

Success story :



SUCCESS STORY : SUCCESS STORY Karsanbhai Khodidas Patel, the founder of Rs. 2500 crore (US\$ 500 million) "NIRMA" group. Believed in value for money equation Sells 8, 00, 000 tonnes of detergent powder every year Market share of 35% Market Size : Market Size Closest threat to HUL with 35% market share. Nirma and Nima with 32 variants are distributed through more than 2 million retail outlets, generating gross sales in excess of Rs. 2600 crore. The company has reported 4% drop in sales and 13% decline in net profit Margins Achievements : Achievements 7th largest consumer brand by ACNielsen 03. First brand to recognize and harness the power of the Indian rural market. First Indian brands to merit a Harvard Business Review case study Products : Products Consumer Soaps Detergents Edible salt Scouring product Nirma shikakai Nirma shampoo Nirma toothpaste Industrial LAB (Linear Alkyl Benzene) AOS (Alfa Olefin Sulfonate) Sulfuric Acid Glycerin Soda Ash Pure salt Vacuum Evaporated Iodized Salt SSP- Single Super Phosphate Sodium silicate Soaps : Soaps Nirma Bath Soap Nirma Premium soap Nirma Beauty Soap Nirma Lime Fresh Soap Nima Rose Nima Sandal Nima Lime Nima Herbal Nirma Herbalina Detergents : Detergents Nirma Washing Powder Nirma Detergent Cake Super Nirma Washing Powder Nirma Popular Detergent Nirma Popular Detergent Cake Nima Green Powder Promotion : Promotion Featured a lady washing a garment Daughter was featured on the pack Focuses on value-for-money One of the oldest and catchy jingle first aired on radio in 1975, was broadcast on television in 1982 Nirma Consumer Care Limited Brand value : Brand value Initially every pack of Nirma came with a money back guarantee. Believes in bonding with the consumer. The jingle has been used by Nirma for the last 25 years. Recent Developments : Recent Developments The company has relaunched Nirma <https://assignbuster.com/success-story/>

Yellow Washing Powder and Nirma Beauty Soap, two of its strongest brands. Nirma Yellow Powder is being re-launched with improved formulation and new advertising. This is an extension of the original ad which will return after the launch is over. Nirma Beauty Soap is being re-launched with a new shape, fragrance and a smarter, brighter pack to improve shelf visibility

Acquired Searles Valley Minerals Operations and Searles Valley Minerals :

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