CHAPTER-1

OVERVIEW OF FMCG INDUSRY

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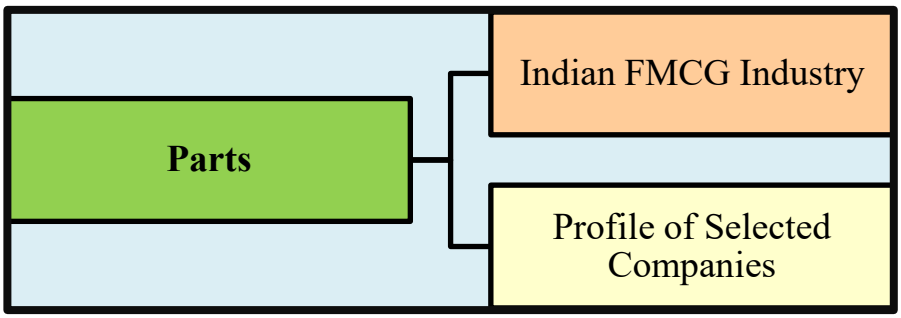
[1.1] INTRODUCTION:

This whole chapter is based on the industry which is selected for the research work as well as companies of Fast-Moving Consumer Goods Industry. The whole chapter is separated into two parts.

Figure: 1.1 Division of Chapter



[**Source:** Self-Constructed]

The first part of this chapter covers the information regarding Indian FMCG Industry and the second part of this chapter covers profile of selected FMCG companies. The content include in first part is as under…

- **Evolution of Indian FMCG Industry**
- **Segment of FMCG Industry**
- **Government Initiative**
- **Growth of FMCG Industry etc.**

The second part covers information regarding selected FMCG companies as well as financial health of selected FMCG companies. The content include in second part is as under…

- **Profile of Selected FMCG Companies**
- **Awards and Achievements**
- **History**
- **SWOT Analysis**

[1.2] MEANING:

It is also known as Consumer Packed Goods which are sold quickly as well as relatively on low cost.

PART-1

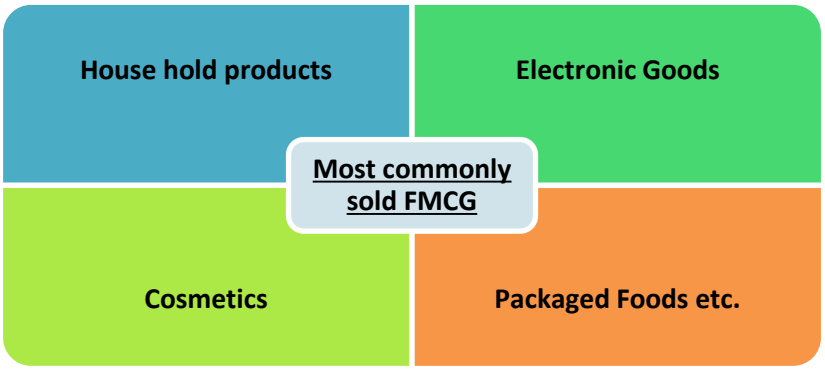
INDIAN FAST MOVING CONSUMER GOODS INDUSTRY

PART-1 INDIAN FAST MOVING CONSUMER GOODS INDUSTRY

The Fast Moving Consumer Goods (FMCG) or Fast Moving Consumer Goods (CPG sector is responsible for the production, distribution and marketing of Fast Moving Consumer Goods. FMCG industry is the fourth largest sector of the Indian economy.

- 50% of market sales are home and personal care products
- 31- 32% are health products, and
- 18-19% are food and beverages.

Figure-1.2: Segments in Indian FMCG Sector



[1.3.1] EVOLUTION OF FMCG INDUSTRY:

Between 1950 and 1980, there was limited investment in the FMCG sector. Local people had lower purchasing power, which meant that people opted for necessity products rather than premium products. Indian government was inclined towards favoring the local shops and retailers.

[1.3.2] SEGMENT IN FMCG SECTOR:

FMCG products are typically divided into various types depending on the sector they are sold in. These consist of the following:

- Food and Beverages
- Personal Care

- HealthCare Goods
- Home Care Commodities

1. **Food & Beverages**

Due to their short shelf lives and high turnover rates, food and beverage products typically fall under the FMCG category. Listed below are various examples of food and beverage products that are usually categorized as FMCGs-

- Prepared foods like Pasta, Bread, and Potato Chips.
- Food that is ready to eat, such as Crisps or Nut Packets.
- Beverages like Soda Cans, Coffee Cups, and Bottled Water.

2. **Personal Care**

Shampoo and Toothpaste are examples of personal care items that fall under the FMCG category because consumers frequently use them, often purchase them at low prices, and they are not long-lasting. Examples of these are lotions, Hair Dye, Lipsticks, Cosmetics, Deodorants, Bath Soap, and other dental care items.

3. **HealthCare Goods**

Healthcare products are included in the FMCG category because they are frequently in high demand, poorly made, and widely dispersed. These consist of items like Syringes, Bandages, Plasters, etc.

