



State of Art Seminar Project

A Research Study on



(Dabur Oral Care)

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Acknowledgment

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Sign:

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Introduction: Dabur Toothpaste Line.

Dabur India Limited is a leading Indian consumer goods company with a history spanning over 138 years. Founded in 1884 by Dr. S.K. Burman, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care company. Dabur is a dynamic, world-leading producer of natural health and personal care products, with an impressive portfolio of household names in India. Dabur products are available in over 120 countries across the globe. Today, Dabur India has a portfolio of over 250 Herbal and Ayurvedic products. We're present in Hair Care, Oral Care, Health Care, Skin Care, Home Care, and Food & Beverages.



Dabur presents a range of Herbal & Ayurvedic Personal Care products, created to make you look and feel good. Bringing together the gentle touch of nature and Ayurveda's wisdom

[Explore Our Brands](#)

[Dabur Shop](#)

Health Supplements

Dabur Chyawanprash
Dabur Honey
Dabur Gulcose D
Dabur Vedic Suraksha Tea

Skin Care

Fem
Oxylife
Gulabari

Energizers

Shilajit

Oral Care

Dabur Red Paste
Dabur Meswak
Dabur Lal Dant Manjan
Dabur Babool
Dant Rakshak Ayurvedic Paste
Dabur Red Pulling Oil
Dabur Red Gel
Dabur Herb'l

Cold & Cough

Honitus Cough Syrup
Hot Sip

Ethicals

Dabur Lauhasava
Dabur Ashokarishta

Foods

Real Fruit Power Juice
Real Activ 100% Juices
Hommade
Anmol Gold Coconut Oil

Baby Care

Dabur Lal Tail

Dabur Odomos
Dabur Odonil

Hair Care

Almond Hair Oil
Almond Shampoo
Amla Hair Oil
Vatika Enriched Coconut Hair Oil
Vatika Health Shampoo
Vatika Select Shampoo

Digestives

Dabur Pudin Hara
Dabur Hajmola
Dabur Nature Care

Health Juices

Dabur Amla Juice

ABOUT DABUR

Our Vision

Dedicated to the Health & Well-Being of Every Household

Our Mission

Contemporise Ayurveda and make it relevant for the new generation

Our Principles



Ownership

This is our company. We accept personal responsibility and accountability to meet business needs.



Passion for winning

We all are leaders in our areas of responsibility with a deep commitment to delivering results. We are determined to be the best at doing what matters the most.



People Development

People are our most important asset. We add value through result-driven training while encouraging and rewarding excellence.



Consumer Focus

We have a superior understanding of consumer needs and develop products to fulfill them.



Teamwork

We work together on the principle of mutual trust & transparency in a boundary-less organization.



Innovation

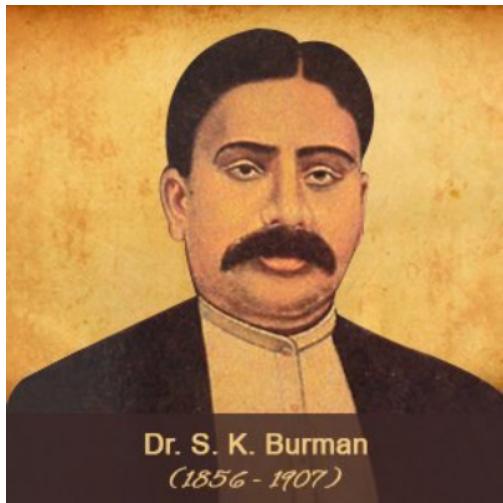
Continuous innovation in products & processes is the basis of our success.



Integrity

We are committed to the achievement of business success with integrity. We are honest with consumers, with business partners, and with each other.

Founders Message



“What is that life worth which cannot bring comfort to others”

- Dr. S. K. Burman

Dabur Product Line:

Categories:

1. Health Care
2. Home Care
3. Personal Care
4. Ayurvedic Specialties
5. Foods

HEALTH CARE PRODUCTS:

1. Health Supplements

- Dabur Chyawanprash
- Dabur Glucose-D
- Dabur Chyawan Junior

2. Digestives

- Hamjola
- Hajmola Candy

- Anardana
- Pudin hara G
- Dabur Hingoli

3. Natural cures

- Bhringraj Ayurvedic Tail
- Badam Tail
- Sat Isabgol
- Sarbyna Strong
- Dabur Balm

4. Baby care

- Dabur Lal Tail
- Dabur Janma Ghunti
- Dabur baby olive oil

HOME CARE PRODUCTS:

- Odomos

- Odonil
- Sanifresh
- Dazz
- Odopic

PERSONAL CARE PRODUCTS:

1. Hair care oil

- Amla hair oil
- Vatika hair oil
- Anmol sarson Amla
- Amla lite hair oil

2. Hair care shampoo

- Vatika Heena conditioning shampoo
- Vatika anti-dandruff shampoo
- Anmol silky black shampoo

3. Skincare

- Gulabari Rose Water
- Vatika Fairness Face Pack
- Vatika Saffron Glow Soap with Sandal
- Gulabari Hydrating Rose Lotion

FOODS:

- Real
- Real active
- Homemade
- Lemoneez
- Capsico

Dabur Oral care

All Dabur oral care products



DABUR DANT RAKSHAK

32 curated herbs are on a mission. To protect your family's teeth.



DABUR BABOOL

It's simple. Babool in hand means strong teeth for the fam.



DABUR LAL DANT MANJAN

The secret spice to healthy teeth. We crushed it.



DABUR MESWAK

For 7000 years, a miracle twig made every tooth shine. We put said twig in a tube.



DABUR RED PASTE

We've cracked the code to eating whatever you want. Just trust Red.



DABUR HERB'L

100% Natural. 0% Chemicals. Now, that's the kind of math we like.



DABUR RED GEL

Breath so fresh, you'll gel well with anyone. See what we did there?



DABUR RED PULLING OIL

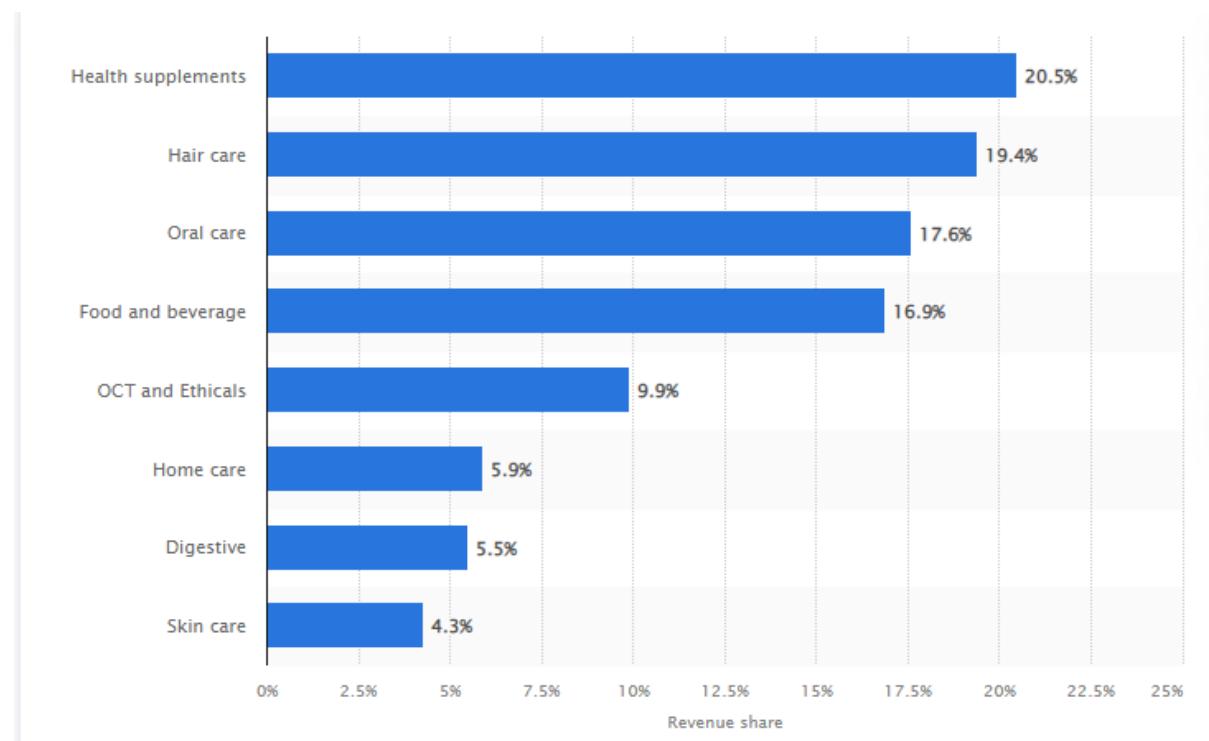
The detox your mouth wants, but won't tell you about.

Dabur Oral Product Line

1. Dabur Dant Rakshak
2. Dabur Red Toothpaste
3. Dabur Meswak Toothpaste
4. Dabur Babool Toothpaste
5. Dabur Lal Dant Manjan
6. Dabur Herb'L
7. Dabur Red Gel
8. Dabur Red Pulling Oil

Market Size

Revenue share of Dabur India Limited's products in the financial year 2022, by category



The Oral care line in Dabur plays an important role in its Overall revenue in the above chart we can see the percentage of revenue contributed by Dabur oral care in Dabur's overall revenue

Market share of Dabur in the Indian toothpaste market

Name of company	BASE	2020	% change
Colgate Palmolive	7.9% (2015)	2.7%	2% decrease
Hindustan Unilever (HUL)	2.8% (2013)	6.1%	6.7% decrease
Dabur	2.5% (2013)	6.4%	3.9% increase
Patanjali	0.4% (2013)	9.4%	9% increase

1. Market Share (Volume-wise)

The toothpaste market is the largest segment at ~70% of the oral care market. The market size of the toothpaste is estimated to be ₹10,000-12,000 CR.

