

- SHRADHA JAIN
- SHIVANI SAXENA
- SHUBHAM GOEL
- VIVEK BHARDHWAJ





➡ INTRODUCTION ➡

Earlier in India oral hygiene was the domain of local home made ayurvedic powders or natural herbs. The history of toothpaste in India can be traced back in year **1975**. Now the awareness regarding oral hygiene in Indian society has increased with the different brands of toothpaste.

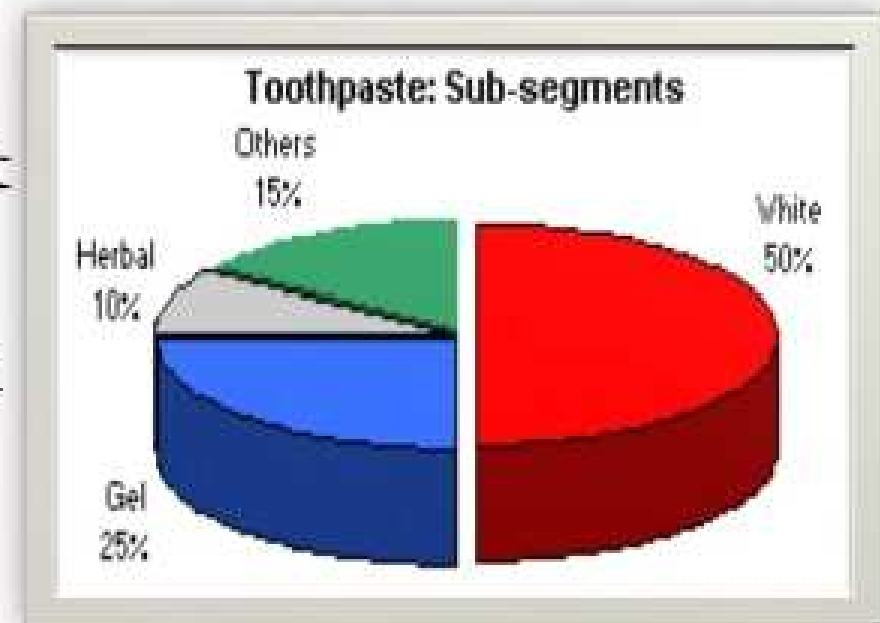
All Manufacturer Brands

- Blend-a-med
- Colgate
- Aquafresh
- Oral-B
- Pepsodent
- Lesnoy Doctor



Industry Overview

- Growth Rate
- Toothpaste Sub Segment
- Major Players
- Per Capita Consumption
- Penetration Level