4. **Home Care Commodities**

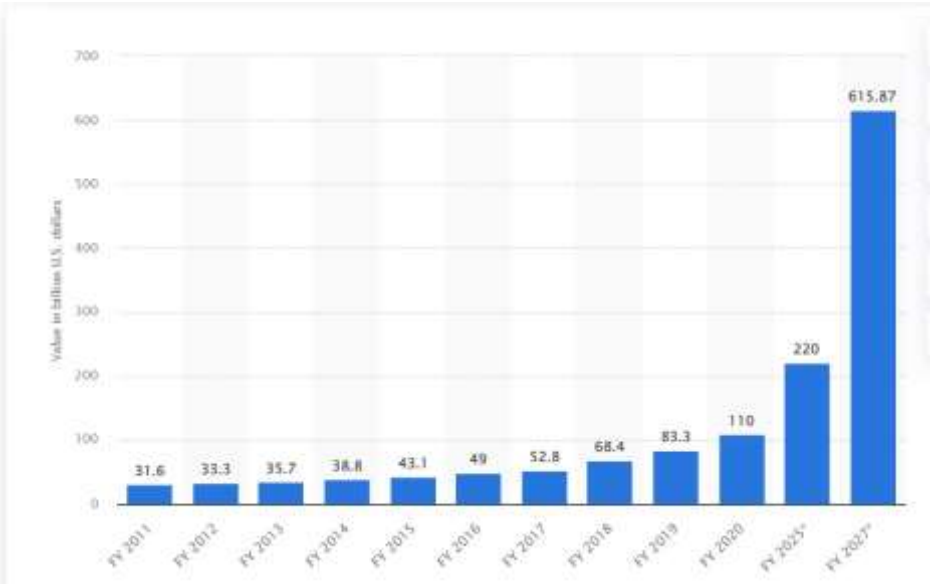
Household goods also fall under this category since they are frequently standardized, low-durability products widely distributed and sold at typically low unit prices. They include Dusters, Toilet Paper, Bleach, Cleaning Supplies, and Kitchen Towels.

[1.3.3] MARKET SIZE OF INDIAN FMCG INDUSTRY:

An extensive summary of India's FMCG market share is provided below-

- From US$ 110 billion in 2020, the FMCG market in India is projected to grow at a CAGR of 14.9% to US$ 220 billion by the next couple of years.
- The packaged food market in India is anticipated to grow twofold to US$ 70 billion in the next few years.
- Urban and Rural Areas are becoming more connected to the internet, increasing the requirement for FMCG India, primarily through e-commerce sites.
- There is potential for growth due to rising disposable income in rural India and low levels of market penetration.
- It is anticipated that the e-commerce sector will account for 11% of all FMCG sales.
- Due to the year-round demand for FMCG products, investments in this sector draw investors.

Figure-1.3: Market Size of Indian FMCG Sector



https://www.statista.com/statistics/742463/india-fmcg-market-size

[1.3.4] INVESTMENT AND RECENT DEVELOPMENT IN FMCG INDUSTRY:

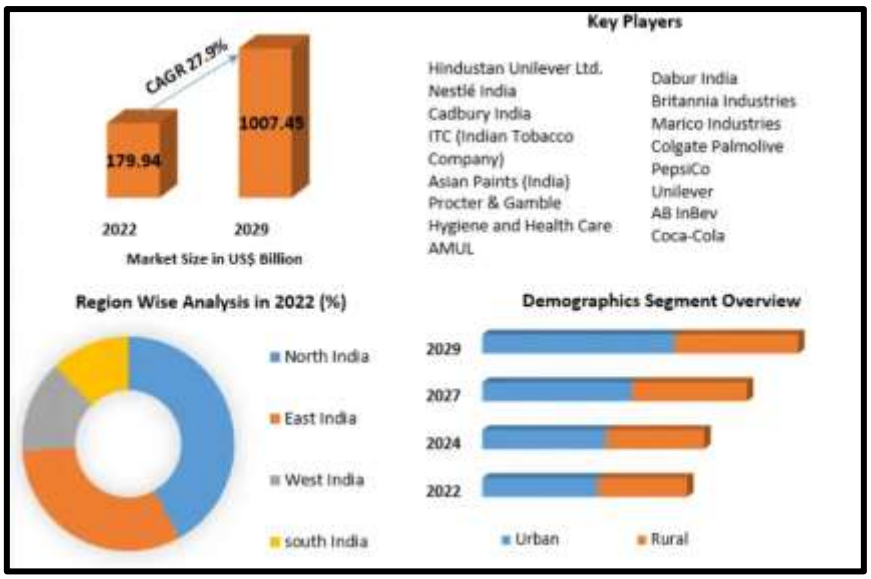
The Indian government has permitted 51% of Foreign Direct Investment (FDI) in multi-brand retail and 100% of FDI in food processing. This would inspire more product launches while increasing employment, supply chains, and consumer spending.

From April 2000 - June 2018, the Indian FMCG industry saw a healthy FDI inflow of US$ 13.63 billion. The following are some recent developments in this industry:

- Patanjali Foods plans to invest millions in several food parks in Maharashtra, Madhya Pradesh, Assam, and Andhra Pradesh.
- In addition to investing in capacity expansion, Dabur intends to buy businesses in its home country.
- The RP-Sanjiv Goenka Group established a $1 billion venture capital fund to invest in FMCG start-ups.
- Future Consumer Ltd. and Fonterra have announced a joint venture to produce various dairy products for consumers and restaurants.
- A US chocolate manufacturer intends to invest millions of dollars in India, its largest rising core audience outside of the United States, over the next five years.

[1.3.5] GROWTH OF INDIAN FMCG INDUSTRY:

The Indian FMCG market was valued at US $ 179.94 Bn. in 2022, and it is expected to reach US $ 1007.45 Bn. by 2029 with a CAGR of 27.9% during the forecast period. Growing youth population, changing lifestyles, and increasing brand awareness among the consumers are also contributed to the growth of India FMCG sector.



https://www.maximizemarketresearch.com

[1.3.6] TOP 10 FMCG COMPANIES OF INDIA:

On the basis of Market capitalization, following are the top ten FMCG companies of India: Here's a table showcasing the top FMCG companies in India as of December 04, 2023, ranked by their market caps as of December 04, 2023.