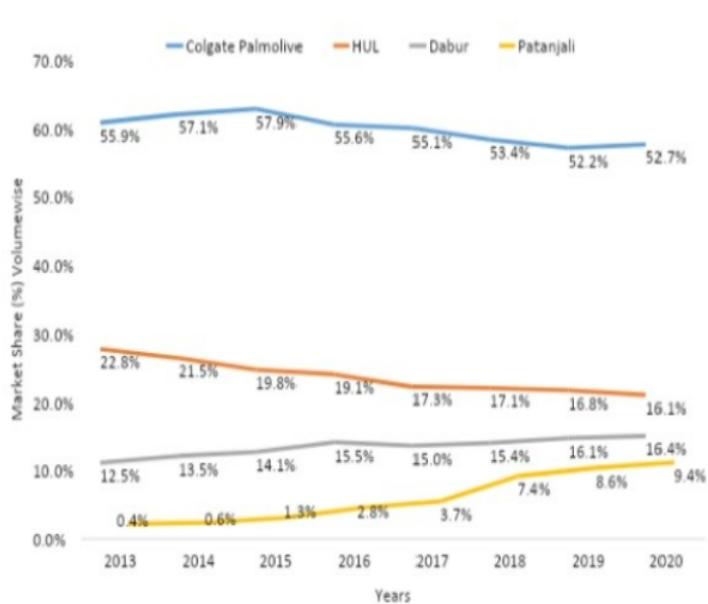
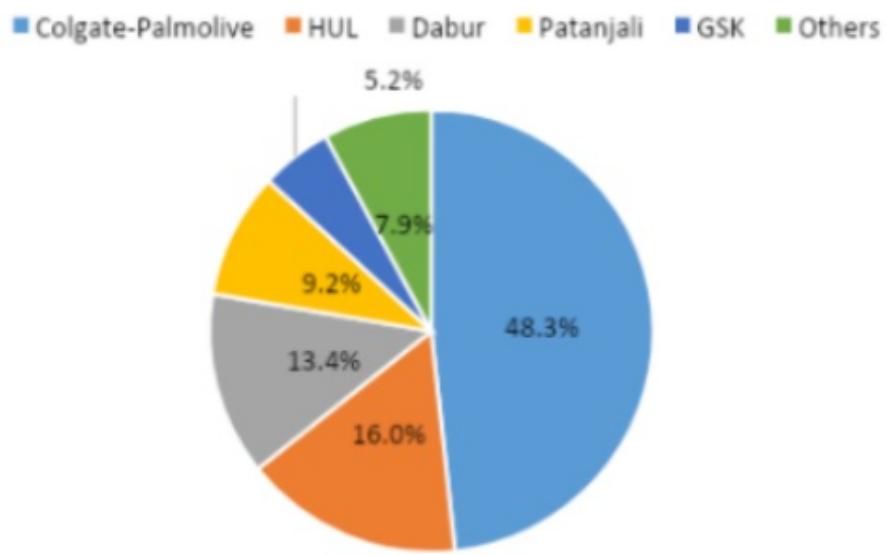


Fig 1: Oral Care Market India (volume-wise)

Toothpaste being the largest market and the most famous category of toothpaste since the induction of Patanjali has been the herbal and natural variants and Dabur is known to be the pioneer of the natural line of toothpaste hence have the third most used toothpaste brand in the Indian market

Market Share

2. Market Share (Value-wise)



Dabur is in 3rd position just falling behind Colgate Palmolive and HUL in the category of oral care with annual revenue of 2818 crore

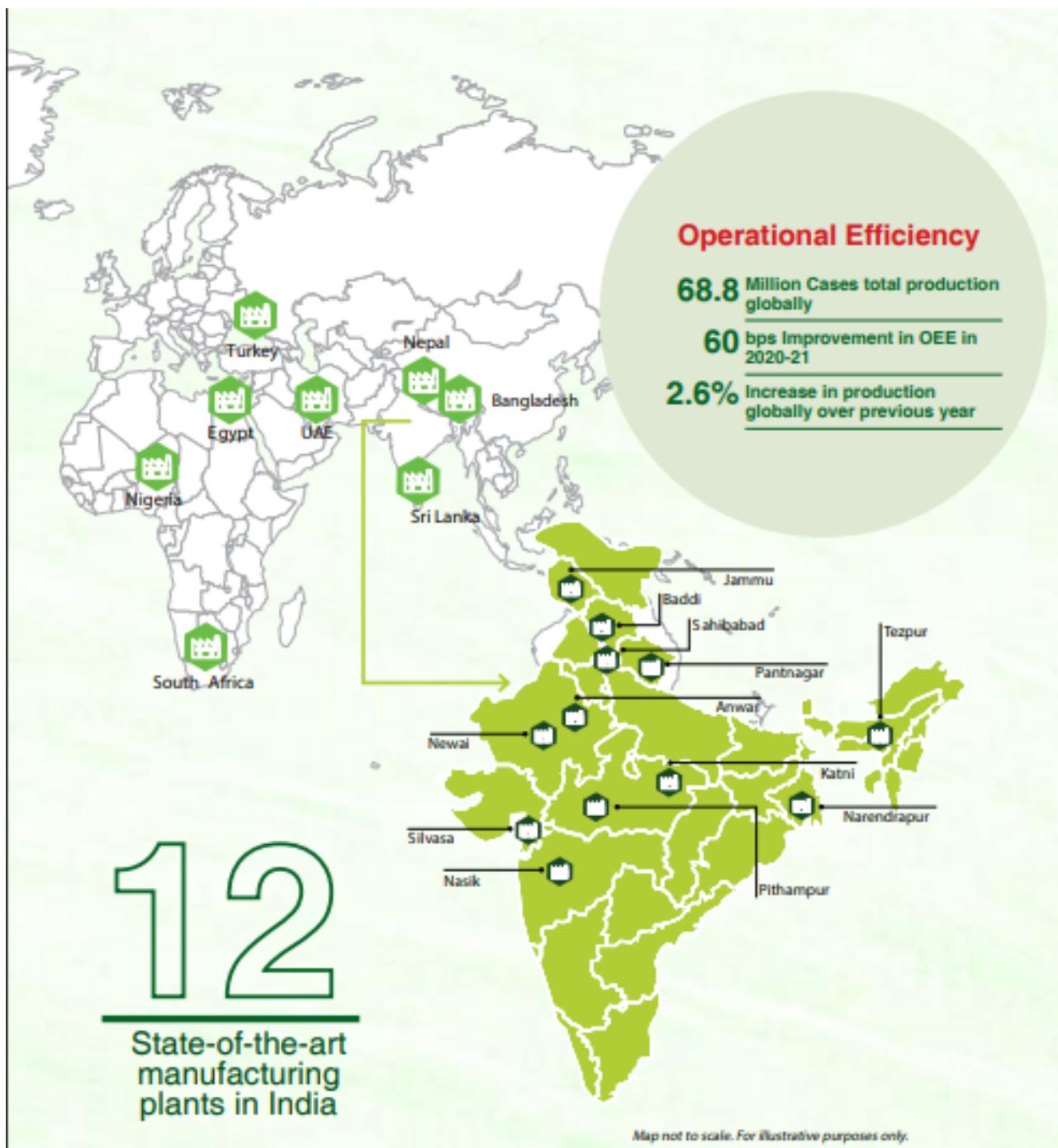
Market share of Dabur in FMCG:

Company's Name	Market Share (%)
ITC	14%
Hindustan Unilever (HUL)	12%
Marico	5%
Parle Agro	8%
Nestlé	3%

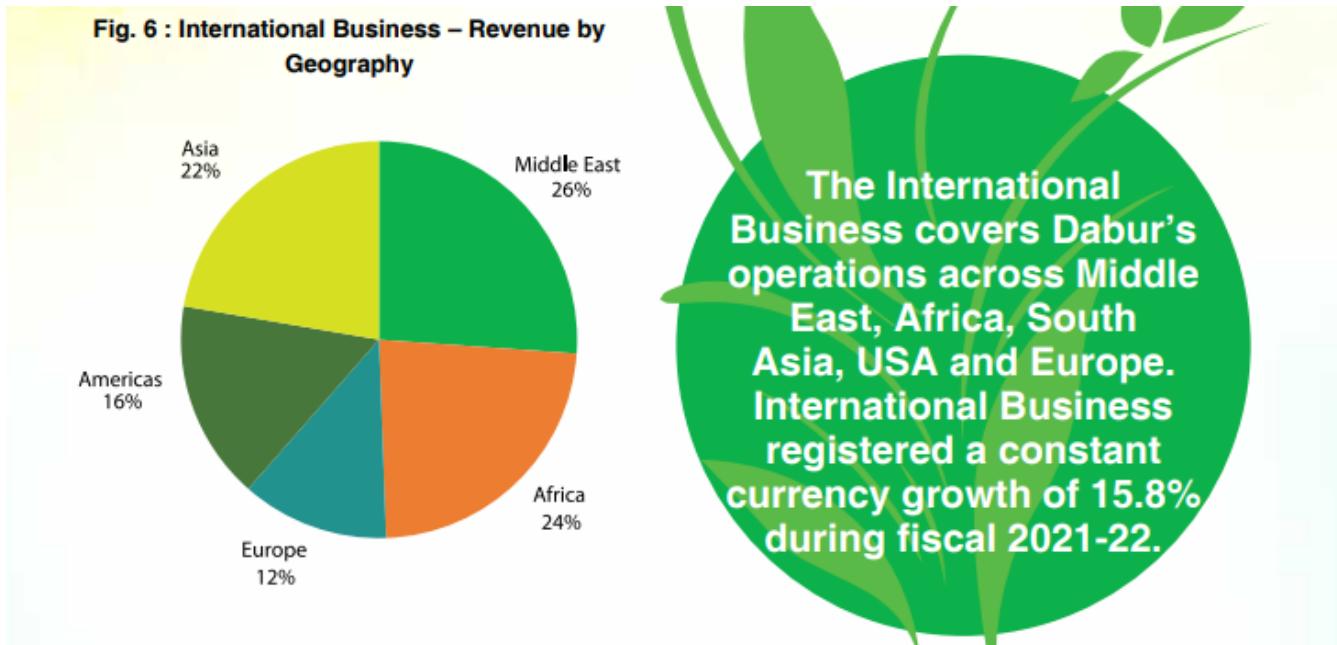
Britannia	3%
<u>Dabur</u>	<u>2%</u>
Godrej Group	2%
Procter & Gamble Co.	10.74 %
Colgate-Palmolive	7.06 %
Johnson and Johnson	7.12%

