



Philips Robotic Vacuum Cleaner

Go-to-Market Strategy in India

SUBMITTED BY,
RAZEEN P H



Market Overview

- **Market Size**

- ₹370 Cr (USD 44.12 million)

- **CAGR (2024–2029)**

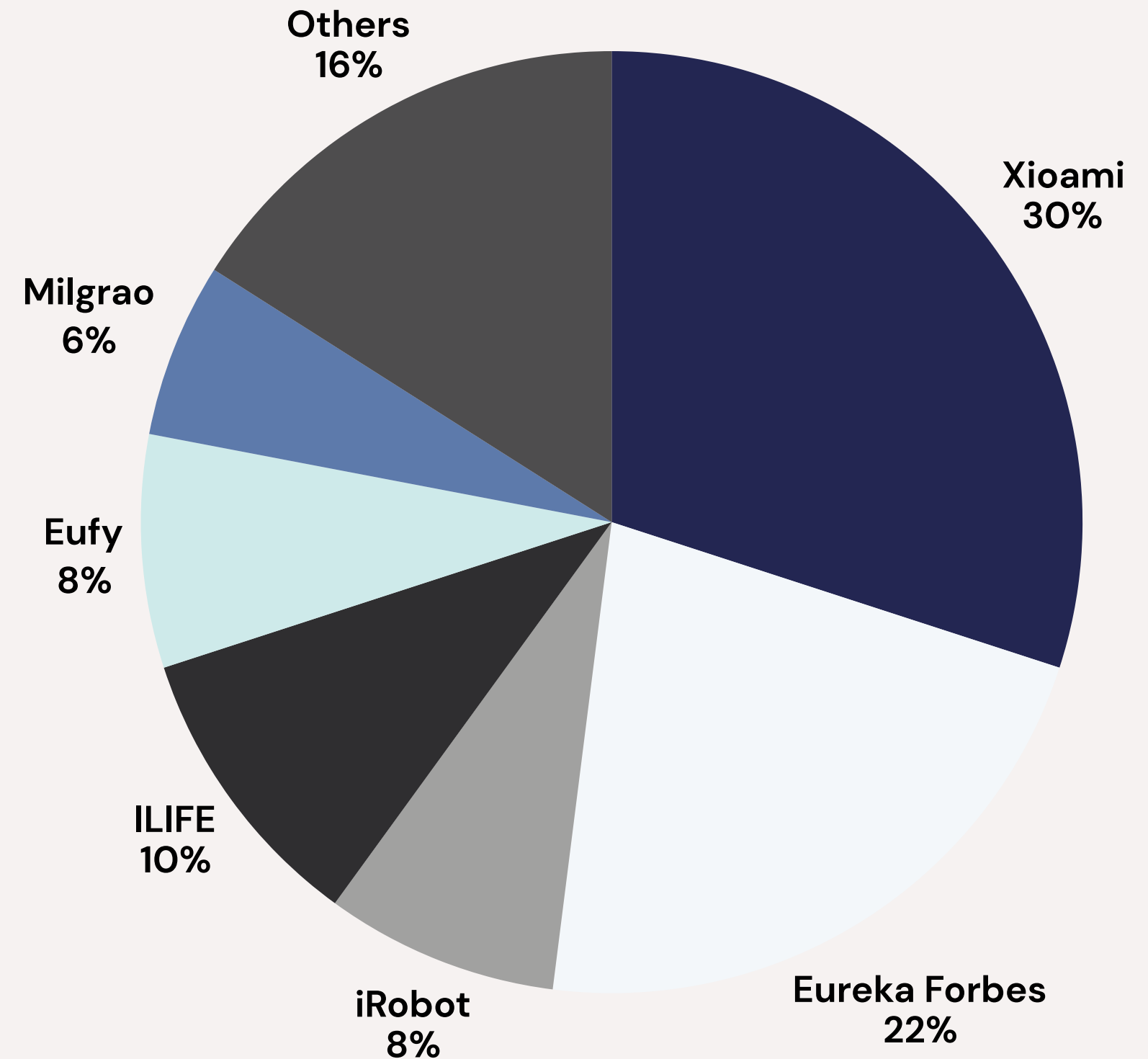
- 10.07 %

- **YoY Growth Rate (2022)**

- 24%

- **Growth Factors**

- Urbanization and busy lifestyles
- Rising disposable incomes
- Increased focus on hygiene
- Evolving lifestyle trends