Table:1.1 Top 10 FMCG Companies of India on the basis of Marke Capitalization on December 2023

Rank	FMCG Company Name	Market Cap (in INR, Lakh Crore)
1	Hindustan Unilever Limited (HUL)	6.11
2	ITC Limited	5.66
3	Nestle India Limited	2.35
4	Varun Beverages Limited (VBL)	1.39
5	Britannia Industries Limited	1.18
6	Godrej Consumer Products	1.06
7	Dabur India Limited	0.969
8	Tata Consumer Product	0.879
9	United Spirits	0.764
10	Marico Limited	0.69

[Source: https://www.forbesindia.com/]

PART-2

PROFILE OF SELECTED FMCG COMPANIES

HINDUSTAN UNILEVER LIMITED

[1.4.1A] GENERAL INFORMATION OF HUL:

Table:1.2 General Information of HUL

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 500696
3	Founded	17 October 1933
4	Headquarters	Mumbai
5	Key People	Rohil Jawa (CEO)
6	Number of Employees	21000 (2020)
7	Parent	Unilever plc
8	Website	www.hul.co.in
9	Tagline/Slogan	Jitna Tasty Utna Healthy
10	Net income (2023)	₹10,143 crore
11	Awards	Porter Prie-2014 Most Innovative Company

[Source:www.hul.com]

[1.4.1B] HISTORY OF HUL:

Table:1.3 History of HUL

Year	Particulars
1933	The history of Hindustan Unilever Limited began in 1933 by the Lever brothers
1956	Hindustan Lever Limited (HLL) was formed in 1956 when it amalgamated with many Indian corporations. ● Many famous brands, such as Lux, Lifebuoy, Surf Excel, and Fair & Lovely, were introduced in India.
2003	Hindustan Lever Network is launched, and the Amalgam Group is purchased.
2006	Mumbai now houses Brookfield's' food activities.

2018	Hindustan Unilever Ltd. (HUL), which has a market capitalization (m-cap) of more than Rs 3 lakh crore, has joined the group of India's top five most valuable corporations.
2020	To grow their businesses, hospitality company OYO and big global consumer products company Unilever have teamed together.
2023	As of 2023, it is India's top FMCG firm, with a diverse product line and extensive market penetration.

[Source:www.hul.com]

[1.4.1C] CLASSIFICATION OF PRODUCTS:

- Annapurna salt and Atta (formerly known as Kissan Annapurna)
- Bru coffee
- Brooke Bond tea
- Kissan squashes, ketchups, juices and jams
- Lipton ice tea
- Knorr soups & meal makers and soupy noodles
- Kwality Wall's frozen dessert
- Hellmann's mayonnaise
- Magnum (ice cream)
- Cornetto Ice cream cone
- Horlicks (Health Drink)

Homecare

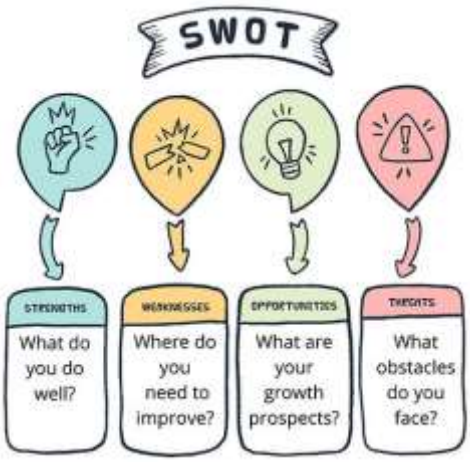
- Active Wheel detergent
- Cif Cream Cleaner
- Comfort fabric softeners
- Domex disinfectant/toilet cleaner
- Nature Protect disinfectant surface cleaner
- Rin detergents and bleach
- Sunlight detergent and colour care
- Surf Excel detergent and gentle wash
- Vim dishwash
- Magic – Water Saver

Personal care

- Aviance Beauty Solutions
- Axe deodorant, aftershave lotion and soap
- LEVER Ayush Therapy ayurvedic health care and personal care products
- International breeze
- Brylcreem hair cream and hair gel
- Clear anti-dandruff hair products
- Clinic Plus shampoo and oil
- Close Up toothpaste
- Dove skin cleansing & hair care range: bar, lotions, creams and anti-perspirant deodorants
- Denim shaving products
- Glow and Lovely, skin lightening cream
- Hamam
- Indulekha
- Lakmé beauty products and salons
- Lifebuoy soaps and handwash range
- Liril 2000 soap
- Lux soap, body wash & deodorant
- Pears soap, body wash
- Pepsodent toothpaste
- Pond's creams & talcs
- Rexona
- Sunsilk shampoo
- Sure anti-perspirant
- Vaseline petroleum jelly, skincare lotions
- TRESemmé
- TIGI

Water purifier

- Pureit



https://www.marketingweekly.in/

Strengths:

- Extensive distribution network in Deep rural geographies.
- An Innovative FMCG company.
- High brand recall among consumers.
- Products with a presence in over 20+ consumer categories.
- Quality of Human Resources.

Weaknesses:

- A High number of portfolios makes it difficult to focus.
- Slow to pivot and less agile compared to startups.
- Portfolio of Oral care & deodorant segment losing market share.

Opportunities:

- M&A to strengthen the brand.
- Increasing purchasing power of people thereby increasing demand.
- Rise of Internet economy via hyperlocals like BlinkIt, Zepto, Etc.
- Extraction from Modern Trade channels like Dmart, JioMart, etc.

