

Marico

New Segment Analysis

Submitted By:

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Segment Analysis of

- Massage Oil
- Natural Lubricant

Massage Oil

- Body Oil
- Joints

Body Oil

Product Name	Company Name	Size	MRP	Margin	Remarks
Himalaya	N/A	100 ml	65	10 - 12%	3 - 4 Months

Joints

Product Name	Company Name	Size	MRP	Margin	Remarks
Myostaal	Solumils Herbaceutical s	110 ml	80	20%	5/6 per month, doctor prescribed
Rhumasyl	Zandu	50 ml	43	20 - 25%	5/6 per month, running item
Rhuma Oil	Baidyanath	50 ml	48	30 - 35%	5/6 per month, running item
Madiwala	N/A	90 ml	60	N/A	3/4 per month, running item
Mahanarayan Telephone	Ashvin Chemicals	100 ml	50	20 - 25%	3/4 per month, running item
Elagesic	Elam	60 ml	64	12%	3/4 per month, doctor prescribed
Olio Rama	Khojti	50 ml	60	20%	1/2 per month, new and herbal
Raslin	Bhavsar Chemicals	80 ml	40	15%	1/2 per month
Mona's	Mona Labs	75 ml	38	25%	1/2 per month

Market (Joints)

Total Approximate Market (Mumbai)

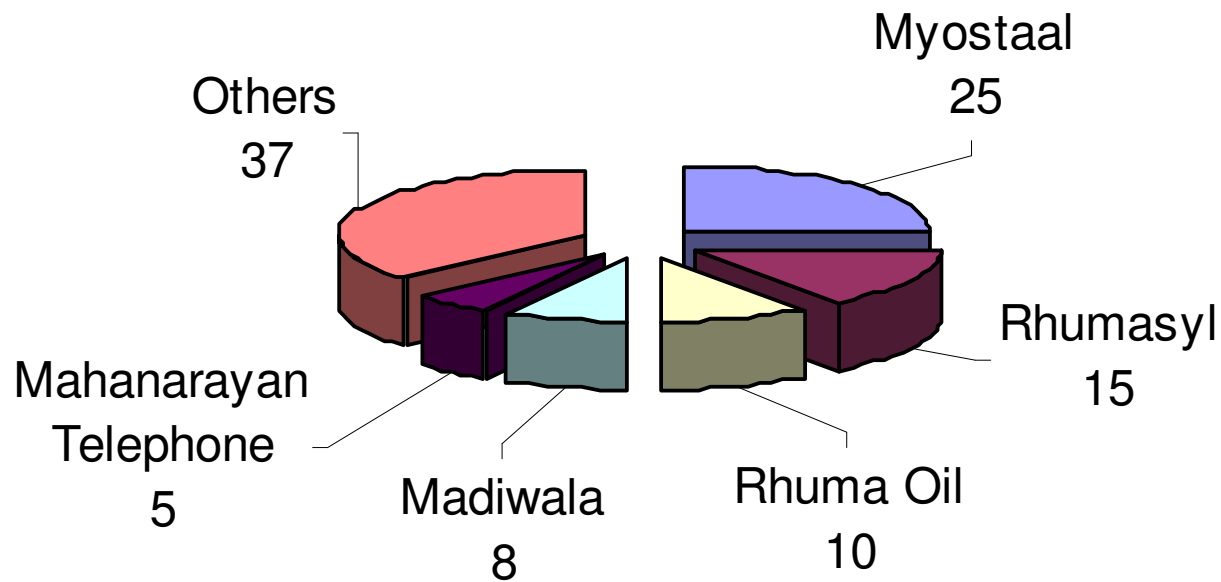
= No. of Chemists * Avg. Sales *
Approximate Price (100 ml)

= 7000 * (4 * 12) * 80

= Rs. 2.68 Cr.

