



PRESENTED BY PRANATI TANDON

Go To Market Strategy

Developing a Go-To-Market strategy for Indus Valley Cosmetics with special focus on Hair Color

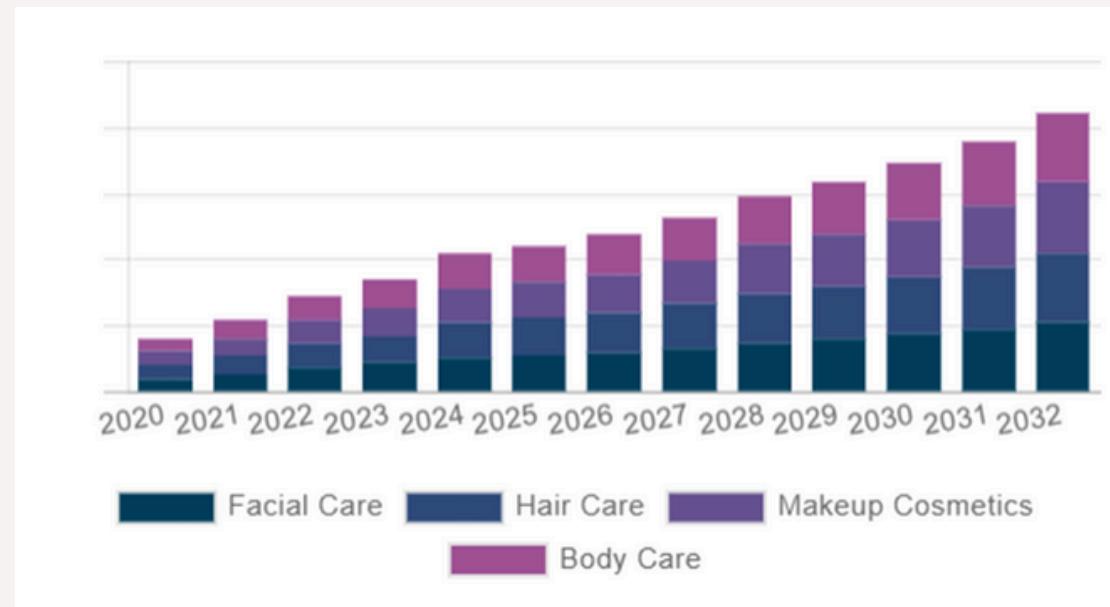


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Indian personal care market



Global Organic Maket size by Product Type



Indian Hair Care and Styling Products Market

Indian Cosmetics Market

CAGR : 10.91%

Period : 2024-2029

Indian Hair Care Market

CAGR : 8.80%

- The **rising demand** for chemical-free skin and personal care products and **changing perceptions** has led to the rise of this industry
- Increase in purchasing power** in economies like India has resulted in increased consumer spending on premium personal care products
- Color cosmetic industry is on the rise with Gen Z reshaping the markets

Major segments based on

Distribution Channels

- Online
- Supermarkets
- Pharmacies, Drug stores
- Convenience stores
- Others

Product type

- Hair colorants
- Hair sprays
- Conditioners
- Styling Gels
- Hair oils
- Shampoos
- Others

Indus Valley Cosmetics

Value Proposition and positioning

- **Organic Ingredients** : Emphasis on the natural and organic ingredients used.
- **Chemical and cruelty free** : Products free from harmful chemicals like sulfates, ammonia, parabens.
- **Certified products** : Highlight the various certifications such as USDA Organic, ECOCERT, India Organic, Bio-Natural.
- **Diverse range of products** from Henna to Hair color and spa, Beard color to Aqua gel color that promote natural appearance
- **Strong focus on consumer safety** : Transparency in ingredients used, safety assurances

Why us ?

