



# Philips Robotic Vacuum Cleaner

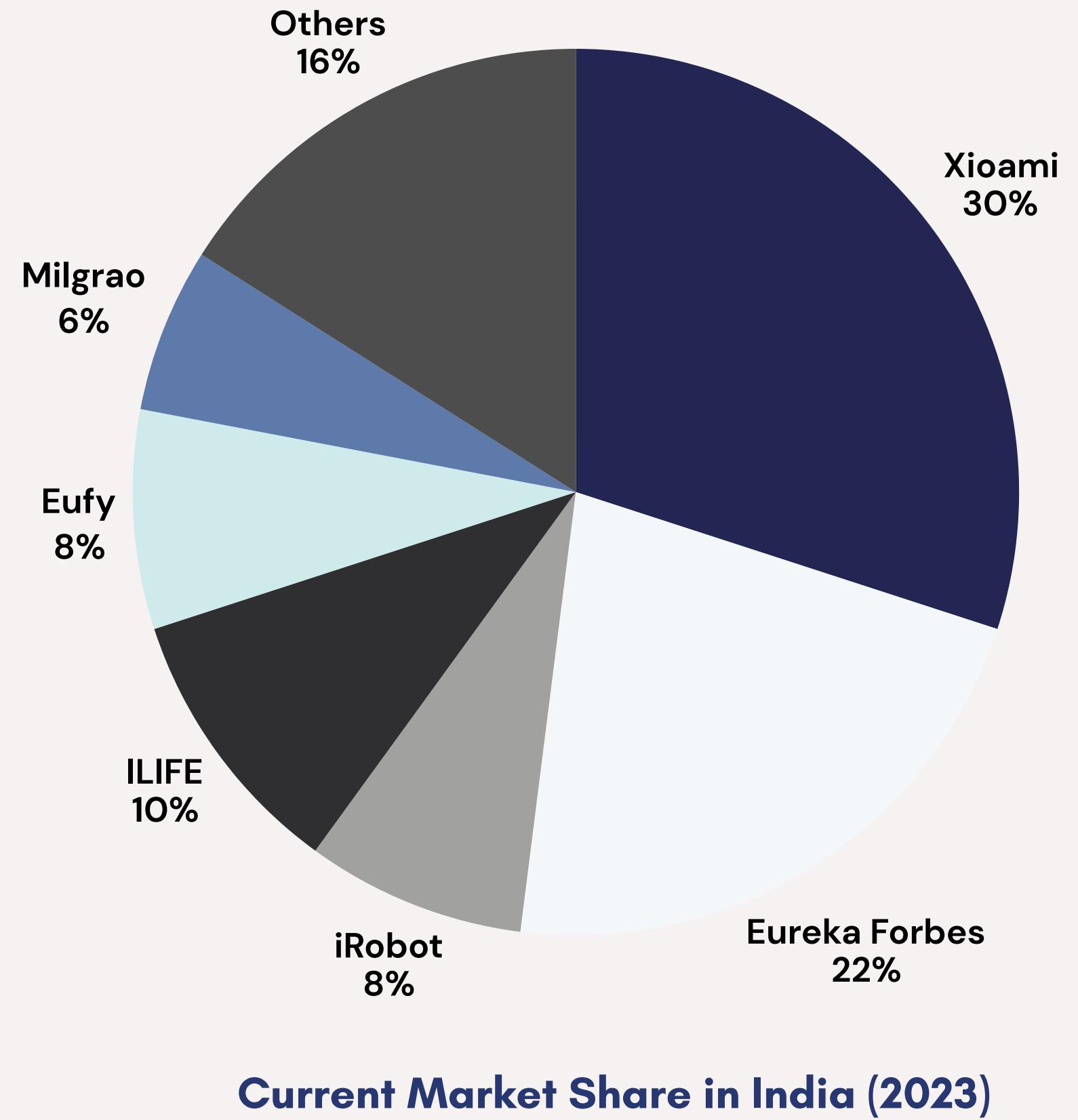
## Go-to-Market Strategy in India

SUBMITTED BY,  
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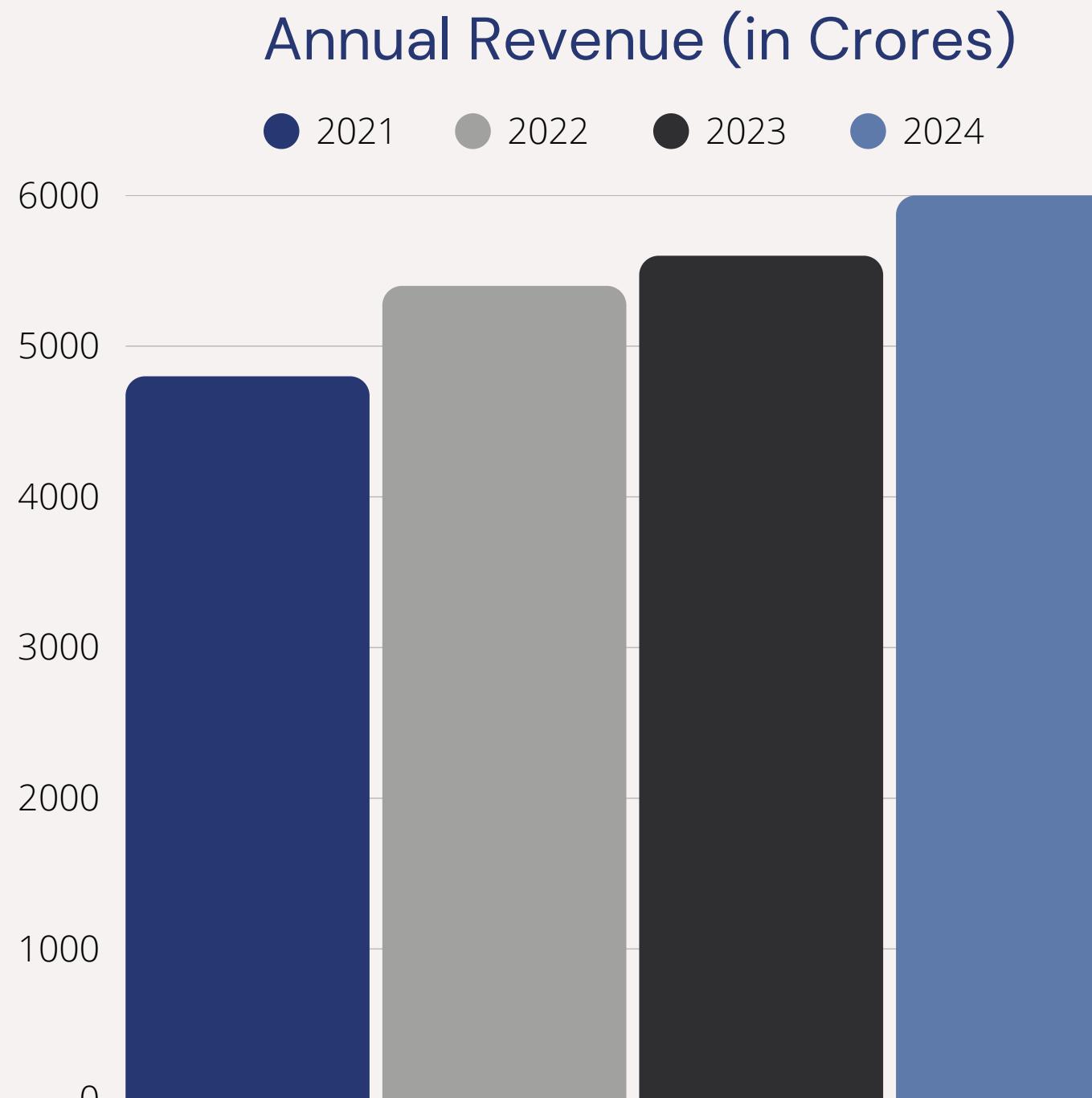


# Market Overview

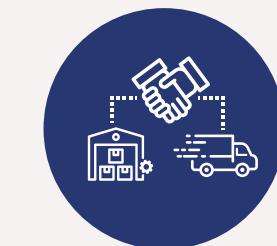
- Market Size
  - ₹370 Cr (USD 44.12 million)
- CAGR (2024-2029)
  - 10.07 %
- YoY Growth Rate (2022)
  - 24%
- Growth Factors
  - Urbanization and busy lifestyles
  - Rising disposable incomes
  - Increased focus on hygiene
  - Evolving lifestyle trends