Dabur Growth in India

Fast moving consumer goods company Dabur India Limited's consolidated revenue crossed ₹10,000 crore mark for the first time with an annual growth of 13.9%, the company said in its annual report for the year 2021-2022. "This surge in growth is despite accelerating inflationary pressure in the last quarter and demonstrates Dabur's remarkable resilience and agility," said Dabur India vice chairman Mohit Burman.



Dabur's Market share in Other countries



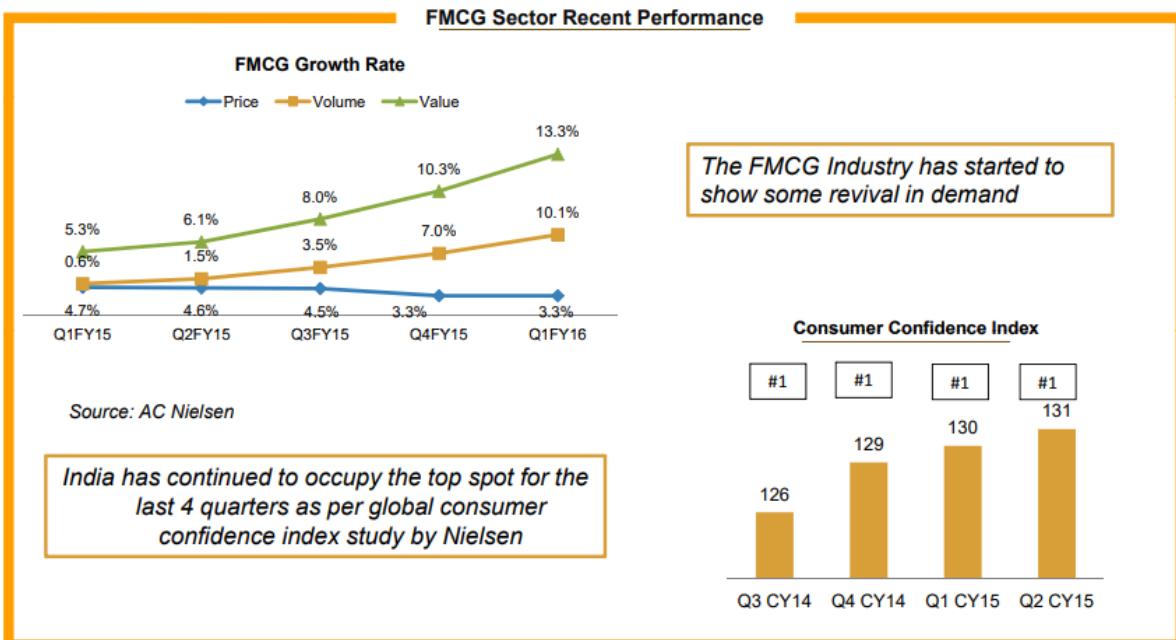
Dabur has partnered with the Central Council of Research in Ayurvedic Sciences (CCRAS), under the Union Ministry of AYUSH. In 2015-16, it signed a licensing agreement with CCRAS to produce two ayurvedic drugs commercially.

Abneesh Roy, senior vice-president at Edelweiss Securities, says Dabur has long been trying to marry Ayurvedic heritage to modern scientific expertise. During the year, it launched 44 products in the category and conducted 14 trials.

Apart from ayurvedic products, Burman emphasized on the surging tide of e-commerce and the online presence of FMCG brands. "Younger consumers are becoming increasingly digitally influenced and inclined towards browsing and shopping online. This is one of the biggest changes and it needs to be factored into our plans and strategies for being future-ready."

It has set up several portals, including one on health care, liveveda.com. The aim is to engage with digitally active consumers who seek information and advice on common healthcare problems. Dabur intends to partner with e-commerce players in the country, apart from promoting its own portals.

According to a joint report by the Confederation of Indian Industry (CII) and The Boston Consulting Group, the FMCG sector in India is Rs 436,000 crore and expected to grow to Rs 16,00,000 crore by 2025, growing at 14 percent annually. The ayurvedic products market is growing nearly five percent higher than the sectoral growth rate.



Marketing Strategy Dabur

A marketing strategy is a long-term plan carried out to promote the goods and services of a company.

Strategies are the long-term plans made to achieve organizational goals and marketing deals in the selling or promotion of goods and services with a primary aim of customer satisfaction.

Dabur's marketing strategy aims at continuing its brand image by providing a variety of products and using print media and sales promotion for reaching out to its customers.

I. PRICE

Price is normally expressed in monetary terms. it is the worth of a product or service in monetary terms. Price is the value that a buyer passes on to the seller in lieu of the product or services provided. Price is

a crucial determinant of the fact whether the exchange between the buyer and seller should materialize or not. While pricing the product three main factors should be kept in mind:-

1. Cost
2. Competition
3. Consumer demand

Pricing strategies of Dabur

Dabur are today seen as far more proactive in the market Dabur is now an externally oriented

company. Across the whole organization, the company has one definition of winning and that

means not just growing but growing completely. Over the last two years, Dabur has maintained its

operating margins through judicious price hikes across products and reduction in pack sizes.

The three main factors affecting the pricing strategies have been discussed:

2. COMPETITION Competition is another important consideration while pricing. But when there are competitors selling the same or similar products, the pricing freedom is considerably reduced. Its price must

fall in line with the competitors. Similarly, Dabur India Limited also has many competitors.

1. Hindustan unilever limited

2. Proctor and gamble

3. Pepsi co.

4. Colgate Palmolive

Dabur learned that majority of the Indian population tends to go towards Indianized natural

and herbal products thus they made it their USP.

II. PLACE

Place in the context of the marketing mix refers to a set of decisions that need to be taken in order to make the product available to the customer for purchase and consumption.

CHANNEL OF DISTRIBUTION

Dabur's distribution network is recognized as one of its key strengths. Its focus is not only to

enable easy access to our brands but also to touch consumers with a three-way convergence of

product availability, brand communication, and higher levels of experience.

III. PROMOTION

Once the product has been manufactured, priced rightly, and is distributed. There are different

promotional activities like Advertising, Sales promotion, Trade promotion, Personal selling, etc.

but one of the most convenient and effective ones that most industries uses is Advertising

and Sales Promotion.

ADVERTISING

Advertising is a form of communication that typically attempt to persuade potential customers to

purchase or consume more of a particular brand of product or service.

Dabur has created a huge brand image and a vast product following by associating mega-names

like Amitabh Bachchan, Rani Mukherjee, Vivek Oberoi, Mandira Bedi etc. Dabur invested rupees

150 crores just on the advertising of “real fruit juice” and “real active”. So far, the company has

been successful in this mission as the people now know the brand and ask for its product by its name.

SALES PROMOTION

“An activity designed to boost the sales of a product or service. It may include an advertising

campaign, a free sample campaign, offering free gifts, trading stamps, exhibitions, setting up

a competition with attractive prices, telemarketing etc.

Sales promotion involves short-term investment to encourage buyers to purchase a product. Its

aim is to encourage the immediate purchase of the product.

SALES PROMOTIONAL TOOLS OF DABUR

- Price promotion
- Coupons
- Gift with purchase
- Point-of-sale displays
- Free samples
- Sales contest
- Incentives

Business Model of Dabur

Dabur follows a very unique business model called Umbrella Branding Strategy. It means that all products are under one brand name. The logo of Dabur is an old banyan tree that conveys Dabur's heritage, dedication, and stability.

Dabur uses a 3-tier distribution system, i.e., from stockist – to wholesaler – to retailers – to final consumers. With this system, the products are made available in departmental stores, grocery shops, etc, across the country.

The price of the different products of Dabur is reasonable for people of every class. As one of the company's key dreams is 'back to nature', all Dabur products are made with natural ingredients. Dabur's brand-loyal consumer base claims that all of the company's products are essentially organic.

FMCG and pharmaceutical businesses were separated in 2003 to ensure a better clarification of products. This led to the discontinuation of the umbrella strategy that existed before.

Sales Promotion is one of the main tools of the company's successful marketing strategy. There are different sales marketing instruments that have been introduced by the organization for various goods so far. Coupons, gift sets, refunds on money, and festive sales are some of them. To improve the consumer base, merchandising, rewards, and exchange deals are also offered to clients.