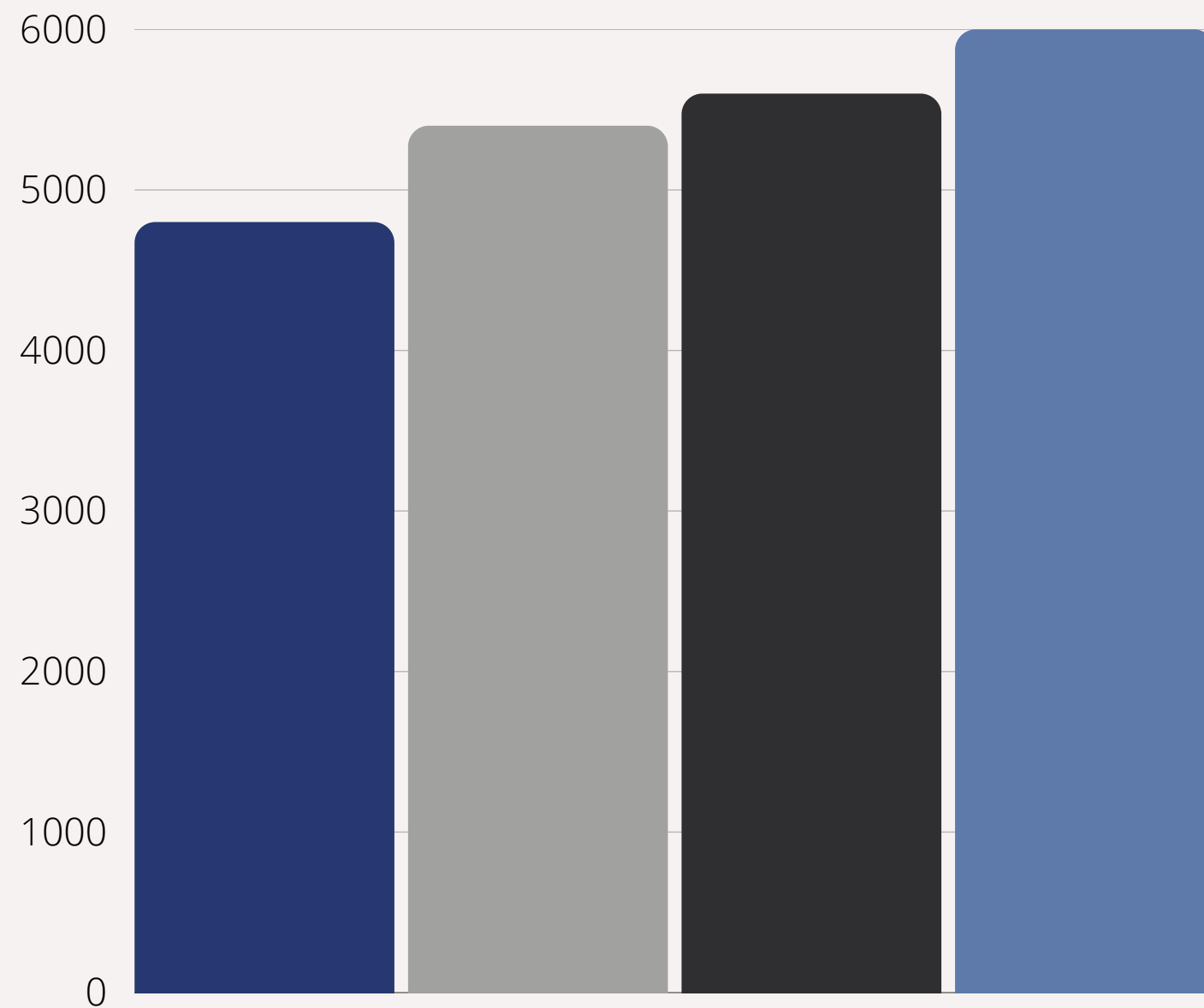


Current Market Share in India (2023)

Philips' Market Position in India

Annual Revenue (in Crores)

● 2021 ● 2022 ● 2023 ● 2024



Annual Revenue (FY24): ₹6,000 crore (+7% YoY)



Strengths:

- **Distribution:** Over 4,000 retail partners across India
- **Innovation:** AI-based healthcare solutions and IoT-enabled appliances
- **Trust:** 90 years of market presence, driving customer loyalty