Threats:

- Competition from D2C (Direct to consumer) startups like BSC, The Man Company, Beardo, etc.
- Competition from new players like Patanjali & Joy.
- Private labels of Modern Trade such as Snac Atac from Jio etc.
- Market Saturation.

ITC LIMITED

[1.4.2A] GENERAL INFORMATION OF ITC LIMITED:

Table:1.4 General Information of ITC Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE:500875 & NSE:ITC
3	ISIN	INE154A01025
4	Industry	Conglomerate
5	Founded	24 august 1910
6	Founder	Sanjiv Puri
7	Headquarters	Virginia House, Kolkata
8	Area Served	India subcontinent and Gulf countries
9	Products	Consumer goods, Apparel, Education etc.
10	Number of Employees	49824 (2023)
11	Website	www.itcportal.com
12	Awards	World Business Development Award The Corporate Award for Social Responsibility

[Source:www.itc.com]

[1.4.2B] HISTORY OF ITC LIMITED:

Table:1.5 History of ITC Limited

Year	Particulars
1953	Acquirement of the manufacturing business of Tobacco Manufacturers (India) Ltd.
1954	The Company was converted into a Public Limited Company on 27th October.
1970	The name of the Company was changed from the Imperial Tobacco Co. of India Ltd. to India Tobacco Co. Ltd. in May.

1972	Entered into the hotel business in October.
1973	Received the approval of Govt. for setting up three processing plants.
1975	Purchased the net asset in India of the India Leaf Tobacco Development Co. Ltd.
1979	Company's chain of hotels' name was changed from "Welcome Hotels" to "Welcomgroup".
1983	A new Company under Gujarat Hotels was incorporated under a joint agreement between the Company and Gujarat Industrial Investment Corporation. They set up a 144-room hotel at Vadodara known as Welcomegroup Vadodara.
1986	The Company signed a joint venture agreement with MP Audyogik Vikas Nigam to set up four hotels over the next five years.
1987	New brands- Wills Flake Premium Filter and Scissors Filter were introduced. The Company also acquired Nedovs Hotel, Srinagar, on lease.
1988	Different varieties of oilseeds under the brand name "ADARSH" and cooking oil under "SUNDROP" were launched into the market.
1990	Refined mustard oil under the brand name "REAL GOLD" was introduced in the market.
1993	Successfully launched Hero and Classic Milds brand Cigarettes.
1995	Introduced the capstan Menthol filter, capstan standard, and Bristo standard and re-designed Gold Flake Kings and Berkley Filter. Further, Gold Flake Lights in Kingsize was introduced into the test markets.
1996	The Company launched Classic Ultra Milds and Wills Natural Lights brands.
1997	ITC Classic Finance Ltd. was signed with ICICI Ltd.

1998	ITC had nearly 105 subsidiaries involved in various kinds of operations.
2003 to 2012	2003: ITC Ltd's Spriha brand of natural incense sticks (Agarbathis) manufactured by Cottage Industries was launched on February 21, 2003. 2008: Launched eco-friendly "Paperkraft Premium Business Paper". 2010: ITC flourished into the Rs. 1,700-crore fairness cream market. The Indian cigarette industry attracts international brands, and consequently, one of India's foremost private sector companies and the most significant domestic cigarette manufacturer ITC entered the Cigars business in India. 2011: ITC Ltd - Padma Bhushan for Mr Y C Deveshwar, Chairman of the Company. We launched renowned brands like Classmate Notebooks and John Players. 2012: ITC's leading personal care brand, announced the launch of its unique Skin Nourishing Range of Soaps - Vivel
2022	With a Gross Sales Value of ₹ 90,104 crores and Net Profit of ₹ 15,058 crores on March 31st, 2022, Limited India is ranked as one of the Most Profitable FMCG companies in India.

[Source:www.itc.com]

[1.4.2C] CLASSIFICATION OF PRODUCTS:

[1.4.2D] SWOT ANALYSIS OF ITC LIMITED:

NESTLE INDIA LIMITED

[1.4.3A] GENERAL INFORMATION OF NESTLE INDIA LIMITED:

Table:1.6 General Information of Nestle India Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 500790 NSE: NESTLEIND
3	Founded	28 March 1959
4	Headquarters	Nestle House, Jacaranda Marg, India
5	Area Served	India
6	Key-People	Suresh Narayanan (CMD) David Steven McDaniel (CFO)
7	Number of Employees	7,649
8	Parent	Nestle
9	Website	www.nestle.in
10	Tagline/Slogan	The Good food, Good life
11	Awards	The Advertising Club's MARQUEES Awards 'Gomant Suraksha Puraskar' Award. CSR Leadership Awards 2019.

[Source:www.nestle.com]

[1.4.3B] HISTORYOF NESTLE INDIA LIMITED:

Table:1.7 History of Nestle India Limited

Year	Particulars
1959	Nestlé India Limited was incorporated at New Delhi on 28 March 1959 and was promoted by Nestle Alimentana S.A. via a wholly owned subsidiary, Nestle Holdings Ltd.,
1961	The company built their first production facility in 1961 at Moga, in the Indian state of Punjab.
1989	In 1989, the company established a factory at Nanjangud in Karnataka
2000	In April 2000 they entered the liquid milk and iced tea markets
2020	In October 2020, Nestle India announced investment of Rs. 2,600 crores for a new plant at Sanand in Gujarat. Initial phase of production commenced from 1 October 2021
2022	Nestlé India Limited's market cap as of December 2022 stood at Rs. 1,93,666.87 crore.