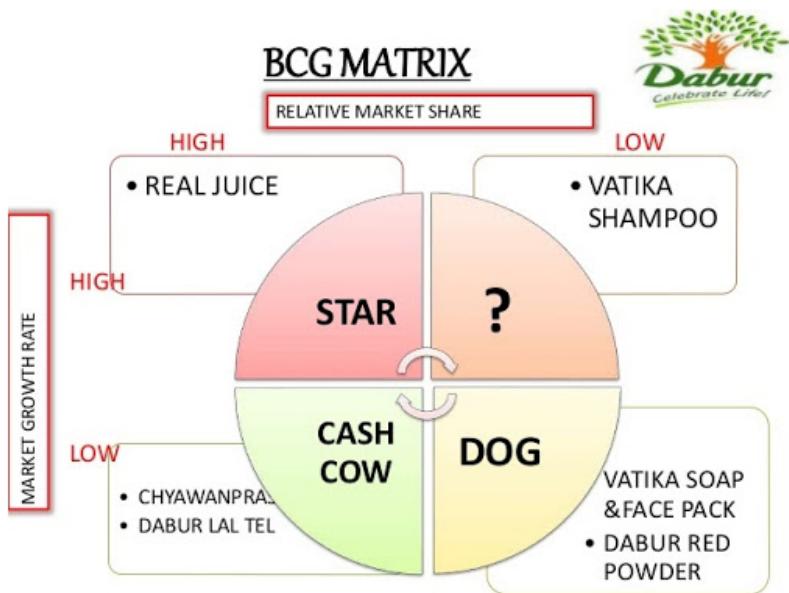
Dabur already holds on to print and television advertising and recently is planning to take over digital media as a medium for advertising its products.



As we have seen, the cancer patients were paid homage in the advertising of Dabur Vatika, as a salutation notice for battling with the disease. The commercial will reach the consumer's emotional side; mostly the ladies who use the Dabur Vatika.



And in the case of Dabur amla hair oil, Dabur featured Priyanka Chopra for the promotion of the product and she is seen getting a hair massage from her mother, which shows how Dabur amla hair oil improves mother-daughter relation while getting hair massage.



Digital Marketing Of Dabur

Dabur is known for its use of traditional promotional mediums but they are shifting its marketing strategy to a digital-first approach. In an insightful interview taken by BrandEquity of A.C. Burman, the Chairman of Dabur, he talked very intensely about the digital-first approach for Dabur and how the company will shift its marketing efforts to a newer medium.

The rationale for such a shift in marketing strategy comes from the acknowledgment of the fact that social media and other digital platforms provide far more to a marketer in terms of effectiveness than any previous medium of promotion. Dabur has been increasing its digital spending over the last few years. From the year 2017, they have increased their digital marketing spending by 33% in 2018. They spent a total of RS1.99 billion in the year 2018-19.

Dabur Advertisement and Promotional campaigns (Oral care)

To build Oral Hygiene awareness among school kids in Maharashtra

Aurangabad, January 12th, 2017: Dabur Red Paste, the leading natural toothpaste brand from the House of Dabur, today rolled out a mega social campaign 'Dental Brigade' in Aurangabad. The campaign is aimed at improving oral health in the country with a special focus on school children. Not only this, the campaign will also educate the school children on Ayurvedic remedies to ensure overall health and well-being.

Under this initiative, a team of doctors would be reaching out to over 75,000 school students from 250 schools in Seven districts of Maharashtra i.e AURANGABAD, AHMEDNAGAR, NANDED, DHULE, HINGOLI, AKOLA, and JALGAON to educate them on various aspects of Oral Care.

Talking about the initiative, Dabur India Ltd Consumer Activation Head Mr. Sunil Sharma said: "Dabur is committed to its motto of being dedicated to the health & well-being of every household. Oral hygiene is an important part of being fit & healthy. If you look after your body and your eating habits, it's also equally important to look after your basic oral and dental hygiene. However, brushing your teeth is generally seen as a mundane and routine activity. So, there's a need to educate consumers about oral care and its impact on overall well-being. With this initiative, Dabur has taken the onus of promoting oral hygiene among school kids in Maharashtra."

Dabur, along with SODC (Society for Oral & Dental Care), will conduct dental hygiene sessions for an estimated Eight Lakh school kids from more than 800 schools in Pan India. The initiative aims to instill the importance of oral hygiene in school children

About Dabur's Oral Care Range:

Dabur India Ltd operates in the toothpaste market with a highly differentiated product portfolio -- Dabur Red Paste, Babool, and Meswak. Red Paste is an Ayurvedic offering validated by science for keeping dental problems away. Babool toothpaste has the known and proven ingredient Babul for value-seeking consumers, for strong teeth. Like Babool, Meswak has a unique ingredient of Meswak for complete oral care. With this portfolio, Dabur offers effective oral hygiene solutions for every Indian. The efficacy of our products is not only proven by technology but billions of Indians swear by it.

Dabur Red Paste Dental Brigade 2018-19 awareness camp held in 1,277 schools:

Celebrates another successful year of building Oral Hygiene awareness among school kids

Lucknow, September 13th, 2019: Dabur Red Paste, the flagship Ayurvedic toothpaste brand from the House of Dabur, today celebrated the success of its mega social campaign ‘Dental Brigade’ in Lucknow. The Dabur Red Paste Dental Brigade Dental Hygiene awareness camp

has reached its biggest ever scale, by covering 42 districts of Uttar Pradesh and Bihar. This year, the campaign reached out to 1,277 schools in the two states covering over Six lakh kids. As part of this camp, the students and their families were imparted knowledge about best dental hygiene practices.

Principals and teachers of leading schools, along with Dental experts and officials from Dabur India Ltd attended the event today to celebrate the success of Dabur Red Paste Dental Brigade. The campaign is aimed at improving oral health across the country and educating school children on Ayurvedic remedies to ensure overall health and well-being. Under this year-long initiative, Dabur Red Paste, along with a team of doctors, reached out to school students Uttar Pradesh and Bihar and educated them on various aspects of Oral Care. The initiative focused on instilling the importance of oral hygiene at the grassroots level, especially in school children.

Speaking on the success of the initiative, Dabur India Ltd Category Head-Oral Care Mr. Ganapathy Subramaniam said: “Indian oral healthcare is strongly affected by social determinants such as low educational background, deprived living conditions, poor housing, unhealthy lifestyles, high sugar content diets, and inadequate oral hygiene. With the help of such awareness camps, we have noticed a tremendous improvement in the oral hygiene habits of school kids. They are now accustomed to a proper dental hygiene routine and are even more aware of the repercussions of neglecting oral hygiene. Going by this year’s result, we have taken the onus of promoting oral hygiene among school kids and plan to replicate this initiative year after year.”

Dabur, one of the oldest Ayurvedic companies in India, has taken a pledge to eradicate oral health issues and give India a healthy smile. Towards this end, the company conducts regular oral hygiene camps at the municipal, local, and national levels. These camps are organized with the mission of raising awareness of oral hygiene by educating people about the various dental problems, oral infections, and ill effects of consuming gutka, etc.

“We’re delighted at the successful culmination of the Dabur Red Paste Dental Brigade campaign 2018-19 and extend our deepest gratitude to the Principals, Teachers & Dental Experts for their unflinching support during the whole journey of this mega social campaign. With this initiative, we have sought to educate families through their children on the significance of Oral hygiene in their daily lives,” said Dabur India Ltd Manager-Brand Activations Mr. Navneet Kumar.

Dabur meswak campaign in the year 2021

Dabur Red Paste #ChabaateRahoIndia campaign

Dabur Red Paste created a special #ChabaateRahoIndia video, which sought to highlight the importance of healthy teeth in our daily routine. The video highlighted how our teeth play an important role in every small and big thing we do in our daily lives and asked the consumers to adopt good oral hygiene practices to keep enjoying the small things in life.



The discovery of Magical Toothbrush Tree in Tamil Nadu - Meswak

Dabur Meswak created a special video talking about travel influencer Meenakshi Arvind's journey to search for a tree called 'Miswak tree'. The video talks about how she got the information about Uga tree and headed to Ramanathapuram in Tamil Nadu and reached a small hamlet called Miswak Nagar. The area was, in fact, named 'Miswak Nagar' after the tree. The Film won multiple awards & got featured in the cluttering breaking campaigns.



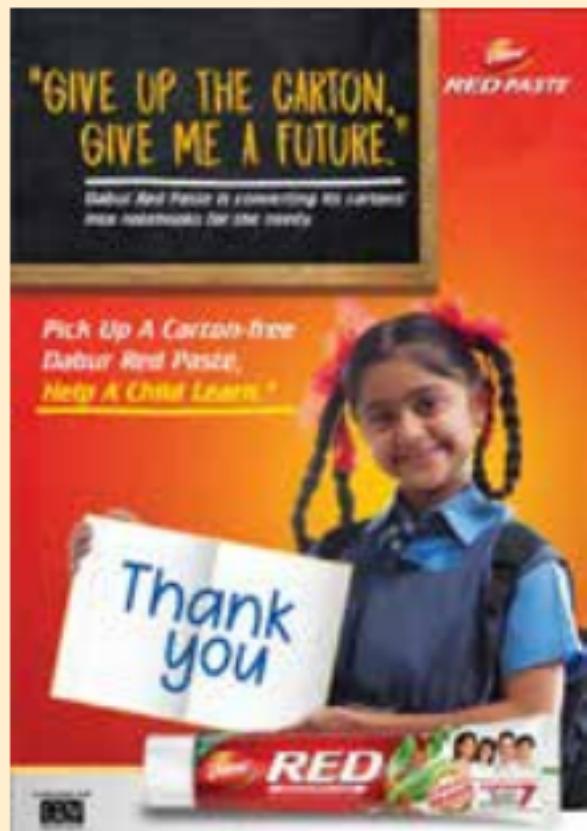
2 Million views generated by the Campaign

Dabur Red Paste says No to Paper Cartons

Taking a leap forward on the path to Environment Sustainability, Dabur India Ltd announced the launch of a pilot initiative to remove outer paper cartons from its flagship Ayurvedic toothpaste Dabur Red Paste. The innovative carton-free eco-friendly packaging is being rolled out in key Modern Trade outlets in a joint initiative with Reliance Retail.