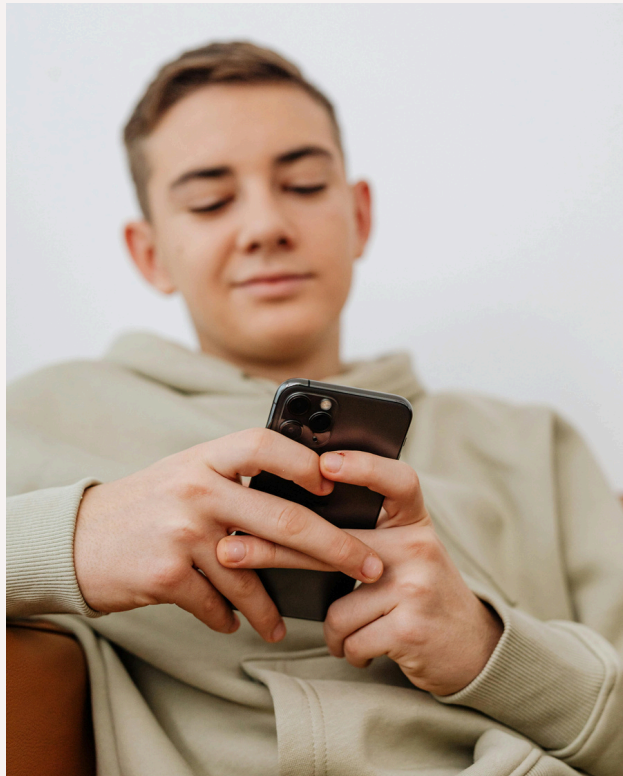


Growth Areas:

- **Increased Online Sales:** Driven by personal care and healthcare products
- **Strong Brand Trust:** Built on quality and innovation over the decades

Target Segments

B2C



**TECH SAVY
MILLENNIALS**



PET OWNERS

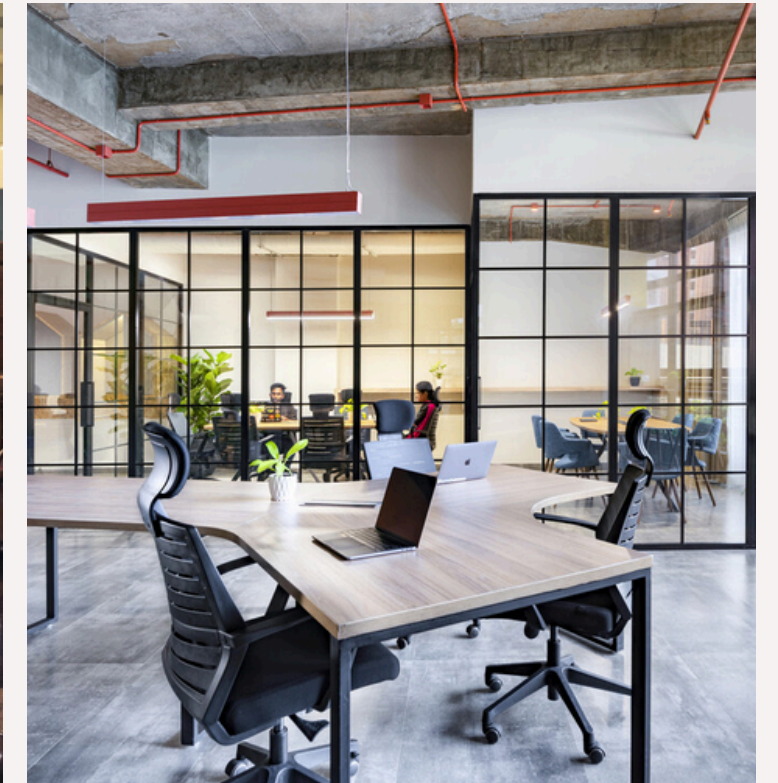


**SENIOR OR
PHYSICALLY
CHALLENGED
PEOPLE**

B2B



HOTEL/HOSPITALITY



OFFICE SPACE



Value proposition

B2C/B2B

- **Smart Home Integration:** Works seamlessly with Alexa and Google Assistant
- **Advanced Technology:** Multi-room mapping, obstacle avoidance
- **User-Friendly:** Self-emptying features for convenience
- **Eco-Friendly Design:** Energy-efficient models with durable performance

B2B

- **Office Efficiency:** Automates routine cleaning, freeing up staff time
- **Cost-Effective:** Reduces labor costs, especially for large facilities like hotels
- **Scalability:** Suitable for different B2B use cases, from small offices to large co-working spaces

Pricing



Tiered Pricing

- Budget Range:
₹17,995–₹30,000
- Mid-Range:
₹30,000–₹60,000
- Premium Range:
₹60,000–₹89,999