[Source:www.nestle.com]

[1.4.3C] CLASSIFICATION OF PRODUCTS:

- Beverages, Breakfast Cereals
- Chocolates and Confectionery, Dairy
- Nutrition, Foods
- Vending and Food Services

[1.4.3D] SWOT ANALYSIS OF NESTLE INDIA LIMITED:

VARUN BEVERAGES LIMITED

[1.4.4A] GENERAL INFORMATION OF VARUN BEVERAGES LIMITED:

Table:1.8 General Information of Varun Beverages Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE:540180 & NSE: VBL
3	Founded	1995
4	Headquarters	Gurgaon, Haryana, India
5	Area Served	India, Nepal, Morocco, Sri Lanka, etc.
6	Key People	Ravi Jaipuria
7	Parent	RJ Crop
8	Website	www.varunbeverages.com
9	Awards	National Best Employer Global Best Employer Golden Peacock National Quality Award

[Source: www.varunbeverages.com]

[1.4.4B] HISTORYOF VARUN BEVERAGES LIMITED:

Table:1.9 History of Varun Beverages Limited

Year	Particulars
	1995 -Incorporation of the Company as public limited company 1996 - Started operation at Jaipur 1999 -Started operations in Alwar, Jodhpur and Kosi 2004 -Merger of DBL with the Company pursuant to the order of High Cthet of Delhi dated October 6, 2004 2012 2016 -The Company acquired entire shareholding of Arctic International Private Limited in Varun Beverages Mozambique, Limited. 2017 -Varun Beverages Increased stake in Zambia subsidiary, Varun Beverages (Zambia) Limited, to 90% from 60% -Varun Beverages

	Concluded the acquisition of PepsiCo IndiaÂ’ s previously franchised territories of the State of Odisha and parts of Madhya Pradesh along with two manufacturing units at Bargarh (Odisha) and Mandideep (MP) 2018 -Varun Beverages Concluded the acquisition of PepsiCo India’s previously franchised territory of the State of Chhattisgarh, Bihar and Jharkhand along with two manufacturing units at Cuttack (Odisha) and Jamshedpur (Jharkhand 2019 -Varun Beverages Ltd. has recommended the issue of Bonus Shares in the ratio of 1:2. -Varun Beverages acquires 20% stake in Lunarmech Technologies 2021 -Varun Beverages recommended the Bonus Issue of Equity Shares in the proportion of 1 (One) Equity Share of Rs. 10/- each for every 2 (Two) Equity Shares 2022 -Varun Beverages received Business Leader Awards for Best Corporate Governance Practices2022. -Varun Beverages has issued Bonus Shares in the Ratio of 1:2.

[Source: www.varunbeverages.com]

[1.4.4C] CLASSIFICATION OF PRODUCTS:

VBL manufactures, markets and distributes PepsiCo owned products, which include carbonated soft drinks, carbonated juices, juice-based beverages, energy drinks and packaged bottled water, through its vast manufacturing facilities and well established distribution network.

The various PepsiCo brands manufactured and distributed by Varun Beverages Ltd VBL include

- Pepsi,
- Pepsi Black,
- Diet Pepsi,
- Pepsi Max,
- Mirinda Lemon,
- Mirinda Orange,

- Mountain Dew,
- Mountain Dew Ice,
- Slice Fizzy,
- Seven-Up,
- Seven-Up Nimbooz Masala Soda,
- Teem, Sting,
- Evervess,
- Tropicana Slice,
- Tropicana Juices (100%, Delight and Essentials),
- Seven-Up Nimbooz,
- Gatorade, as well as packaged drinking water under the brand Aquafina.

[1.4.4D] SWOT ANALYSIS VBL :

Strengths:

- The overall performance of the company is satisfactory. It has been performing well in the last two years, with improving return ratios
- Its energy drink product "Sting" has achieved a significant share in its overall product mix and has firmly established its leadership position in the category.

Its Sales CAGR (compound annual growth rate) has been growing at 24%, and its net revenue has increased significantly at a CAGR of 26.7% over the last five years. For the same period, the EBITDA and net profit margin have recorded a CAGR of 35.1% and 50.8%, respectively.

Weaknesses:

There exists a promoter's pledge of 0.04%. Institutional investors, FIIs and FPIs, and mutual funds have decreased their shareholding in the March 2023 quarter. The company had a net debt of around Rs. 4,000 Cr as of March 31, 2023.

Opportunities:

The company has several growth and expansion plans. It has been focusing on acquiring brands and diversifying. They have decided to enter into value-added

dairy products and are allowed to use the "CreamBell" trademark, an established brand, for ambient temperature value-added dairy-based beverages.

Threats:

There have been no apparent threats to the company. However, the emergence of the Campa-Reliance collaboration has definitely created an interesting scenario for both Coke and PepsiCo. The management is confident in their products, growth and expansion plans, and diversification strategies. There are also some local players, but the prime competition would definitely be among these three MNC giants.