In addition, the Company is also rolling out an outer paper carton-free low unit price (LUP) pack, specially created for rural markets. The paper saved by removing the outer cartons would be repurposed to create notebooks for underserved children supported by Child Rights and You (CRY). Together, these are expected to result in an annual saving of 150 tons of paper.

As part of this initiative, Dabur Red Paste also launched a unique campaign, 'Give up the Carton, Give me a Future' in association with CRY, under which the paper saved from removing the outer cartons will be used to make notebooks that would distributed among over 120,000 underserved children. Dabur has been driving several environment sustainability initiatives to preserve our planet for future generations. These include promoting biodiversity, collecting, processing and recycling post-consumer plastic waste, besides reducing use of paper in product packaging. This initiative is a step forward in this direction. By simply shifting to carton-free toothpaste packs, a family of four can ensure that the carton they would have otherwise discarded, will meet some part of the education material need of underserved children every year. As part of this campaign, Dabur will be donating more than 1.2 lakh notebooks.



Saving Meswak trees in the UAE

Dabur International, the overseas arm of Dabur International, joined hands with the Emirates Environmental Group (EEG) to launch the Miswak Tree Planting initiative that aims to restore one of the UAE's native tree species. Supported by the management of the Saikh Al Salam Protected area near Al Qudra Lakes, 20 saplings of Miswak trees were planted in Dubai. Celebrating the commitment towards National

Biodiversity Strategy of the UAE, the two partnering organisations have reaffirmed their call to protect and manage the rich biodiversity of the country.

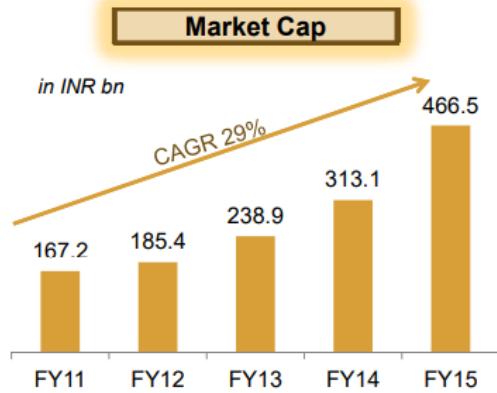
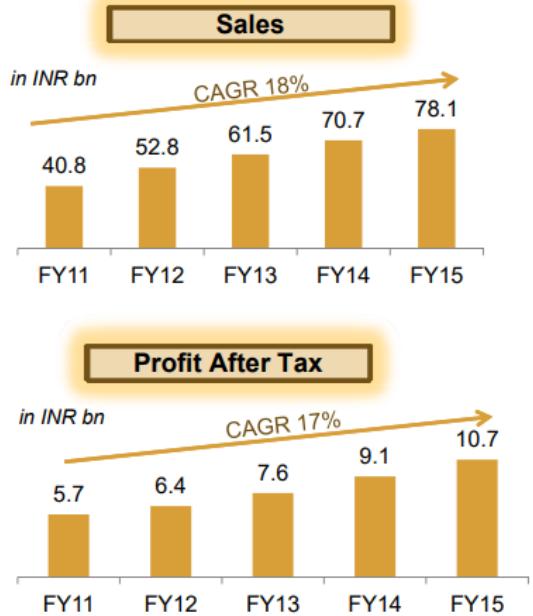
Extracts from trees, plants and herbs have been widely featured in Arabic oral care, hair care and skin care rituals. As a company that uses traditional Arabic ingredients in our products, we are working towards helping preserve the natural environment of this region.

Business Metrics of Dabur

10-Year Highlights

In ₹ Crores (except per share data)	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
Financial Results:										
Revenue from Operations	5,305	6,169	7,094	7,827	7,869	7,701	7,748	8,533	8,704	9,562
Other Income	57	109	128	158	217	298	305	296	305	325
Operating Profit	890	987	1,179	1,305	1,518	1,509	1,617	1,740	1,792	2,003
Operating Margins (%)	16.8%	16.0%	16.6%	16.7%	19.3%	19.6%	20.9%	20.4%	20.6%	20.9%
Profit Before Tax (PBT)	790	948	1,155	1,308	1,554	1,611	1,693	1,725	1,728	2,056
Taxes	146	183	219	251	300	330	335	279	280	361
Tax Rate (%)	18.5%	19.3%	19.0%	19.2%	19.3%	20.5%	19.8%	16.2%	16.2%	17.6%
Profit After Tax (PAT)	645	763	933	1,055	1,251	1,277	1,354	1,442	1,445	1,693
PAT Margins (%)	12.1%	12.4%	13.2%	13.5%	15.9%	16.6%	17.5%	16.9%	16.6%	17.7%
Financial Position:										
Net Fixed Assets (incl. Goodwill)	1,668	1,674	1,789	1,927	1,773	2,001	2,070	2,033	2,399	2,411
Current Assets, Loans & Advances	2,315	2,689	3,056	2,731	3,229	3,126	3,453	3,604	4,885	4,953
Current Liabilities & Provisions	1,384	1,414	1,887	1,942	2,169	2,278	2,491	2,720	2,521	3,159
Share Capital	174	174	174	176	176	176	176	177	177	177
Reserves & Surplus	1,543	1,921	2,482	3,178	3,995	4,671	5,530	5,455	6,430	7,487
Shareholders Funds	1,717	2,095	2,656	3,354	4,171	4,847	5,707	5,632	6,607	7,664
Equity Share Data										
Earnings Per Share	3.7	4.4	5.2	6.1	7.1	7.2	7.7	8.2	8.2	9.6
Dividend Per Share	1.3	1.5	1.8	2.0	2.3	2.3	7.5	2.8	3.0	4.8
Book Value per Share (BVPS)	9.9	12.0	15.2	19.1	23.7	27.5	32.4	31.9	37.4	43.4
No of Shares (In Crs)	174.2	174.3	174.4	175.7	175.9	176.2	176.2	176.6	176.7	176.7
Share Price (unadjusted)	106	137	180	266	250	277	327	411	450	541
Market Cap	18,536	23,887	31,310	46,653	43,961	48,856	57,602	72,586	79,562	95,529

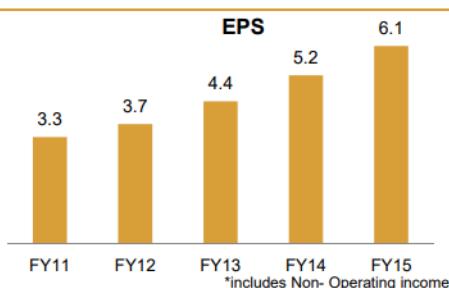
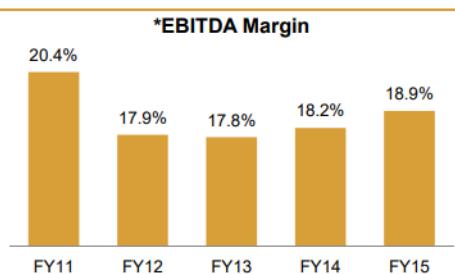
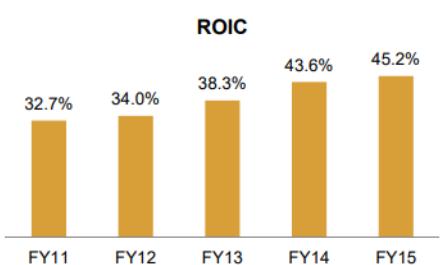
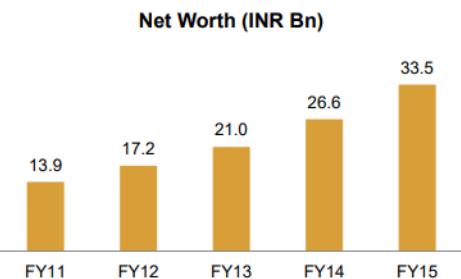
Dabur Performance Snapshot



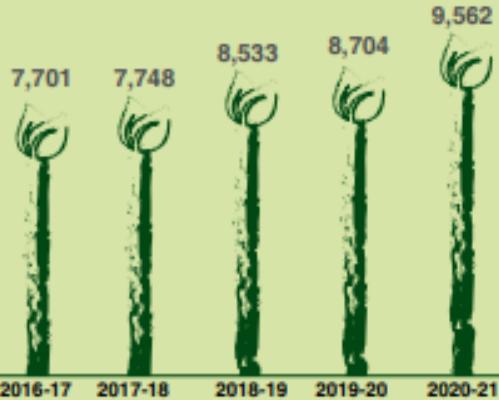
Robust profitable growth translating into superior shareholder returns

Dabur has been one of those FMCG brands that have grown immensely in the past decade and with the increase in consciousness over the consumption of natural and clean products brands like Dabur have performed immensely well over the period of time

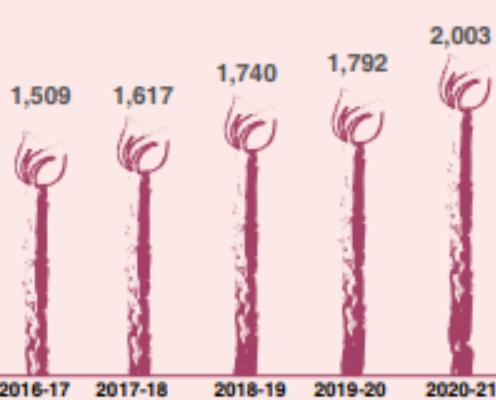
Strong Financial Profile



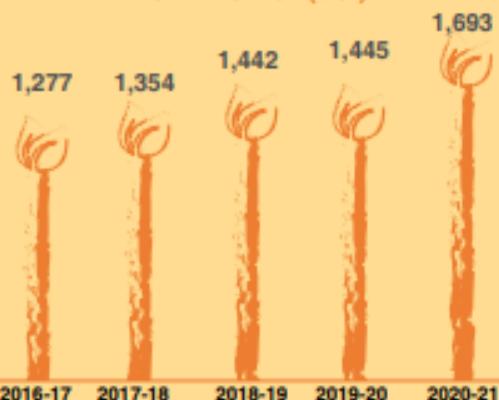
Revenue from Operations (₹ cr)