Bundle Offers

- Providing discounts on combined purchases



Offers/Trade-in

- Trade old appliances
- Seasonal demand
- Online channels



Distribution Strategy

Retail Channels

amazon

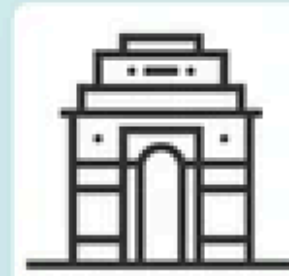
Flipkart



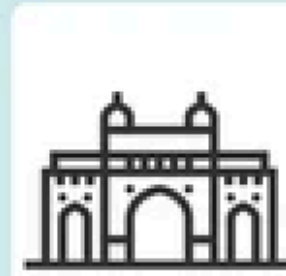
croma
A TATA Enterprise

Reliance digital

Location Focus



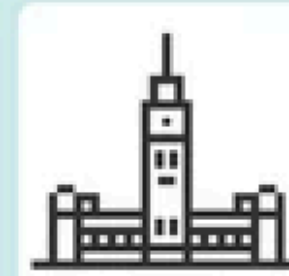
DELHI



MUMBAI



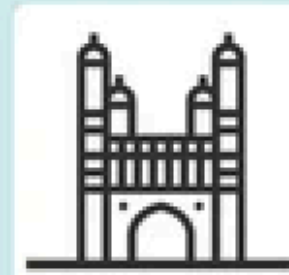
BENGALURU



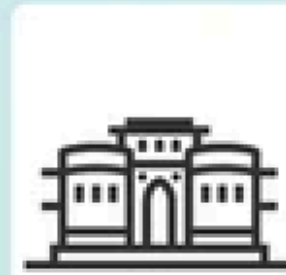
CHENNAI



KOLKATA



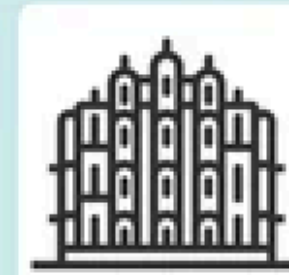
HYDERABAD



PUNE



AHMEDABAD



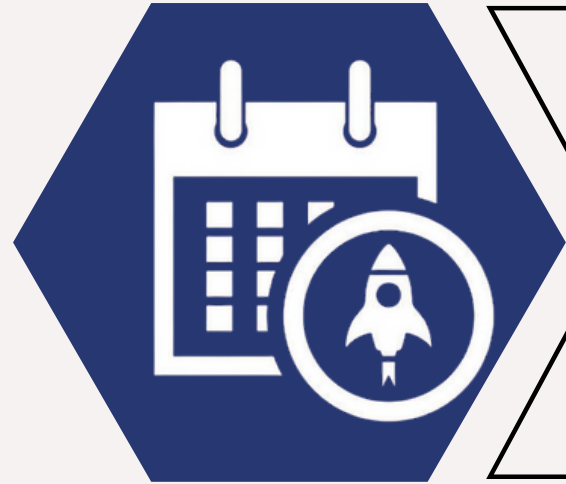
JAIPUR



LUCKNOW

After-Sales Support: Nationwide service centers to ensure reliable and efficient support

Marketing Plan



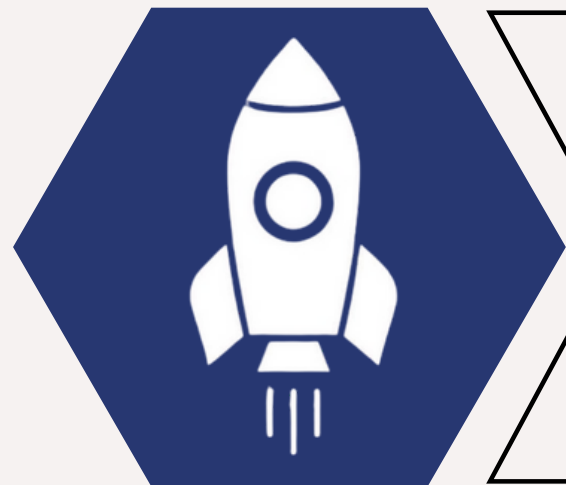
Pre Launch

Activities:

- Conduct surveys and focus groups for positioning insights
- Social media teasers and influencer partnerships

KPIs:

- Engagement rate on social media
- Brand mentions by influencers



Launch

Activities:

- Host a virtual launch event with early bird pricing
- Run digital ad campaigns across Google, social media

KPIs:

- Virtual event participation
- Ad click-through rate
- Early bird sales



Post Launch

Activities:

- Gather customer feedback to drive product improvements.
- Build loyalty programs and offer community access.