BRITANNIA INDUSTRIES LIMITED

[1.4.5A] GENERAL INFORMATION OF BRITANNIA INDUSTRIES LIMITED:

Table: 1.10 General Information of Britannia Industries Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 500825 NSE: BRITANNIA
3	Founded	1892
4	Headquarters	Hungerford Street, Kolkata, West Bengal, India
5	Area Served	Worldwide
6	Products	Bakery & Dairy Products
7	Number of Employees	4480 (2019)
8	Subsidiaries	Manna Foods Private Limited International Bakery Products Limited
9	Website	www. britannia.com
10	Tagline/Slogan	'Exciting goodness'
11	Awards	Global Performance Excellence Awards Global Sustainability Leadership Award

[Source:www.britannia.com]

[1.4.5B] HISTORYOF BRITANNIA INDUSTRIES LIMITED:

Table:1.11 History of Britannia Industries Limited

Year	Particulars
1982	A group of British businessmen with an investment of ₹295. Initially, biscuits were manufactured in a small house in central Kolkata.
1918	The Company was born on 21st March of the year 1918 as a public limited company.
1921	Britannia became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But more importantly Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II the Government reposed its trust in Britannia by contracting it to supply large quantities of 'service biscuits' to the armed forces.
1924	- A new factory was established in the year 1924 in Mumbai. In the same year the Company became a subsidiary of Peek Frean & Company Limited UK
1965	A new bread bakery was set up at Delhi in the year 1965.
1975	Britannia Biscuit Company takes over biscuit distribution from Parry's during the year 1975.
1976	The company had introduced Britannia bread in Calcutta and Chennai.
1978	The company made Public issue, in that Indian shareholding crossed 60%.
1979	The Company redefined itself from Britannia Biscuit Company Limited to Britannia Industries Limited. Fast forward to Current Status, 2021 - Britannia is one of India's oldest existing companies. It is now part of the Wadia Group headed by Nusli Wadia. Britannia's revenue stood at 11,878.95 crores INR (US$1.7 billion) in 2020.

[Source:www.btitannia.com]

[1.4.5C] CLASSIFICATION OF PRODUCTS:

- Britannia Marie
- Biscuits
- Maska Chaska

- Rusk
- Bakery
- Britannia 50-50
- Britannia Nutri Choice
- Good Day
- Little Hearts
- Milk

[1.4.5D] SWOT ANALYSIS OF BRITANNIA INDUSTRIES LIMITED:

Strengths:

- Britannia has been around 120 years in the industry
- Britannia is one of India's most trusted brand with strong brand recall
- Wide range of bakery products like biscuits, rusks, cakes and dairy products like milk, butter, cheese, etc.
- Strong distribution network ensuring proper availability of the products even in the remotest of areas
- Britannia has a major share in biscuits industry
- Marketing and advertising efficiency

Weaknesses:

- Lower market share for Britannia in dairy segment
- Heavy expenditure on advertising and marketing
- Similar products produced by many companies means high brand switching

Opportunities:

- Increase in purchasing power of people in India
- Increase its share in the dairy industry
- Product line extension can benefit Britannia as the company has loyal customers
- Expansion in other countries

Threats

- Lower price offering competitors can affect Britannia's market share
- Local dairies and bakeries can cause business losses
- Inflation can cause fall in sales and revenue
- Rise in cost of raw materials

GODREJ CONSUMER PRODUCTS

[1.5.6B] GENERAL INFORMATION OF GODREJ CONSUMER PRODUCTS.:

Table:1.12 General Information of Godrej Consumer Products

Sr. No.	Particulars	
1	Type	Public
2	Traded as	NSE: GODREJCP BSE: 532424
3	Founded	2001
4	Headquarters	Mumbai, India
5	Area Served	India
6	Key People	Adi Godrej
7	Number of Employees	2768 (2020)
8	Parent	Godrej Group
9	Website	www. godrejcp.com
10	Tagline/Slogan	Let's make Goodness
11	Revenue (2022)	12366 crore
12	Awards	'Women Empowerment'

[Source: www. godrejcp.com]

[1.4.6B] HISTORY OF GODREJ CONSUMER PRODUCTS:

Table:1.13 History of Godrej Consumer Products

Year	Particulars
2001	Godrej Soaps is demerged into a Chemicals business, Godrej Chemicals, and a focused FMCG business, Godrej Consumer Products - which is how we are now known.
2002	Godrej Consumer Products Ltd has informed BSE that it would buyback its own fully paid up
2004	-GCPL launches 'Cinthol Deo Soap'

	-Godrej Consumer mulls to buy-back equity shares from open market
2009	-GCPL to tap rural market with brand new soap 'Nimin' 2009 - Godrej pampers barbers to boost sales. - Godrej eyes insecticide biz.
2021	-GCPL launches ProClean, forays into home cleaning products category. -GCPL insures workforce of more than 4000 personnel against COVID-19.
2022	-GodrejConsumer Products Limited (GCPL), unveiled Godrej Magic Bodywash, Indias first ready-tomix bodywash at just INR.45. -GCPL roped Shah Rukh Khan as the brand ambassador for Godrej Magic Bodywash.

[Source: www. godrejcp.com]

[1.4.6C] CLASSIFICATION OF PRODUCTS:

- Cleaning agents
- Personal care,
- Skin care;

[1.4.6D] SWOT ANALYSIS GODREJ CONSUMER PRODUCTS LTD. :

Strengths:

- Godrej Consumer is one of the leading companies based out of India
- Some of its products and brands are recognized as the 100 most trusted brands
- Godrej Consumer has its presence in more than 60 countries
- Over 2000 full-time employees are a part of the company's workforce

- The brand has a widespread distribution network across India and its products reach in every corner of the country

Weaknesses:

- Market share is limited due to presence of other strong FMCG brands
- Godrej Consumer products has a stiff competition from big domestic players and other international brands

Opportunities:

- Tap rural markets and increase penetration in urban area
- Mergers and acquisitions can strengthen the Godrej Consumer brand
- Increasing purchasing power of people can lead to increase in demand

Threats:

- Intense and increasing competition amongst other FMCG companies can lead to los of business
- It's business can reduce due to FDI in retail and by allowing international brands
- Competition from unbranded and local products can affect margins for Godrej products

DABUR INDIA LIMITED

[1.4.7A] GENERAL INFORMATION OF DABUR INDIA LTD.