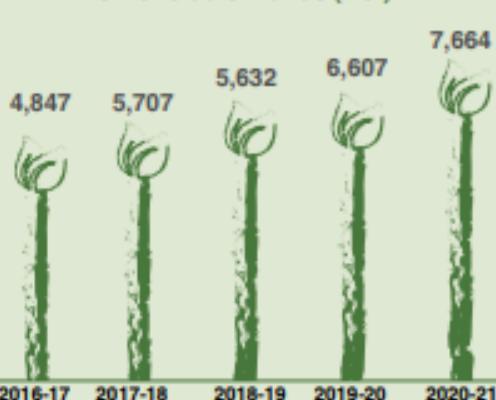
Operating Profit (₹ cr)



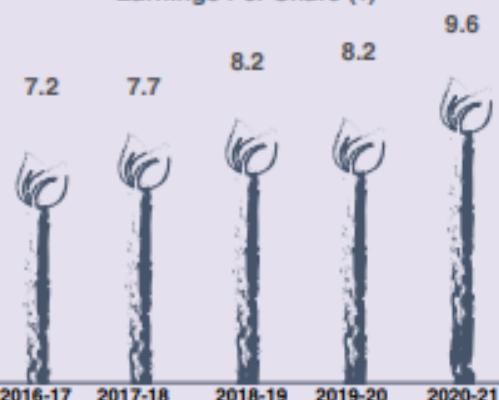
Profit After Tax (₹ cr)



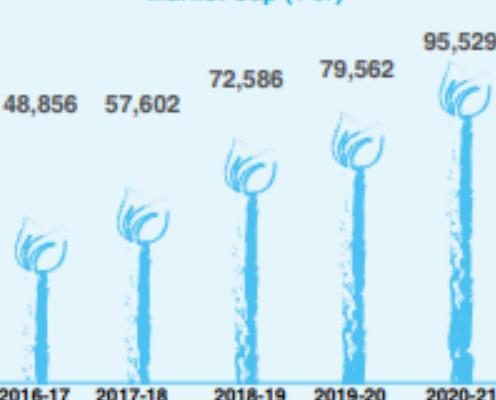
Shareholders' Funds (₹ cr)



Earnings Per Share (₹)



Market Cap (₹ cr)



With such Financial achievements on track we can say dabur is one of the future proof companies of India and with the Indian History for sure Dabur is one of the giants in FMCG market of India

Dabur Oral care (Red Paste)

Dabur Red Paste

The flagship toothpaste brand in the Dabur portfolio, Dabur Red Paste is India's No. 1 Ayurvedic Fluoride-Free Paste which offers complete Ayurvedic Oral Care for your family. Packed with 13 potent Ayurvedic ingredients such as Laung, Pudina & Tomar, Dabur Red Paste provides protection from 7 dental problems like cavities, gingivitis, plaque, toothache, bad breath, yellow teeth, plus weak teeth, and gums.



25.5%

Growth in Revenue

100 bps

Improvement in Market Share in Toothpaste category

Achieved revenue

of ₹1,000 Crore globally

PESTLE Analysis of Dabur

Political Factors:

The political factors in the Dabur PESTLE Analysis can be explained as follows:

Dabur is an Indian brand and it was founded in 1884 with the aim to provide Ayurvedic products to the people. Today, Dabur has a huge product portfolio with the company being 4th largest in the Fast moving Consumer goods sector. A significant credit for Dabur's success goes to the constant government backing. Seeing, Dabur's product quality and

consistency, the government provided favorable conditions to Dabur to expand in the foreign markets as well. It is the result of this that today 27% of Dabur's revenue is generated from the foreign markets. Dabur is yet to show its presence in Australia and South America. Seeing the Political instabilities in the major countries such as Brazil, Argentina etc.; it is not the right time to invest in South American nations. But, Australia has shown constant political stability. Also, Australia is ranked 18th on the Ease of doing Business index. So, it is evident that Australia can be turn out to be a good source for revenue for Dabur.

Economic Factors:

Below are the economic factors in the PESTLE Analysis of Dabur:

More than 60% of Dabur's revenues are generated from the Indian markets.

So, it might seem that due to the current economic slowdown persisting in the nation; Dabur would also be facing the wrath of it. But, the reality is different. As most of the products which Dabur produces can be afforded by an average Indian customer; Dabur has not been affected much by the slowdown. Rather the sales number has been constantly increasing. For Dabur to maintain this growth it is important that the inflation rate should be lower, otherwise, sales would drop.

Social Factors:Following are the social factors impacting Dabur PESTLE Analysis:

Dabur has very smartly positioned its brands. The products which are strongly related to Ayurveda i.e. Dabur Amla Oil, Dabur Babool Toothpaste, and Dabur Chawanprash have the logo of Dabur attached very close to their own name. However, there is no great visibility of Dabur's logo on products like Real juice, Odonil, etc. This is done keeping in view that people perceive Dabur as a company that produces

Ayurvedic products. Having a logo of Dabur near Real Juice might not create that impact and would not lead to higher sales. Any behavioral changes in the people of a particular group based on caste, religion, and age won't affect Dabur much as they have a portfolio that covers people from all demographics.

Technological Factors:

The technological factors in the PESTLE Analysis of Dabur are mentioned below:

Apart from the fact that Dabur should find ways to streamline their operations, it is also necessary to have a strong online presence. With people shifting from Televisions to Mobile phones, Laptops; it is important for Dabur to also change their advertising methods.

While other competitors like Hindustan Unilever Limited seem to be interested in heavily investing towards online marketing and coming out with its e-commerce portal, Dabur seems to be lagging in this aspect.

Legal Factors:

Following are the legal factors in the Dabur PESTLE Analysis:

For any firm one of the most important legal factors is the Protection of Intellectual property Rights. Just a year ago, one of the Dabur's competitors; Marico violated the trademark and copyright laws by publishing an advertisement in which Dabur Amla Oil was shown in a bad light. For this Marico was fined by the Delhi High Court as well. Also, the company needs to have clear understanding about the Employment laws. Rigorous checks should be done during the manufacturing of a product. If a faulty sample reaches the customer; the customer can sue the company in Consumer court.

Environmental Factors:

In the Dabur PESTLE Analysis, the environmental elements affecting its business are as below:

Since people are becoming more conscious about the environment, Dabur's products are getting its benefits.

Since the company's products are Eco-friendly, it tends to compel people to start producing its products. Also, the climate of the country where Dabur is selling its products matter. In a country like India where summers persist for around 8 months, the beauty products like Shampoos, Juice will observe higher sales.

To conclude, the above Dabur PESTLE Analysis highlights the various elements which impact its business performance. This understanding helps to evaluate the criticality of external business factors for any brand.

SWOT analysis of Dabur:

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a technique used by the company to determine its competitive position, to form strategies and plans accordingly, and to achieve the organizational objective. A SWOT analysis of Dabur measures internal and external factors, as well as current and future possibilities.

To better understand the SWOT analysis of Dabur, refer to the infographic below:

SWOT Analysis of Dabur



STRENGTHS

- Wider Ratio
- Market Share
- Lower Prices
- National Presence
- Health Representer
- Website & E-commerce

WEAKNESSES

- Duplicacy
- Rules & Regulations
- Effect of Cola Market
- Less Merchandise to Local Retails
- International Toothpaste Competitors

OPPORTUNITIES

- Building Product Line
- Recent Health Activities
- Demand in Foreign Market
- Introduction of Ayurvedic Beverages
- Yoga & Ayurveda all over the World

THREATS

- Too Many Products
- Competition from MNC's
- Entrance of Local Bodies

Strengths of Dabur

Lower Prices: The low-fee shape of Dabur makes it less difficult for producers to fabricate items or merchandise at lower prices after which promote it at a low fee withinside the markets.

Website & E-commerce: Dabur has a well-functioning and connecting website that fascinates a massive quantity of site visitors and offers on e-commerce.

National Presence: It turned into setup withinside the year 1884 so it has a massive revel in on being and jogging the Indian Market. They have nice expertise in the Indian marketplace.

Health Representer: It has a diverse product portfolio that includes fitness care merchandise, splendour merchandise, juices in addition to dental

care merchandise. It is likewise one of the financially effective natural care brands in India.

Market Share: Share per cent of Dabur India is excellent within the marketplace, it's far on the pinnacle of many opponents.

Wider Ratio: The ratio chain of Dabur India may be certainly considered one among their powers and family members to fulfilment.

Weakness of Dabur

Rules & Regulations: The Indian rules are very extraordinary from the Western international wherein fruit juice is inebriated at some stage in breakfast.

Effect of Cola Market: Dabur's product Real Fruit Juice is luxurious in comparison to aerated drinks inclusive of Pepsi or Coca-Cola, and hence might not be willing in the direction of all consumers.

Duplicacy: Many unbranded and duplicate products are being sold under the name of Dabur.

International Toothpaste Competitors: Dabur not only has competition from local brands, but also international players like Colgate.

Less Merchandise to Local Retails: Distant from it, Dabur has now no longer directed on increasing its merchandise through local retail stores.