KPIs:

- Customer satisfaction (CSAT) score
- Number of repeat purchases
- Net Promoter Score (NPS)

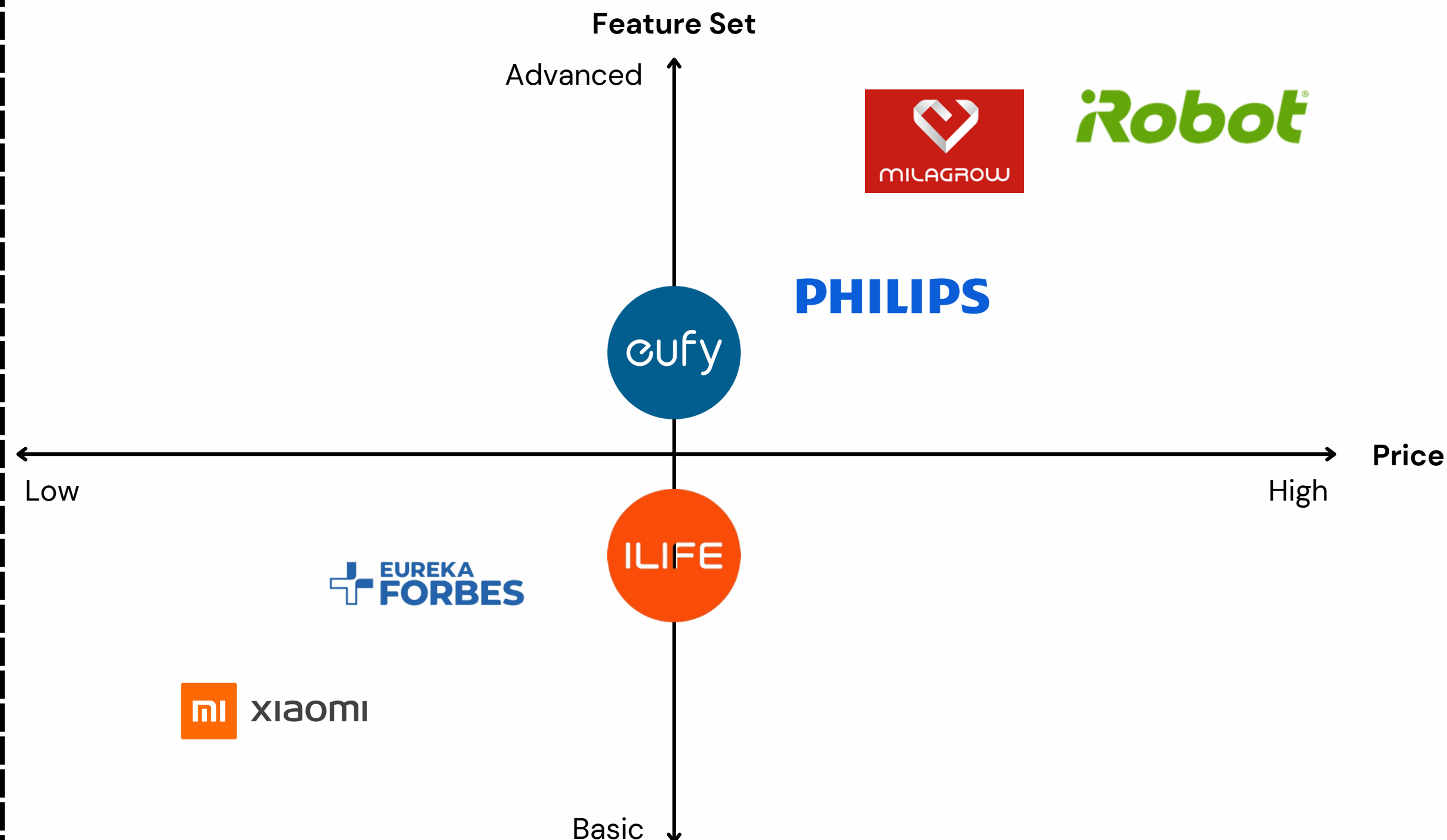
Competitive Landscape

Key Competitors

- **Xiaomi (30%):** Affordable pricing, strong online presence
- **Eureka Forbes (22%):** Established brand, weaker focus on smart solutions
- **iRobot (8%):** Premium pricing, strong in high-end market
- **Milagrow (6%):** Niche features, limited distribution

Philips' Competitive Edge

- Trusted Brand
- Smart Automation
- B2B Focus



Conclusion & Impact

Strategic Fit

- Aligns with Philips' vision for smart home & office automation
- Potential in both B2C (households) and B2B (offices, hospitality) segments

Revenue Potential

- **Year 1:** Projected ₹30–40 crores, with 20% from B2B sales.
- **5-Year Goal:** 10–12% market share, with 30% from B2B.



Philips is primed to capture the growing robotic vacuum market, leveraging its strong brand and dual focus on residential and B2B customers, positioning itself for long-term success.

Thank You