Table:1.14 General Information of Dabur India Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 500096, NSE: DABUR
3	Founded	1884
4	Founder	S. K. Burman
5	Headquarters	Ghaziabad, Uttar Pradesh, India
6	Area Served	Worldwide
7	Key People	Mohit Burman (Chairman), Mohit Malhotra (CEO)
8	Website	www.dabur.com
9	Tagline/Slogan	"Celebrate Life"
10	Award	Dabur wins ICSI National Award for Excellence in Corporate Governance-2019

[Source: www.dabur.com]

[1.4.7B] HISTORY OF DABUR INDIA LIMITED:

Table:1.15 History of Dabur India Limited

Year	Particulars
1884	Birth Of Dabur
1896	Setting Up a Manufacturing Plant
1919	Establishment Of Research Laboratories
1936	Dabur India (Dr. S.K. Burman) Pvt. Ltd.
1986	Public Limited Company
1997	Foods Division / Project Stars
2007	Dabur Foods Merged with Dabur India
2021	Market Cap Crosses Rs 1,00,000 Crore
2022	Dabur Revenue Crosses Rs 10,000 Crore

[Source: www.dabur.com]

[1.4.7C] CLASSIFICATION OF PRODUCTS:

- Personal care
- Skin care
- Hair care
- Oral hygiene
- Health supplements
- Drinks

[1.4.7D] SWOT ANALYSIS OF DABUR INDIA LIMITED:

Strengths:

- Dabur has products present in over 60 c0untries and distribution through 5000 distributors and 3 million outlets
- Strong brand image and product development strength of Dabur
- Strong distribution network and an extensive supply chain
- Dabur has welfare activities in health care, education and other socio-economic activities
- Has focus markets in GCC, Egypt, Nigeria, US, Nepal etc

Weaknesses:

- Fake products sold under the name of their brands
- Dabur products has stiff competition from big domestic players and international brands

Opportunities:

- Companies with current TTM PE Ratio less than 3 Year, 5 Year and 10 Year PE
- Brokers upgraded Tapping rural markets and increase penetration in urban areas can boost Dabur
- Mergers and acquisitions to strengthen the brand
- **Threats**
- Intense and increasing competition amongst other FMCG companies means burden of Dabur's market share
- FDI in retail thereby allowing international brands

TATA CONSUMER PRODUCT

[1.4.8A] GENERAL INFORMATION OF TATA CONSUMER PRODUCT:

Table:1.16 General Information of Tata Consumer Products

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 500800 NSE: TATACONSUM
3	Founded	1962
4	Headquarters	Kolkata, India
5	Area Served	Worldwide
6	Key People	Sunil D'Souza (CEO & MD) Natarajan Chandrasekaran (Chairman)
7	Number of Employees	3930 (2023)
8	Parent	Tata Group
9	Website	www.tataconsumer.com
10	Tagline/Slogan	To nurture the human spirit - one person, one cup, one neighborhood at a time
11	Awards	Disruptive Brand of the Year. Best Disruptive Regional Campaign – Gold. Best Disruptive Customer Centric Campaign – Silver. Best Campaign in FMCG – Silver.

[Source: www.tataconsumer.com]

[1.4.8B] HISTORY OF TATA CONSUMER PRODUCTS:

Table:1.17 History of Tata Consumer Products

Year	Particulars
1962	The Company was incorporated on 18th October, as a private limited company and was converted into a public limited company on 8th May, 1963.

1968	The Company's operations were adversely affected by heavy development expenses incurred towards marketing and production of instant tea by the green leaf process, a hitherto untried commercial process but one with immense possibilities.
1998	Tata Tea is the largest integrated tea company in the world with 53 estates spread over 24,500 hectares in Assam, W Bengal, Tamil Nadu and Kerala.
2021	Tata Consumer Products extends medical insurance cover to partners of its LGBTQ employees. -Tata Coffee wins FICCI Sustainable Agriculture Award 2021 for its Soil and Water Conservation Initiatives.
2022	Tata Consumer Takes a Step Further in its Iodization Journey in India with the Launch of Shuddh By Tata Salt. -Tata Consumer Products. Project Jalodari to help conserve 183 million litres of water.

[Source: www.tataconsumer.com]

[1.4.8C] CLASSIFICATION OF PRODUCTS:

Tata Consumer Products combines the food and beverages brands, which include

- Tata Salt,
- Tata Tea,
- Tata Sampann,
- Tetley,
- Soulfull and
- Himalayan mineral water, under a single umbrella.

[1.4.8D] SWOT ANALYSIS OF TATA CONSUMER PRODUCTS:

Strengths	Weaknesses
1. Diversity in product portfolio 2. TCPL has a strong global presence and consumer base 3. Leading packaged tea brand in India 4. Trusted band among consumers in India 5. Successful in strengthening and accelerating core business 6. Recipient of various prestigious awards	1. Lesser return on capital employed as compared to competitors. 2. Low profit margins due to fluctuating input prices.
Opportunities	**Threats**
1. Rise in rural disposable income shows room for expansion and growth. 2. Expansion in flavors of beverages sold to attract younger audience. 3. Expansion of presence in health and protein space 4. Strategic acquisitions to become a large player in packaged foods business	1. Variability in plantation yield may impact margins 2. Changes in consumer lifestyle and preferences. 3. Exchange rate and interest rate fluctuations 4. Fluctuations in input prices

https://www.swotandpestle.com/tata-consumer-products-limited

UNITED SPIRITS LIMITED

[1.4.9A] GENERAL INFORMATION OF UNITED SPIRIT LIMITED:

Table:1.18 General Information of United Spirit limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 532432 NSE: MCDOWELL-N
3	Founded	1999
4	Founder	Angus McDowell
5	Headquarters	Bangalore, Karnataka.
6	Area Served	Worldwide
7	Key People	Hina Nagarajan (MD & CEO
8	Products	Alcoholic beverages: spirits, beer and wine
9	Number of Employees	3,200 (2022)
10	Website	www.diageoindia.com
11	Tagline/Slogan	No1 Yaari Ka No1 Spirit

[Source:www.unitedspirit.com]

[1.4.9B] HISTORY OF UNITED SPIRITS LIMITED:

Table:1.19 History of United Spirits Limited

Year	Particulars
1999	United Spirits Ltd was incorporated
2002	McDowell Alcobev becomes the wholly owned subsidiary of the company.
2003	Rolls out its new Whisky brand, 'Derby Special Whisky' in Andhra Pradesh Market.

2014	United Spirits Ltd Diageo completes Tender Offer for 26% of United Spirits Ltd 2015
2022	Diageo India announced an investment of INR 31.5 crores to acquire a strategic minority stake in Nao Spirits & Beverages Private Ltd. -Diageo India invests Rs 45 crore in its state-of-the-art Craft and Innovation Hub in Ponda, Goa.

[Source:www.unitedspirit.com]

[1.4.9C] CLASSIFICATION OF PRODUCTS:

- Indian Whisky,
- Scotch Whisky,
- Brandy,
- Rum,
- Gin And Wine

[1.4.9D] SWOT ANALYSIS OF UNITED SPIRITS LIMITED:

Strengths:

- Company with Low Debt
- Increasing Revenue every quarter for the past 2 quarters
- Annual Net Profits improving for last 2 years
- Book Value per share Improving for last 2 years

Weaknesses:

- MFs decreased their shareholding last quarter 190% returns for over 6.4 years
- Poor cash generated from core business - Declining Cash Flow from Operations for last 2 years -25.7% returns for Nifty 500 over 1.9 years
- Decline in Net Profit with falling Profit Margin

Opportunities:

- To enter in non-alcoholic beverages.

- **Threats:**

Close competitors….

- Imperial Blue
- Royal Stag
- Officer's Choice
- Original Choice
- Hayward's Fine

MARICO LIMITED.

[1.4.10A] GENERAL INFORMATION OF MARICO LTD.:

Table:1.20 General Information of Marico Limited

Sr. No.	Particulars	
1	Type	Public
2	Traded as	BSE: 531642 NSE: MARICO
5	Founded	1988
6	Founder	Harsh Mariwala
7	Headquarter	Santacruz, Mumbai, Maharashtra, India
8	Area Served	Worldwide
9	Key People	Harsh Mariwala (Chairman) Saugata Gupta (MD & CEO)
11	Number of Employees	1631: 2020
12	Website	www.marico.com
13	Awards	Marico's Consumer Cell has won the Service Quality Excellence Award Marico recognized with Food Safety Kaizen Award

[Source: www.marico.com]

[1.4.10B] HISTORY OF MARICO LIMITED:

Table:1.21 History of Marico Limited

Year	Particulars
1988	Incorporated
1989	The name of the Company was changed to Marico Industries Limited
1997	Marico Industries has launched three new variants of coconut oil - light oil, nutra sheen liquid and nutra sheen creme-under the brand name Parachute.
2005	MBL acquires soap brand Aromatic
2020	Marico Limited launches Ayurvedic Products.
2022	Marico launches first of its kind yummy soya snack for small hunger - Saffola Soya Bhurji.

[Source: www.marico.com]

[1.4.10C] CLASSIFICATION OF PRODUCT:

Hair Oils:

- Parachute Coconut Oil
- Parachute Advansed Coconut Hair Oil

Value-Added Hair Oils:

- Parachute Advansed Beliphool
- Parachute Advansed ExtraCare
- Parachute Advansed Aloe Vera
- Nihar Naturals Shanti Badam Amla

Skincare

Hair Serum

[1.4.10D] SWOT ANALYSIS OF MARICO LIMITED:

- **Strengths**:
  - Excellent distribution network and product availability
  - The product portfolio of Marico has brands covering Edible Oil, Hair Oils, Skin Care, Fabric Care, etc.
  - Popular brands, good brand visibility and excellent advertising of products has led to strong brand loyalty
  - Experience management and good R&D
  - Marico is present in more than 25 countries across Asia and the African continent.
  - Marico reaches over 2.5 million outlets and around 130 million customers
- **Weaknesses:**
  - Market share is limited due to presence of other strong FMCG brands
  - Marico products has stiff competition from big domestic players and international brands
- **Opportunities:**
  - Tap rural markets and increase penetration in urban areas
  - Mergers and acquisitions to strengthen the brand
  - Increasing purchasing power of people thereby increasing demand
- **Threats:**
  - Intense and increasing competition amongst other FMCG companies
  - FDI in retail thereby allowing international brands
  - Competition from unbranded and local products

[1.5] SUMMARY:

So, this whole chapter cover overview of Indian FMCG Industry as well as profile of selected FMCG companies which are selected on the basis of Market Capitalization of the year 2023. Profile of selected company cover following points:

- **General Information of Company**
- **History of Company**
- **Awards and Achievements**
- **Classification of Product**
- **SWOT Analysis**

[1.6] REFERENCES:

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