- Natural and Organic Focused product
- Ayurvedic heritage and emphasis on the various herbs and principles used
- Brand trust and promise

Pricing strategy

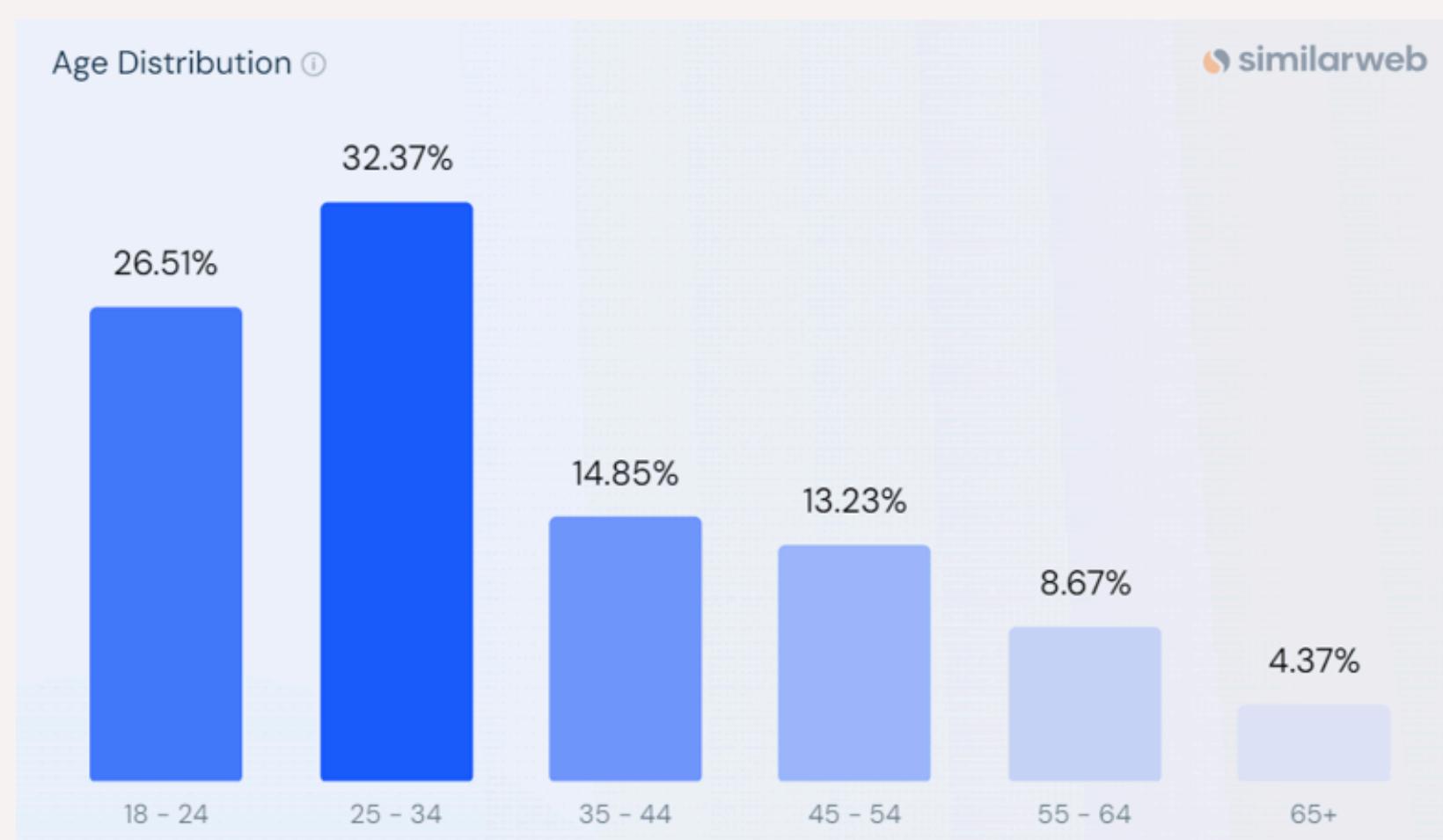
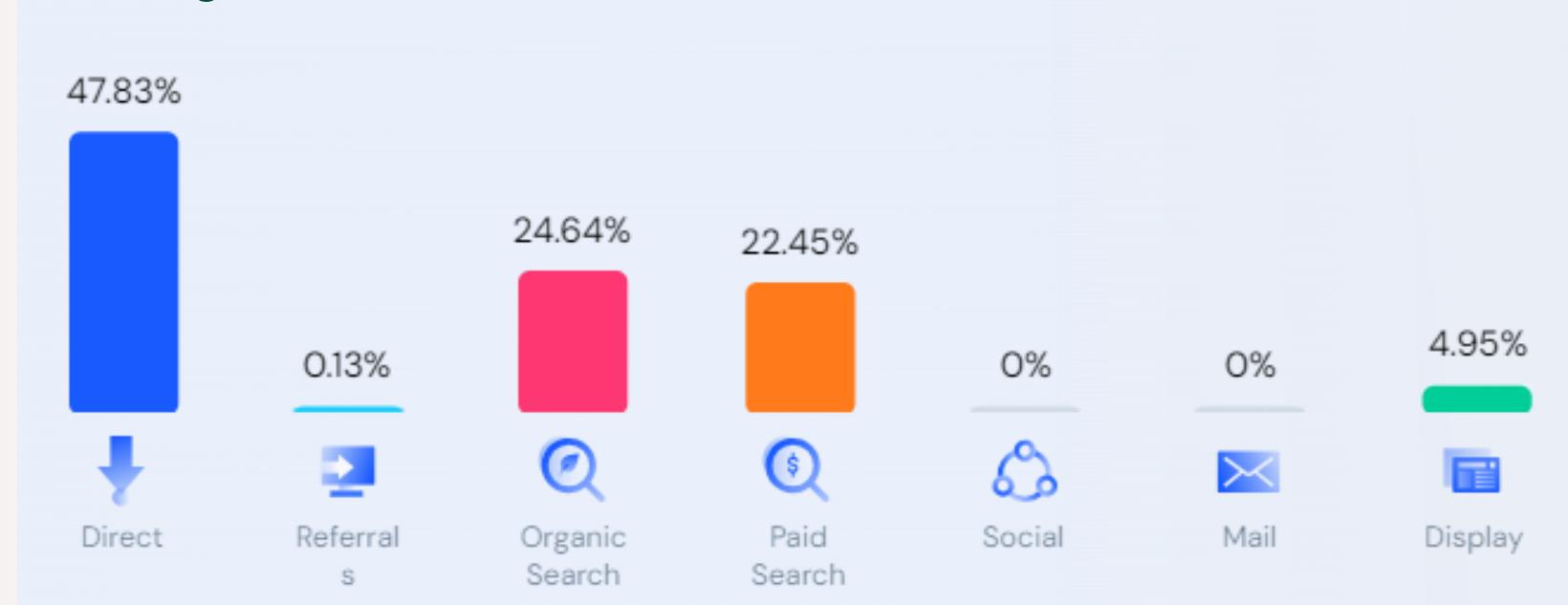
- **Competitive pricing** for products like henna and hair color due to increased competition in the market
- **Premium pricing** for Hair Color and Spa
- Use of **promotional or first buy offers** to attract consumers