TOP TEN TOOTHPASTE BRANDS

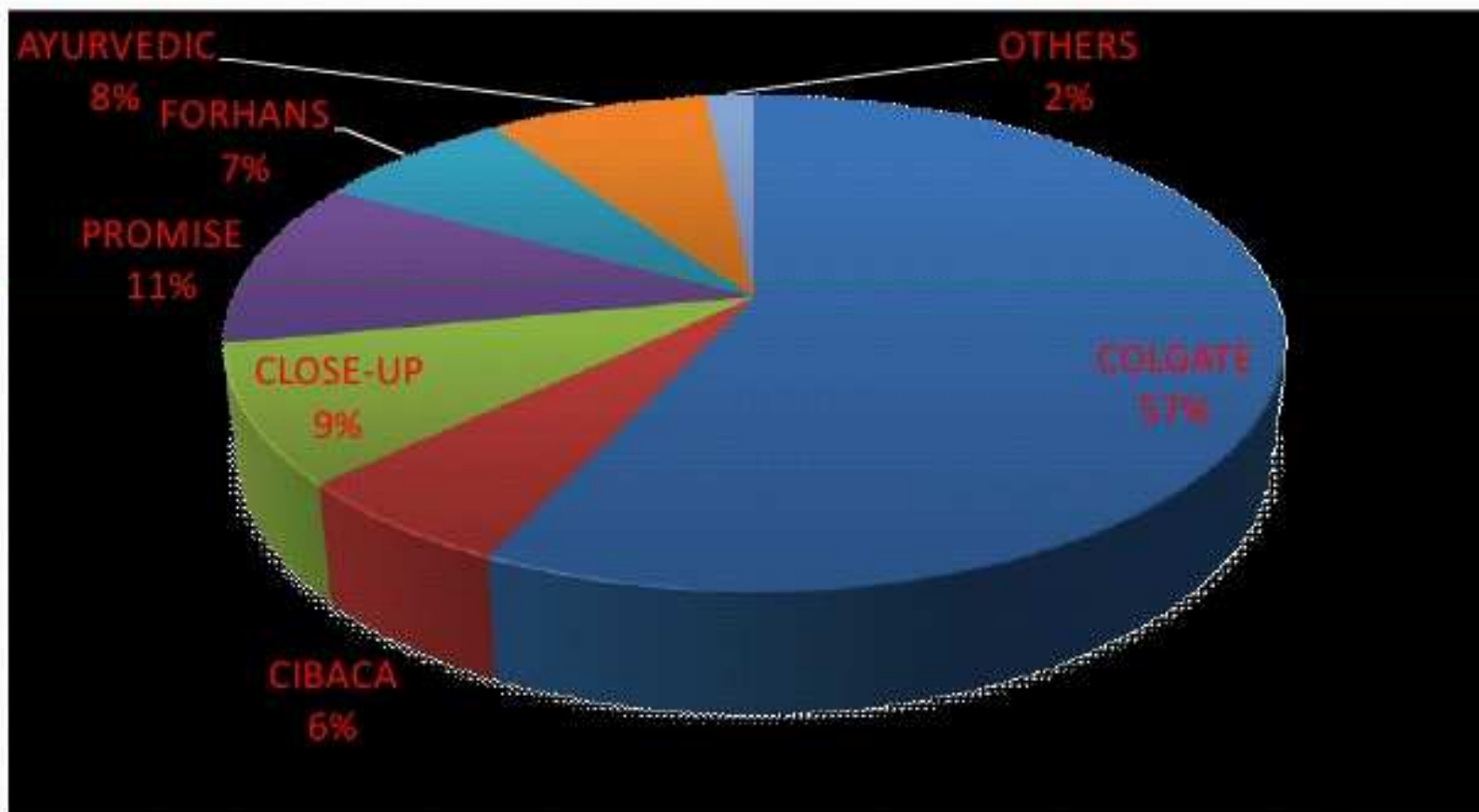
- ▶ COLGATE (Coalgate Palmolive Ltd.)
- ▶ PEPSODENT (Hindustan unilever)
- ▶ CLOSE UP (Hindustan Unilever)
- ▶ SENSODYNE (GlaxoSmithKline)
- ▶ AQUAFRESH (GlaxoSmithKline)
- ▶ ANCHOR (Anchor health & beauty care Ltd.)
- ▶ DABUR RED (Dabur India)
- ▶ BABOOL (GlaxoSmithKline)
- ▶ MESWAK (GlaxoSmithKline)
- ▶ VICCO BAJRADANTI (Vicco Laboratories)

MAJOR PLAYERS:-



BRANDS	SEGMENTATION	BENEFITS
COLGATE	ALL SEGMENTS	STRONG TEETH
PEPSODENT	UPPER CLASS	FIGHT GERMS
CLOSE-UP	YOUTH	FRESHNESS
VICCO	HERBAL	AYURVEDIC
BABOOL	ECONOMICAL	HERBAL/NEEM
PROMISE	HERBAL	SMELL- CLOVE OIL ESSENCE

MARKET SHARE



STIMULAS TO ENTER THE MARKET

- Huge opportunities because of low per-capita consumption
- Reaching the sub-urban consumers will be the key to growth
- Consumer awareness is also necessary to increase toothpaste usage