Opportunities for Dabur

Yoga & Ayurveda all over the World: Yoga and Hindu affiliation is proving greater power to the worldwide penetration of ayurvedic medicinal drug excessive humans have started to apprehend that Ayurvedic drugs as Dabur, Himalayas, and so on haven't any terrible impact.

Building Product Line: Dabur also can develop its product line to beautify the quantity of domestic care and splendour commodities.

Recent Health Activities: The era of modernization and instant food has led to an unhealthy lifestyle, and people are forced to take ayurvedic medicines and supplements like Chyawanprash, Hajmola, etc. **Demand in Foreign Market:** Dabur products have an equally high demand in foreign markets. **Introduction of Ayurvedic Beverages:** Expansion of the product line and introducing ayurvedic beverages can boost their business.

Threats to Dabur

Competition from MNC's: Dabur faces stiff opposition from big MNC's like ITC, HUL, Patanjali in the Indian marketplace and worldwide manufacturers.

Entrance of Local Bodies: With an increasing trend of ayurvedic medicines and supplements, many local brands have also entered the market.

Too Many Products: Dabur seeks the attention of customers by providing a variety of products, which also become a threat to the brand as many duplicates and unbranded goods are sold under the same name.

PROJECT SCOPE DOCUMENT

TITLE

" Understanding the Marketing Tactics through 7 T Framework of Alexander Chernev " - Case Study of Dabur

PROJECT TASKS:

To understand the Dabur usage among consumers a survey was conducted with a sample size of 100 with 70 respondents and the objective of the survey is to have a good understanding about the Brand image of Dabur among consumers especially the youth and thus this survey was conducted

By the survey we could conclude the many things that consumers have in mind about Dabur and the things that consumers are expecting from Dabur also this shows a clear picture about the image of Dabur as an entire brand in the minds of the consumers

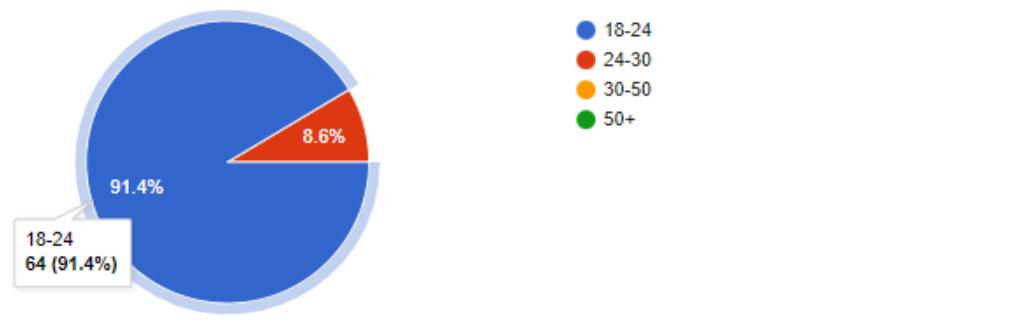
There are also some self observations and other derivations from observations and research that was done on the Dabur as a company and there are conclusions derived as a customer and consumer of dabur and also as a marketer in practice

About the consumers who participated the survey:

Age

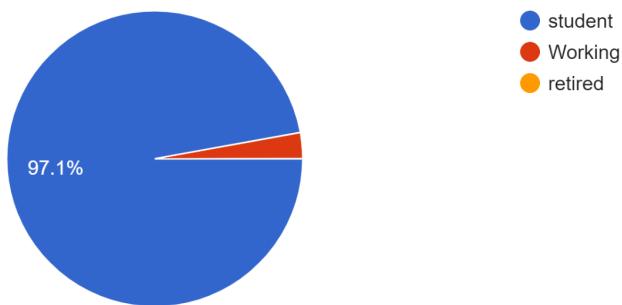
70 responses

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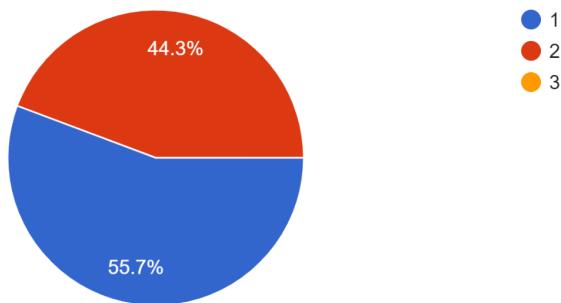
occupation

70 responses



how many times do you brush in a day?

70 responses



7 T Framework

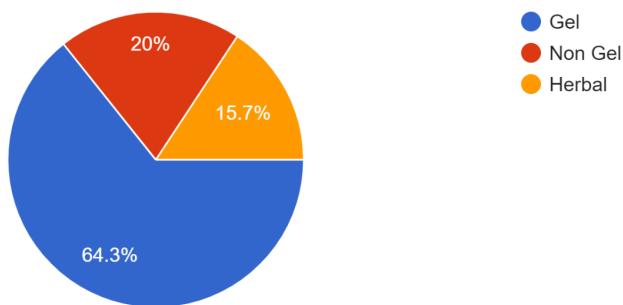
Product: The survey was conducted specially for the products dabur tooth paste and the survey showed us

These are the types of toothpaste that the consumers prefer and by this we can understand that the consumers prefer a gel based toothpaste and the non gel and herbal based are followed by it

Dabur is a predominantly herbal based brand and most of its products are related to herbal and Ayurveda

what type of tooth paste do you use?

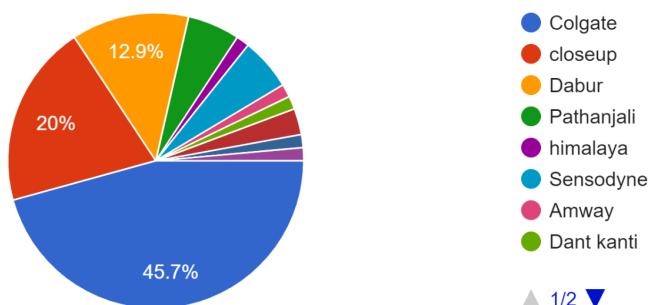
70 responses



Dabur is the 3rd most used brand followed by colgare and closeup and we can also absorb that there are many other brands that are preferred among the consumers which could be because of dental prescription or because of their preference with respect to their oral hygiene

what brand do you use

70 responses

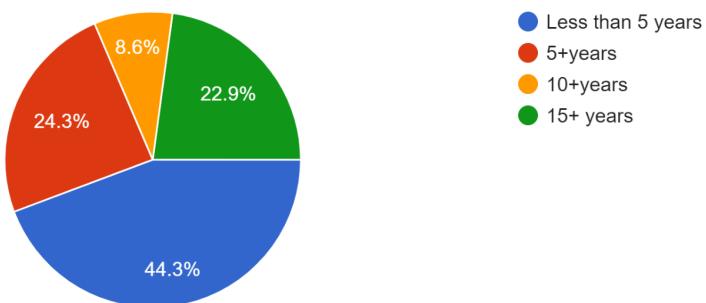


This chart shows that the switching rate among the toothpaste is Easy and this is mostly because of either availability of because of pricing and other offers that are eye candy for the consumers

We can also see most people are highly satisfied with the toothpaste they are currently using so along with the chart above

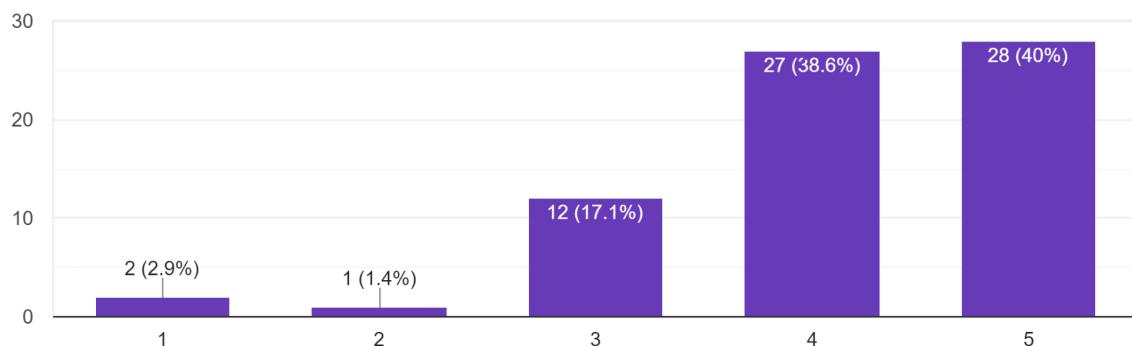
How long have you been using the same toothpaste

70 responses



how satisfied are you with the tooth paste

70 responses



The above charts represent the usage of toothpaste in a group of people and we can see that most people Brush around 1-2 times a day showing us that toothpaste is an integral part of their lives but also a product that can be easily switched because most people don't mind the brand that they are using until they are brushing

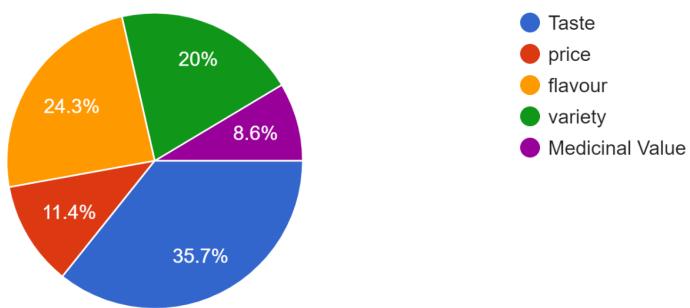
So as of product, I think dabur should bring a product that is much more approachable in the oral care sector and more easily available rather than having a specialized store for Dabur and its product

Brand:

Dabur has always been the product that is mostly associated with ayurveda and Herbal, so many young consumers hesitate to approach it with a reputation of bad taste or an acquired taste even in the survey we can see that the consumers have felt that the one that mostly affects them from using Dabur products(especially toothpaste)

What do you HATE about dabur

70 responses



But on the other hand, the one thing that Dabur is most famous or is known for is its relation with healing and medicinal value with ayurveda and Herbal products so the taste is a secondary factor for anyone with a preference for those and this has also been their USP for more than 138 years so if Dabur come up with more herbal or ayurvedic products there is no doubt about the acceptance of the product in the market because of the brand image that Dabur already has as an ayurvedic FMCG in India

Service:

Dabur as brand pretty big in India falling back to only Colgate and HUL(closeup) in the oral care or the toothpaste market so having good customer service followed by a good product is very necessary for a brand like this to succeed in the market,

Dabur provides excellent customer service to its customers. The company has a dedicated customer care team that is available 24/7 to answer queries and address complaints. Customers can contact the customer support team via phone, email, or live chat. They also have a presence on various social media platforms, such as Facebook, Twitter, and Instagram, to address customer queries and grievances. Customers can also visit their website and use the “Ask a Question” section to get answers to their queries.