www.buyindusvalley.in

Website Analytics

Marketing Channels Distribution

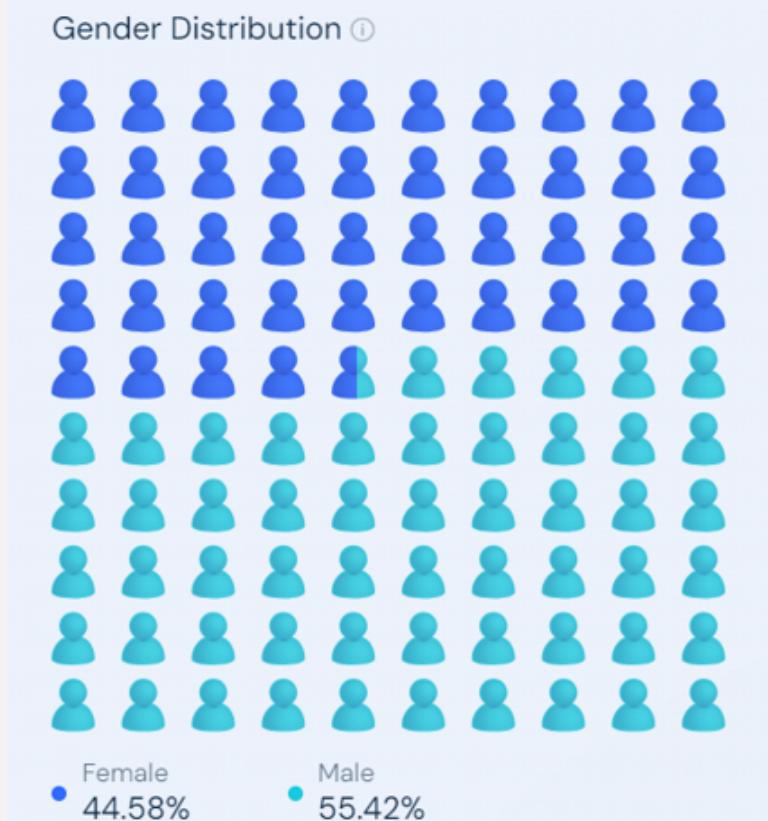


Key Insights

- **High direct traffic** indicates strong brand recognition
- **Organic search** is the second largest contributor
- **Social media** presence must be improved
- **Paid advertising** has helped attract consumers
- **On-site engagement and user experience** must be improved to reduce bounce rate and improve visit duration