IDENTIFYING CONSUMER NEEDS

- CLEAN TEETH
- PREVENTION OF TOOTH DECAY
- FRESH BREATH
- PREVENTION OF PLAQUE, TARTAR AND OTHER DISEASES



KEY INGREDIENTS

- Active

Silica

Sorbital

Triclosan

Sodium Chloride

Zinc Citrate

Eugenol

Chlorohexidine

- Inactive

Water

Detergent

Binding Agents

Preservatives

Abrasives for cleaning & polishing



SEGMENTATION

GEOGRAPHIC:-

- SUB-URBAN
- URBAN

DEMOGRAPHIC:-

- FAMILY SIZE
- INCOME GROUP
- AGE

PSYCHOGRAPHIC:-

- HEALTH CONSCIOUS

BEHAVIOURAL:-

- QUALITY
- USAGE RATE
- AWARENESS



INDUSTRIAL PROFILE

- ◉ in 1937, when hand-carts were used to distribute Colgate Dental Cream, Colgate-Palmolive (India) today has one of the widest distribution networks in India
- ◉ Colgate available in almost 4.3 million retail outlets across the country.
- ◉ The company dominates the Rs. 3100 crore Indian toothpaste market by commanding more than 50% of the market share.
- ◉ In 2004, as an additional effort to create awareness for good oral hygiene 'Oral Health Month' (OHM), was introduced.

⦿ **2006**

Colgate enters the fast-growing Naturals segment by purchasing Tom's of Maine, a leader in that market in the United States.

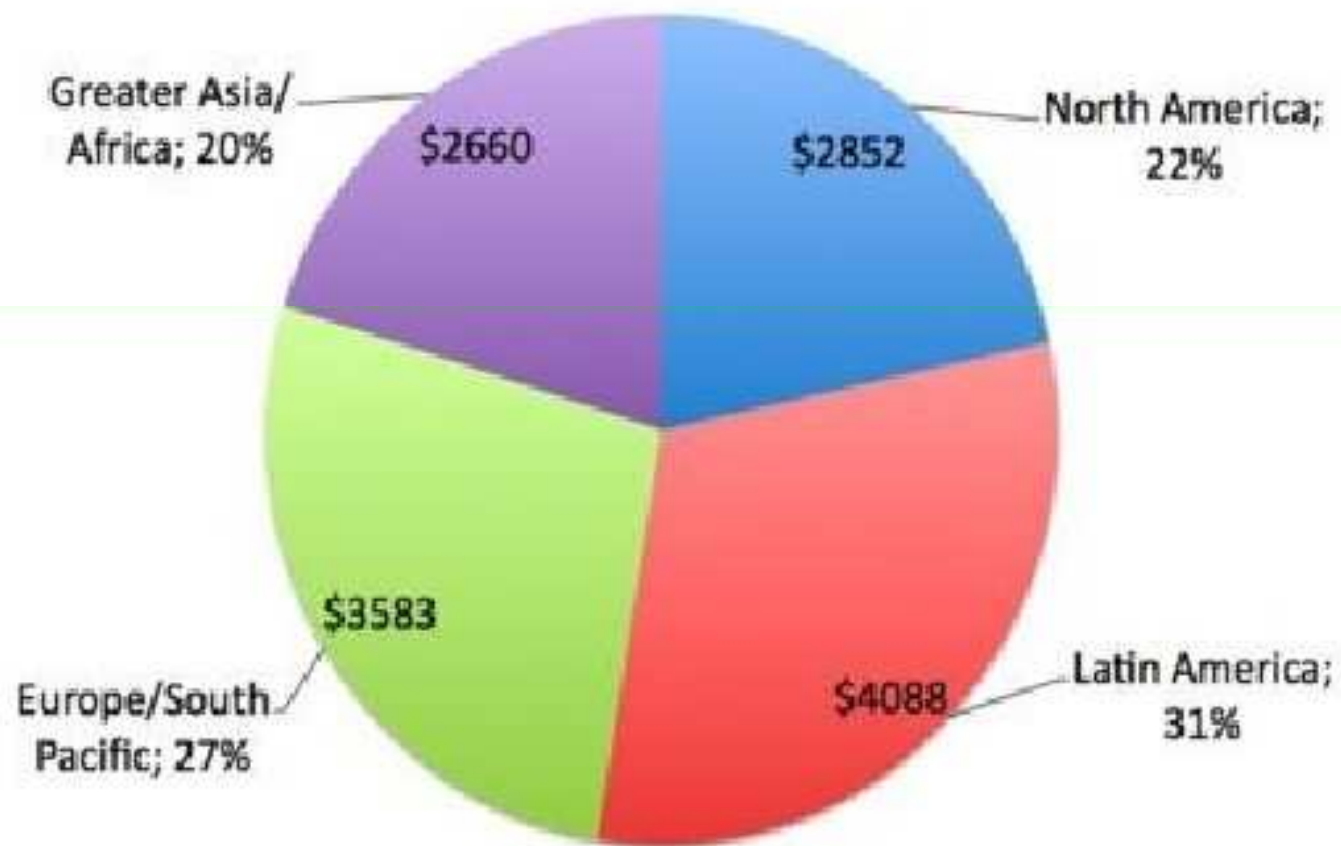
⦿ **Today ...**

Today, with sales surpassing \$15 billion, Colgate focuses on four core businesses: Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate now sells its products in over 200 countries and territories worldwide.