# Philips' Market Position in India



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



## Strengths:

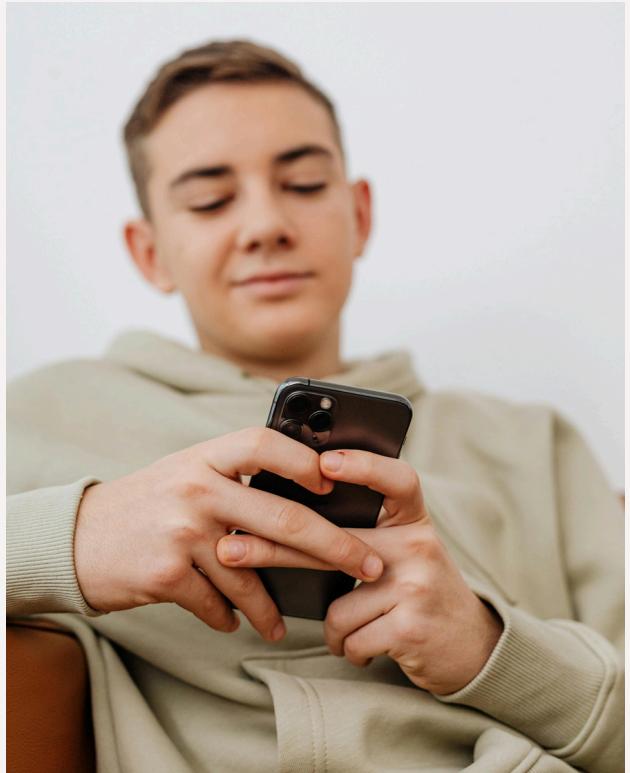
- Distribution:** Over 4,000 retail partners across India
- Innovation:** AI-based healthcare solutions and IoT-enabled appliances
- Trust:** 90 years of market presence, driving customer loyalty