Key Metrics

- 01 **Organic monthly traffic : 230K**
- 02 **Pages per visit : 2.15**
- 03 **Bounce Rate : 62.24%**
- 04 **Avg visit duration : 00:00:37**

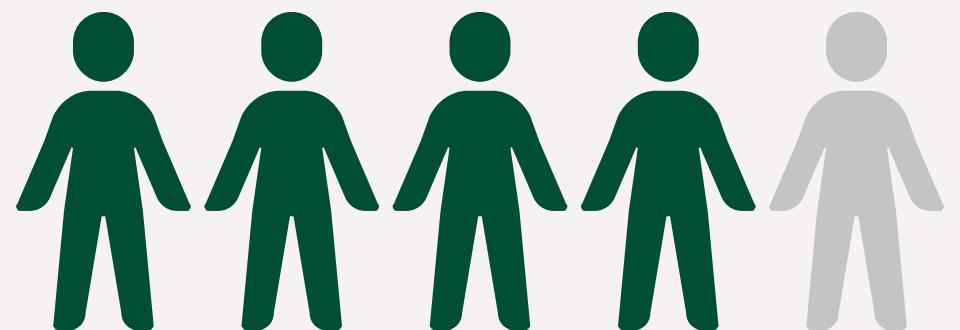


*Given the nature of the brand, we assume that a significant portion of sales come from various e-commerce platforms and their own website

Target Audience

- 01** **Health, Environment Conscious Consumers**
Demographics : 25–50
Psychographics : Customers that prioritize health, well-being and seek products free from harmful chemicals. They often look for eco-friendly products
- 02** **Users of Ayurveda and Traditional remedies**
Demographics : 30–60
Psychographics : Customers who prefer traditional remedies over modern formulas. Seek out products with Ayurvedic ingredients

- 03** **Professional and Working Adults**
Demographics : 25–55
Psychographics : Customers that prefer safe, non-toxic products. Look for hassle-free use, long-lasting results.
- 04** **Young Adults and Millennials**
Demographics : 18–30
Psychographics : Customers who love to experiment with colors. Prefer brands that align with their values.



Competitor Analysis

	KAMA AYURVEDA	BIOTIQUE	KHADI NATURAL	GODREJ EXPERT	L'OREAL
CATEGORIES	<ul style="list-style-type: none">• Hair Care• Skin Care• Body Care	<ul style="list-style-type: none">• Hair Care• Skin Care• Body Care• Fragrances	<ul style="list-style-type: none">• Hair Care• Skin Care• Body Care• Essential Oils	<ul style="list-style-type: none">• Hair Colors• Henna based products	<ul style="list-style-type: none">• Hair Colors• Hair-care based products
KEY FEATURES	<ul style="list-style-type: none">• Authentic Ayurvedic formulations• Emphasis on high quality ingredients	<ul style="list-style-type: none">• Organic, herbal formulations• Cruelty-free	<ul style="list-style-type: none">• Ayurvedic, natural ingredients• Traditional recipes	<ul style="list-style-type: none">• Ammonia-free• Quick application• Herbal ingredients	<ul style="list-style-type: none">• Wide shade range• Premium ingredients• Advanced care formula
PRICE POSITIONING AND RANGE	Premium pricing Range : ₹500 to ₹3000	Mass premium pricing Range : ₹100 to ₹1500	Mass premium pricing Range : ₹100 to ₹1000	Mass premium pricing Range : ₹20 to ₹200	Mid – premium pricing Range : ₹200 to ₹1000
DISTRIBUTION CHANNELS	<ul style="list-style-type: none">• Online• Exclusive stores• Premium retail stores	<ul style="list-style-type: none">• Online• Brand outlets• Retail stores• Pharmacy	<ul style="list-style-type: none">• Online• Brand outlets• Retail stores	<ul style="list-style-type: none">• Online• Traditional stores• Modern Retail	<ul style="list-style-type: none">• Online• Exclusive salons• Modern Retail
MARKETING STRATEGY	<ul style="list-style-type: none">• Brand storytelling• Influencer collabs• In-store experience• Content Marketing• Luxury, premium branding	<ul style="list-style-type: none">• Wide distribution• Affordable pricing• Celebrity endorsements• Eco-friendly packaging	<ul style="list-style-type: none">• Government endorsements (KVIC)• Affordability• Community engagement• Influencer collabs	<ul style="list-style-type: none">• Celebrity endorsements• Digital campaigns• Heavy advertising• Widespread retail network	<ul style="list-style-type: none">• Celebrity endorsements• Global campaigns• TV commercials• High investment in digital marketing