POSITION IN GLOBAL MARKET



Colgate 2008 Oral, Personal, and Home Care Sales by Region (\$M)



Product Life Cycle of Colgate

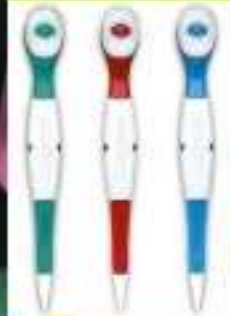
Sales

Introduction

Growth

Maturity

Decline



Time



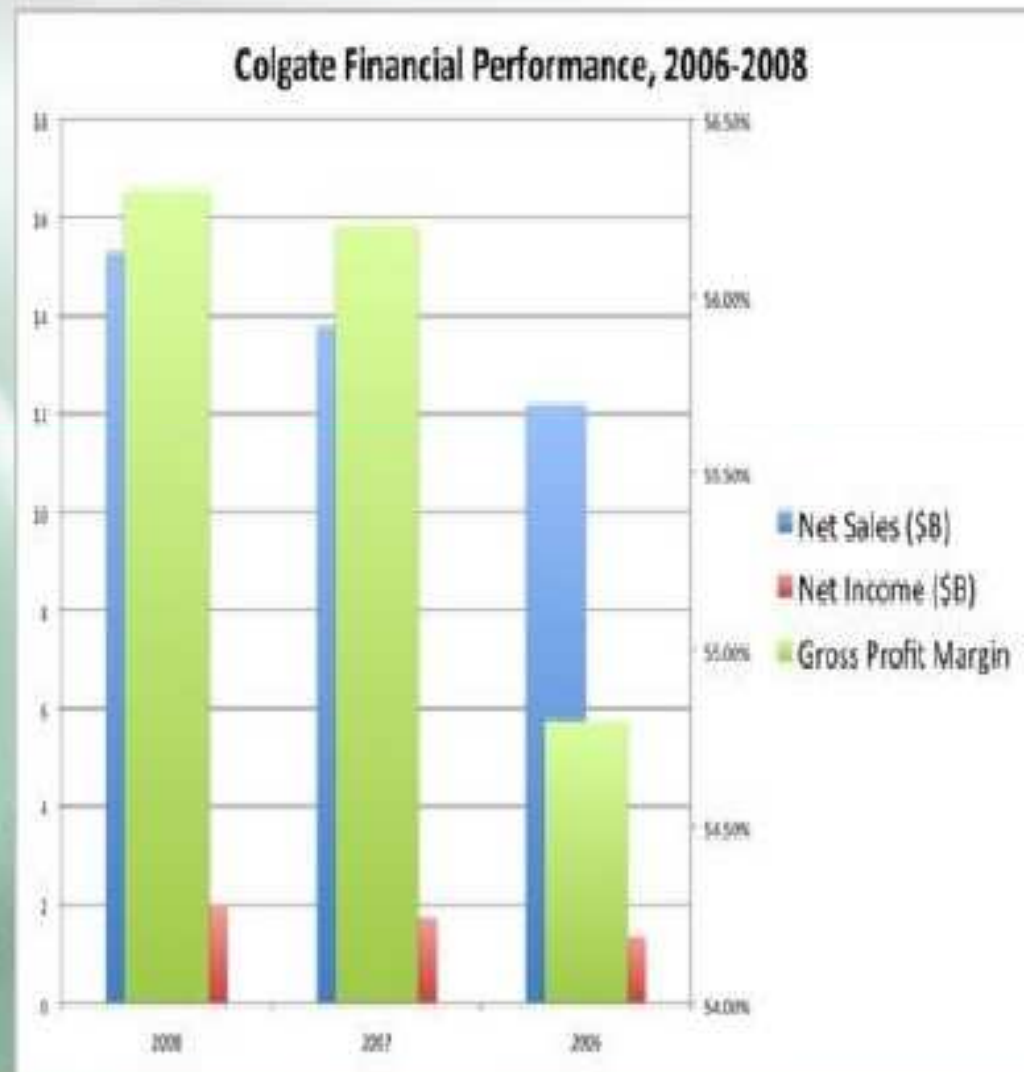
SWOT Analysis for Colgate



Strengths



- Strong financial performance
- Focus on innovation and new product launches
- Colgate business planning initiative