Market Share (oftakes of Outlets)

Massage Oil (Joints)



■ Myostaal

■ Rhumasyil

■ Rhuma Oil

■ Madiwala

■ Mahanarayan Telephone

■ Others

Why Yes

- Of every 10 customers - 5/6 have joint pains
- Good off take from all the retailers
- Absence of Publicized brand

Why NO

- High retailer margins
- Market cluttered – plethora of products available

Competition Analysis

- No big players except Baidyanath & Zandu
- Huge share to unorganized players
- Average margin offered to retailer – 20%

Natural Lubricant

Product Name	Company Name	Size	MRP	Margin	Remarks
KY Jelly	Johnson and Johnson	30g	102	15%	Most running item, synonymous with segment, 3/4 pieces a month
Xylolan Jelly	Astrazenica Pharma	30g	32.9	15%	2/3 pieces a month
Lignox	Warren	30g	22	15%	2/3 pieces a month

Market (Natural Lubricants)

Total Approximate Market (Mumbai)

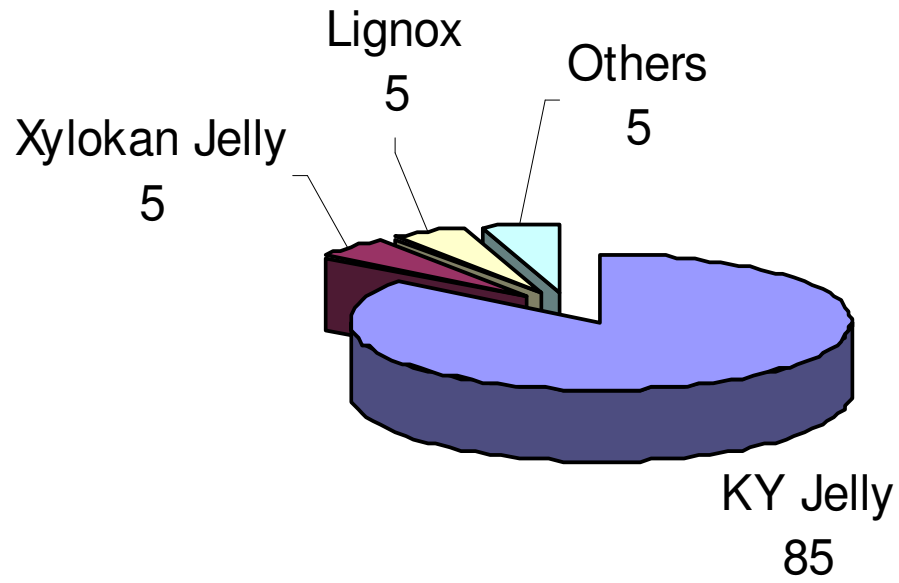
= No. of Chemists * Avg. Sales *
Approximate Price (100 ml)

= 7000 * (4 * 12) * 80 (50g)

= Rs. 2.65 Cr.

Market Share

Natural Lubricants



Why Yes

- Only few brands available
- Oil based products not present

Why NO

- Dominant leadership product in KY Jelly
- Synonymous with category
- Prescribed regularly by doctors
- High awareness amongst customers

Competition Analysis

- KY Jelly dominating the market with around 85% market share.
- KY Jelly also prescribed by doctors
- Difference of approximately Rs. 70 between MRP of KY Jelly & other brands

Chemists - Offtake

Area	Sion / Matunga / Dadar				Vile Parle			Andheri
Chemists	Adie Pharm acy	Laxmi Medical	Ramesh	Raj Medical	Karnik	Parle Chemist	Decent Chemist	Liberty Medico
Body Oil								
Himalaya	4	3	3	4	2	3	4	3
Keo-Karpin								
Joints Oil								
Myostaal	6	6	5	4	4	5	6	5
Rhumasyl	6	5	4	5	5	4	3	5
Rhuma Oil	3	5	6	4	5	5	6	4
Madiwala	3	3	4	2	3	3	3	4
Mahanarayan Telephone	3	2	3	4	3	4	4	3
Natural Lubrican ts								
KY Jelly	4	5	4	3	4	3	4	3
Xylokan Jelly	1	3	2	2	2	1	3	2
Lignox	1	2	1	1	1	2	2	3

Thank You!!!