SWOT Analysis

Indus Valley Cosmetics

Strengths

- Use of **certified** organic and ayurvedic herbs
- Established trust, **credibility** in the market
- **State-of-the-art** manufacturing units
- **Unique** gel formulations

Opportunities

- **Growing demand** for natural products which has led to expanding market
- Introduction of **eco-friendly packaging**
- Innovative product development to cater to specific needs and **customization** options
- **Leverage social media** to enhance brand presence



Weakness

- **Limited market penetration** in certain geographical regions
- **Higher prices** compared to non-organic competitors
- **Limited availability** in physical stores
- **Low brand recognition** compared to mainstream competitors

Threats

- **Intense competition**, new entrants in organic hair color market
- **Changes in government regulations** could impact certification approvals
- **Skepticism** about authenticity claims

Regional Preferences and Variations

Choosing the right hair color depends on one's skin tone. Since India is a diverse country with people of varied cultures spread across, we estimate the regional preferences based on the majority.

North

- Bold, darker color preference due to lighter skin tones
- High demand for herbal, Ayurvedic products

West

- Preference high-end beauty products
- Growing interest in eco-friendly products

Central

- Balanced demand for traditional and modern products
- Interest in cost-effective hair care solutions

South

- Preference towards natural blacks and browns
- Henna is widely used
- Preference towards organic products

East

- Mix of traditional and experimental shades
- Interest in budget-friendly options

General Strategies

01

Establish strong presence in major cities and collect feedback to better understand consumers

02

Create ads tailored to regional languages, cultures. Highlight product benefits in local languages