Weaknesses



- **Product research**

- **Highly leveraged**

Opportunities



- Emerging markets growth
- Deploying advance technologies
- Growing Hispanic population in the US

Threats



- Competitive landscape from other Private label growth
- Increasing commodity prices
- Falling consumer confidence

Awards & Achievements



- Colgate has been ranked as India's #1 Most Trusted Brand across all categories for four consecutive years from 2003 to 2007
- 51% market share in the toothpaste segment.
- 48% market share in the toothpowder market.
- 30% share in the toothbrush market.
- Presently it is facing competition from no. 2 player HUL. E.g. Pepsodant
- On 4Sept.2009, Colgate-Palmolive signed SRK as its Brand ambassador.



Future strategy on 4p's

Basis:



1. Product:

- They try to position some innovative toothpaste with a brand name other than Colgate but under the umbrella of Colgate Palmolive.
- Focusing toward rural rich and consuming class by endorsing the development of 'Colgate Ayurvedic Toothpowder'.
- They would come up sachets of these tooth powder and position toward rural population who buy in smaller lots.



2. **Price:**

- Based on the competitor's price .
- Charging higher premium which focused on consuming and lower income classes.
- Pricing done on the basis of price points
- Packaging would be customized on the basis of price points.

3.

Promotion:



- They positioning Colgate dental white crème and toothpowder towards rural rich segment.
- For rural consuming class they endorsing Cibaca toothpaste.
- Advertisement through T.V. media, Print media.
- FM Radio for Urban population & MW and SW radio for Rural population.
- Hoarding on National highways.

4.

Place:



- They would try to increase product penetration to rural population.
- They would try to increase the wholesalers to smaller towns.
- They would track the distribution path so that they are covering all the village areas around the towns.

Promotional tools



- Increasing circumference of toothpaste tube.
- Free Dental Check-up in mobile vans



What's New
in Colgate Dental Cream that's
MISSING-MISSING-MISSING
in every other leading toothpaste?



ADVERTISEMENT



- In 1940, the Colgate Company used Slogan was "It cleans your breath while it cleans your teeth".
- The 1960s onwards, the slogan was "The Colgate ring of confidence".
- In the late 1950's and early 1960's, Colgate stressed the fact their "Dental Cream" contained **Gardol**, a formula that helped protect teeth from cavities and tooth decay.





- "Gardol" was actually their trademark for ingredient Sodium lauroyl sarcosinate .
- Now they used various Slogan for different different products like For MAX FRESH is "A Whole new Dimension of Freshness" & For WHITE TOOTHPASTE is "All Around Decay Protection".



Various Surveys like...



1. Colgate's Bright Smiles, Bright Futures

This Educational Program worldwide was developed to teach children positive oral health habits of basic hygiene, diet and physical activity.

2. Colgate Professional Program

The Program works towards improving oral health awareness and oral care on a mass scale. Oral care awareness is created and spread through appropriate mechanisms such as exhibitions, the use of audio-visuals, lectures, demonstrations, teacher training Programs .



Attractive offers:

- Super Saver Offer for 'All Around Decay Protection'. Buy 200g plus a 100g tube with a Colgate Extra Clean Toothbrush in a Family Value Pack for Rs. 82/-. **Save Rs. 18/-.**



- Colgate Maxfresh Gel is the first toothpaste infused with cooling crystals giving you a whole new dimension of freshness. Get a 150g plus a 80g tube with a Colgate Extra Clean Toothbrush in a Freshness Value Pack for Rs. 79/-. **Save Rs. 20/-**



CONCLUSION



- Colgate is still most successful brand in India
- Future for Colgate also seems bright
- Main reasons are
 - Strategic initiatives
 - Creating Demand in rural areas



Thank You !