Dabur also offers several features to its customers, such as free product samples, free delivery, loyalty programs, subscription services, discounts and promotions, and an online store. Moreover, the company provides a wide range of products, from herbal medicines and supplements to ayurvedic products, shampoos, and cosmetics.

Price:

Prices of different toothpaste brands present in India

Colgate: Rs. 25 - Rs. 200

Pepsodent: Rs. 35 - Rs. 180

Sensodyne: Rs. 75 - Rs. 350

Closeup: Rs. 40 - Rs. 175

Patanjali DantKanti: Rs. 40 - Rs. 250

Himalaya Neem and Pomegranate: Rs. 60 - Rs. 100

Dabur Red: Rs. 50 - Rs. 200

An average toothpaste in India starts at Rs.25 and the max is somewhere around 350 (which is comparatively larger in size as well) so comparing all the competitors we can say that Dabur is also in the same competitive price point as others (Also keeping in mind that 11.4% of people from the survey have voted that Dabur is a bit pricy compared to other brands) so in the end, it all falls down to the availability of the product and the preference for it

Promotion:

Dabur, India's oldest and most trusted consumer healthcare brand, has been using promotional and marketing activities as an effective tool to communicate with consumers. The company has been actively engaging customers through various promotional activities, ranging from TV and radio advertisements to direct consumer interaction and loyalty programs.

Dabur has used a variety of promotional activities over the years to reach out to its customers and promote its brands. TV and radio advertisements have been a key part of the company's promotional strategy. These advertisements have focused on the features and benefits of the company's products, such as their herbal ingredients, strong brand heritage, and value-for-money. Through these advertisements, Dabur has

been able to create a strong brand identity and communicate its message effectively to its customers.

In addition to television and radio advertisements, Dabur has also used other promotional activities such as sponsoring events, using influencers, and conducting consumer loyalty programs. The company has sponsored several events such as cricket matches and other sports tournaments as a way to reach out to its target audience. It has also used influencers to promote its products, such as actors, athletes, and other celebrities, who have endorsed its products on social media platforms.

Dabur has also used consumer loyalty programs to build relationships with its customers. These programs include discounts and coupons, free product samples, cashback, gift vouchers, and other offers. Through these loyalty programs, Dabur has been able to reward its customers for their loyalty, encouraging them to purchase its products.

Finally, Dabur has also conducted several educational seminars on oral hygiene in order to create awareness about the importance of oral health. The company has organized these seminars in public and private schools, colleges, and universities, providing students with the opportunity to learn about proper oral hygiene and the benefits of using Dabur's products.

Overall, Dabur has used a variety of promotional activities to reach out to its customers and build relationships with them. The company has used TV and radio advertisements, sponsored events, used influencers,

conducted consumer loyalty programs, and organized educational seminars to communicate its message and create brand loyalty. These activities have helped Dabur to reach out to its target audience and promote its products effectively.

Incentives

Dabur toothpaste is one of the leading brands of toothpaste in India and it is known for its unique blend of natural ingredients. To attract more customers, the brand offers various incentives to consumers as part of its promotional campaigns. Here are some of the incentives that Dabur Toothpaste provides to its customers.

1. Discounts and Coupons: Dabur often offers discounts and coupons to its customers. This helps to attract more customers and encourages them to purchase the product. Discounts and coupons are offered on specific products or on the entire range of Dabur toothpaste. These discounts and coupons can be availed both online and in-store.
2. Free Samples: Dabur also offers free samples of its toothpaste to potential customers. This helps customers understand the product better and also helps them decide whether they want to purchase the product or not. It also helps to spread the word about the product and encourages more customers to try it.
3. Loyalty Programs: Dabur also has loyalty programs in place for its customers. These loyalty programs are designed to reward customers for

their loyalty and encourage them to purchase more Dabur toothpaste. Customers who are part of these programs can avail of special discounts and offers on the products.

4. Referral Program: Dabur also has a referral program in place. This allows customers to refer their friends and family to the brand and earn rewards. Customers who refer their friends and family to the brand can earn cashback and other rewards.

5. Social Media: Dabur also engages with its customers through social media. The brand has a strong presence on platforms like Facebook, Twitter, Instagram, and YouTube. On these platforms, the brand engages with its customers and offers them exclusive discounts and offers.

Dabur Toothpaste offers various incentives to its customers as part of its promotional campaigns. These incentives help to attract more customers and encourage them to purchase the product. The brand also engages with its customers through social media and offers exclusive discounts and offers. All these incentives help to increase the sales of the brand and make it more popular among consumers.

Place:

The placement of Dabur Toothpaste is critical to its success. It is important to ensure that the product is easily accessible and visible to

potential customers. Placement of the product should be done in locations where potential customers can easily find it. Retail outlets such as supermarkets, pharmacies, and department stores are ideal places to place the product. The product should be placed in a prominent spot, where it can be easily seen by customers.

The product should also be placed in locations that have a high footfall. This will ensure that more people are exposed to the product and are more likely to purchase it. Placement in areas such as shopping malls, airports, railway stations and bus stops are ideal for Dabur Toothpaste. This will ensure that the brand is seen by a wide range of customers.

In addition to traditional retail outlets, Dabur Toothpaste should also be placed in online stores and websites. This will ensure that the product is seen by a wider audience and can be easily purchased by customers. The product should also be placed in social media platforms such as Facebook and Instagram, which will help to increase the visibility of the brand.

The placement of the product should also be done in a strategic manner. The product should be placed in locations which are frequented by potential customers. It should also be placed in locations where customers can easily compare the product with other brands. This will help customers make an informed decision when purchasing the product.

By strategically placing the product in the right locations, Dabur Toothpaste can reach a wider audience and increase its sales. This will help the brand to establish itself as a market leader and build a strong customer base.

Conclusion:

With respect to my analysis and the survey that was conducted there are certain suggestions and ideas that have been arrived

Youngsters: India is a country that has a majority population of youngsters and I feel that Dabur toothpaste hasn't concentrated much on that because the majority of the survey answering respondents is a youngster and we can see that most of their first choice isn't dabur because default dabur ie; any organic or ayurvedic product gets associated to Elders or old people and Dabur also hasn't much concentrated on youngsters though it has concentrated on children they haven't concentrated in Youth (15-30).

Because Through the survey conducted and also through personal usage and experience, I feel that Dabur's toothpaste or any other product for that matter has been associated with Elders or old people and not with youngsters, for example, we can see the ads of Dabur either based of Elders/Family/old people explaining to children of the house to use it or understand the importance of the dabur products this default creates a thought in the minds of the youth that this is a medicinal product, this tastes bad, its old people's and not for you. Dabur hasn't done any Ads for campaigns youth or youth-related ads for example the competition companies like pepsodent closeup and Colgate have even products that are specifically targetted at youth even the most prescribed toothpaste or the most medicinally related toothpaste such as Sensodyne have used youth in their ads even the doctors are from the young generations and it default creates a sense of emotional connect and relatability to the audience

So I feel that Dabur is a bit lagging in the part of concentration on youth.

Innovation:

Dabur has a reputation for being related to Ayurveda, organic, and healthy being in the FMCG market I think that Dabur should have a bit of innovation and variety in its products even though the latest decade is based on Sustainability and Health but having products relates to the same theme for the last 10 decades has become a bit boring and now consumers might take a turn towards shifting to other products and also these products are highly switchable and an alternate can be easily be adapted (Patanjali) so having a products variation and innovative products that are also healthy and modern or tech-driven will attract more people

In a society of high tech involvement Innovation and incorporation of technology will be very attractive for the customer of both youth and old generations

Promotions and Ad campaigns:

Even though Dabur is very active in doing campaigns and promotional activities in both Urban and rural sectors these campaigns are a bit outdated are very repetitive in nature so the consumers are not that attracted towards it and these campaigns are mostly done in places that barely have any technological or economical development even though these can be considered as a CSR activity and but the motive is to promote the products in these economy is very low and after promotion the products are not getting sold in a large scale because the economy and the literacy is so low that the people are not able to either afford to buy the products and the want cheap alternatives or the people dont know the difference between a real dabur and fake (DABUM) so there must be improvements in the promotional campaigns.

Ads are a major part of any product and these ads have to be unique consistent interesting and should promote the features and benefits of the

product these ads should be as effective as a sales pitch. But its often seen that the dabur ads are all very similar in nature and are not that updated or trendy these ads are based on just on the same theme of family and advice and teaching but the new age costumes wont be attracted to these as this doesn't interest them and they want more innovation and technology and “ something new” in their products so these Ads are not upto the mark for the young generation

THANK YOU