## 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

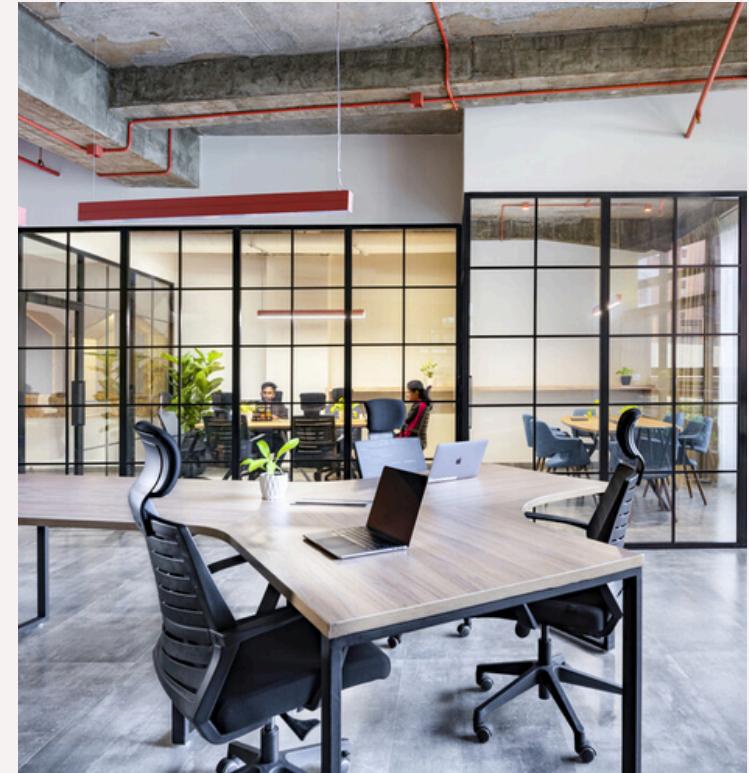


TECH SAVY  
MILLENIALS

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

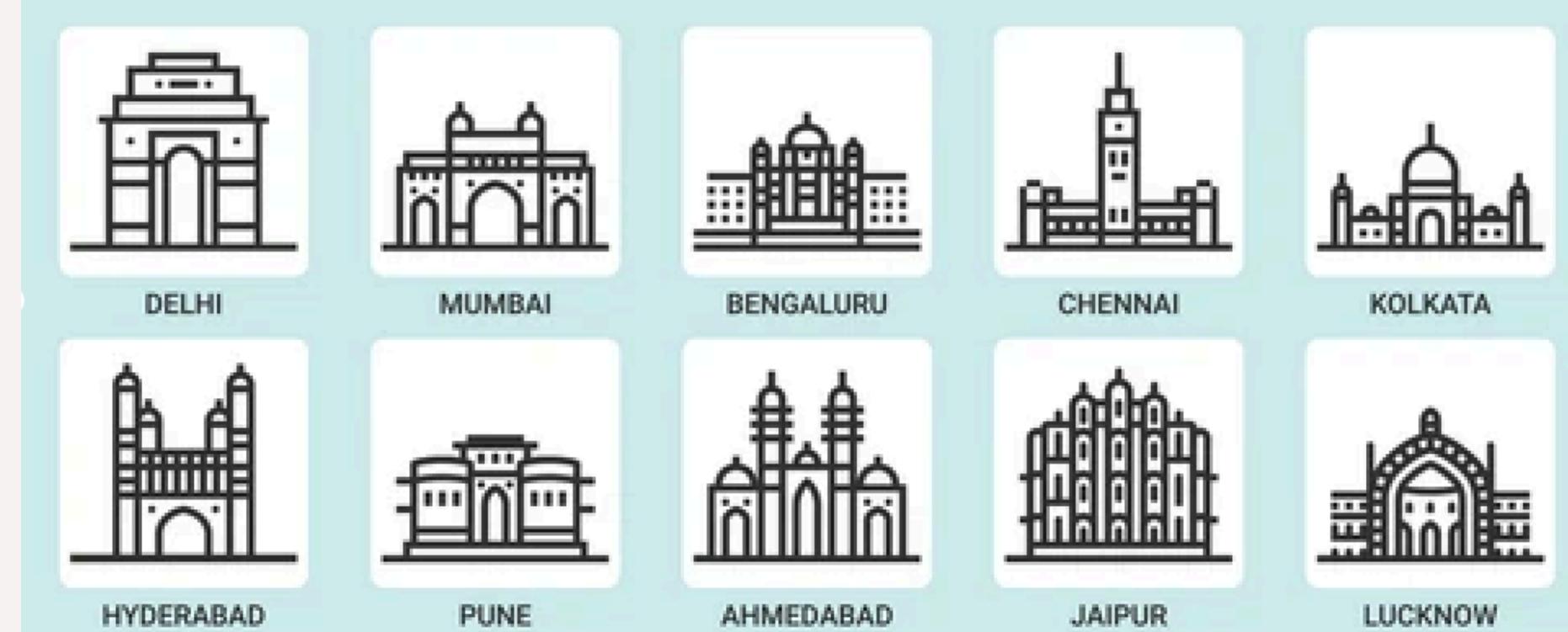
**amazon**

**Flipkart**

**cromā**  
A TATA Enterprise