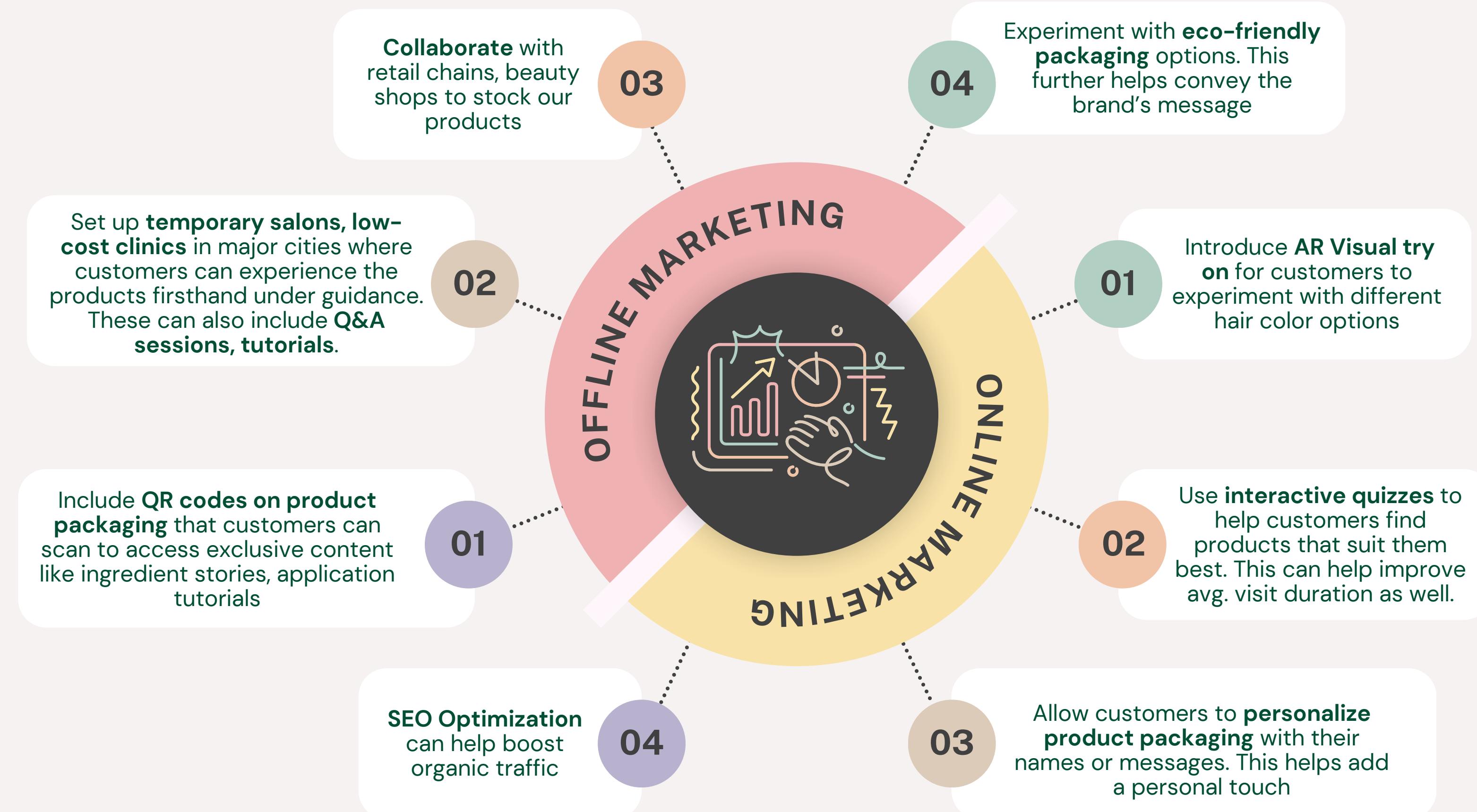
03

Collaborate with local pharmacies, retail stores, salons. Introduce in-store promotions and offers

04

Use local media channels like newspaper, TV and partner with regional influencers or micro-influencers with strong local following

Growth Strategies



Performance Evaluation

Categories	Objective	Metrics	Initiatives
Sales	<ul style="list-style-type: none">Track sales revenue from the launchMonitor number of products soldIncrease customer spend per order	<ul style="list-style-type: none">Sales RevenueUnits SoldAverage order value	<ul style="list-style-type: none">Introduce festive offers, bundle packsUpsell and cross-sell strategiesFocus on targeted advertising campaignsOmni-channel presence
Marketing	<ul style="list-style-type: none">Determine cost of acquiring a customerBoost efficiency of salesCalculate revenue generated from advertising	<ul style="list-style-type: none">CACConversion RateROAS	<ul style="list-style-type: none">Targeted campaigns and regular performance trackingSimplified checkout and overall experience
Customer Engagement	<ul style="list-style-type: none">Increase brand visibility through website and social media platformsBuild a loyal customer baseImprove customer experienceImprove average visit duration	<ul style="list-style-type: none">Website TrafficSocial Media EngagementBounce RateLoyalty program sign-upsCustomer satisfaction	<ul style="list-style-type: none">Increase transparency between brand and consumersRedesign website to make it more user friendlySEO OptimizationCustomer feedback surveysRegular content updates, interactive posts on social media
Sustainability	<ul style="list-style-type: none">Create an eco-friendly and sustainable brand imageEnsure ethical ingredient sourcing	<ul style="list-style-type: none">Environmental certificationsSustainable sourcing	<ul style="list-style-type: none">Collaborate with NGOsPartner with certified suppliersSustainable packaging initiativeRecycling programs

Appendix

- <https://www.mordorintelligence.com/industry-reports/india-hair-care-and-styling-products-market-industry>
- <https://www.grandviewresearch.com/industry-analysis/color-cosmetics-market>
- <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/india>
- <https://www.grandviewresearch.com/industry-analysis/organic-personal-care-market>
- <https://similarweb.com/website/buyindusvalley.in/#traffic>
- https://app.neilpatel.com/en/traffic_analyzer/overview?domain=buyindusvalley.in

THANK YOU