YARDLY
- > GARNIER
- > L'OREAL
- > PONDS

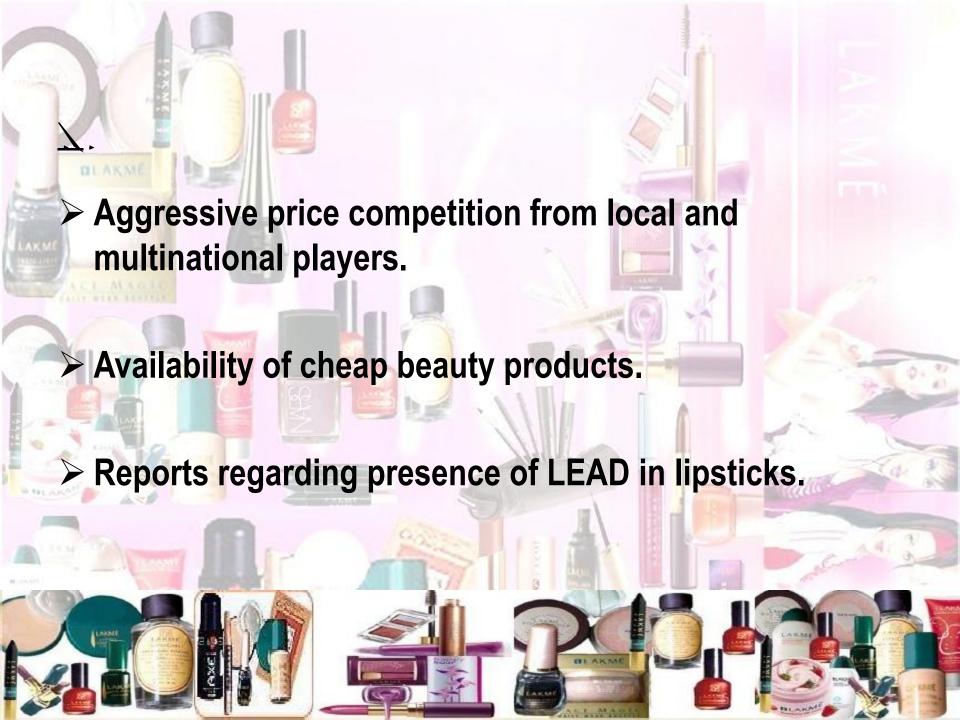












DISTRIBUTION CHANNELS

There is a significant change in market distributional channel of cosmetic products.

Distribution places are:-

- Hyper market.
- > Super market.
- > Departmental stores.

Lakme distribution merged with Hindustan Unilever and have three thousand distributers around the country.



SERVICES

- ➤ Lakme beauty salons were established in Hyderabad, Delhi, Mumbai and Chennai 30 years ago.
- The beauty parlor has beauticians who have been trained by Lakme.
- The staff is required to attend classes conducted by doctors and cosmetologists.
- > Every six months their skills are polished further.