**Reliance digital**

## Location Focus



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

# Marketing Plan



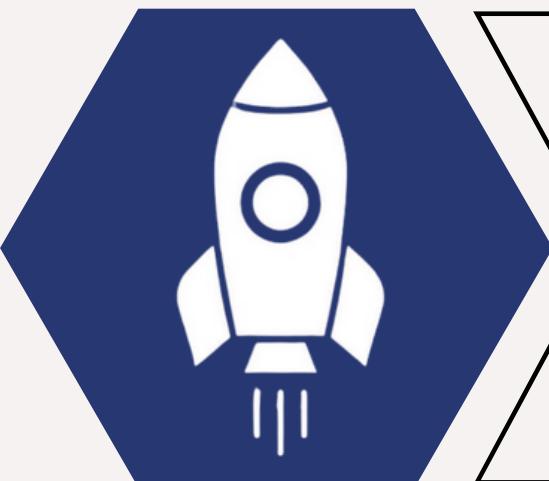
## Pre Launch

### 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.

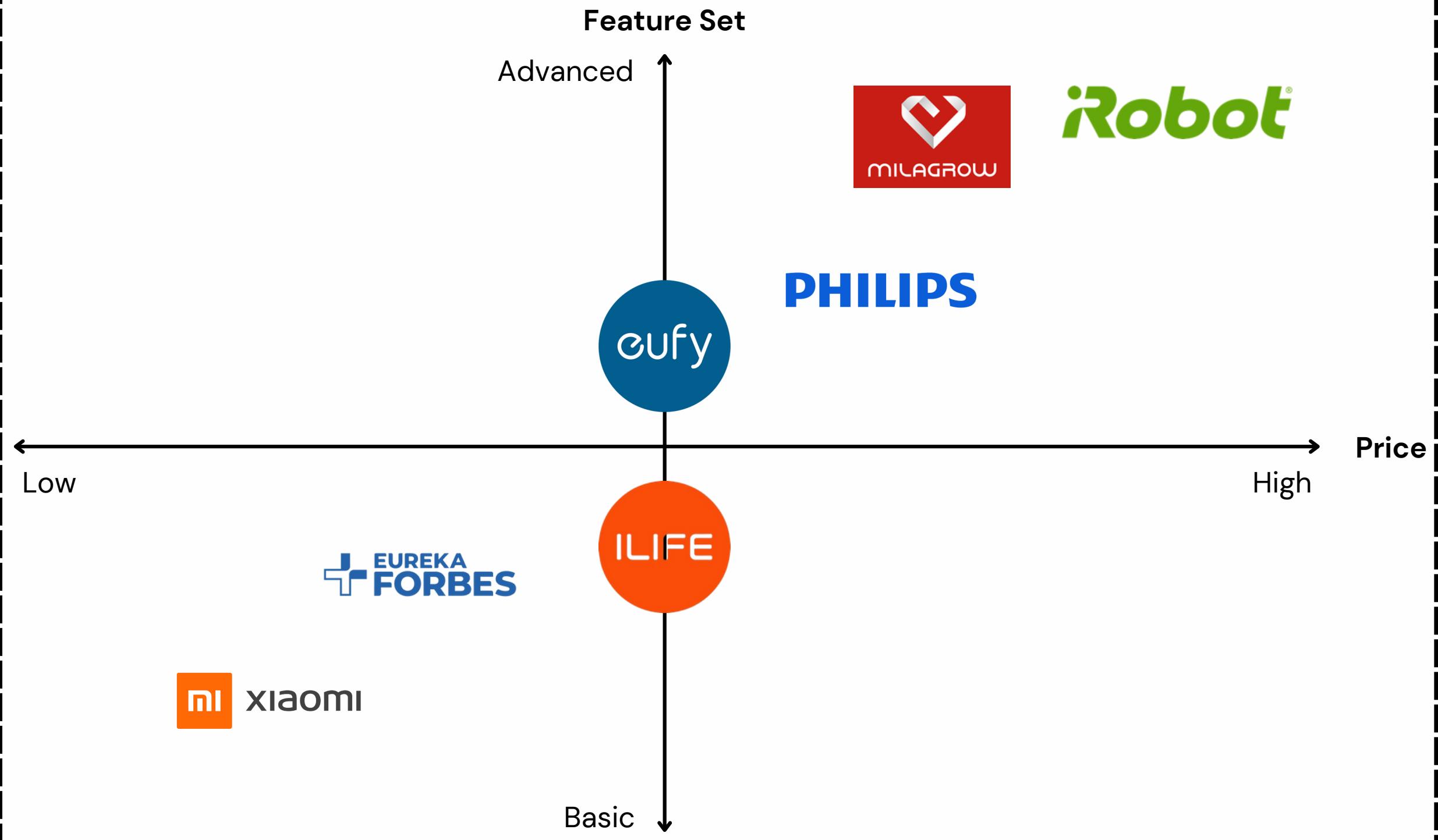
### KPIs:

- 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