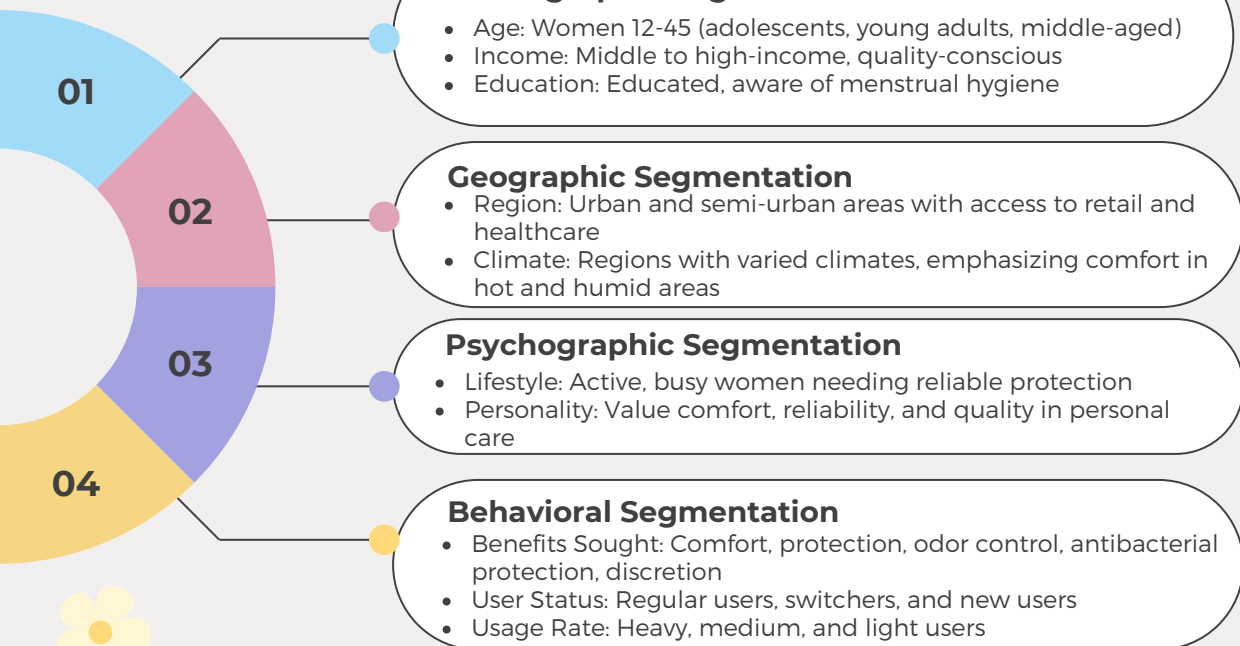




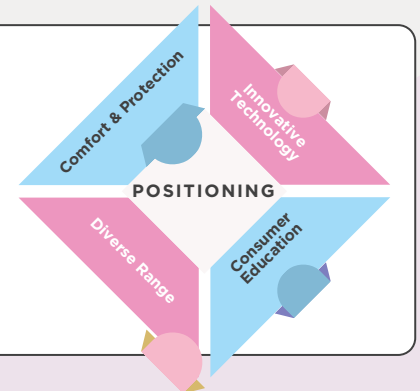
MARKETING STRATEGY OF SOFY

SEGMENTATION

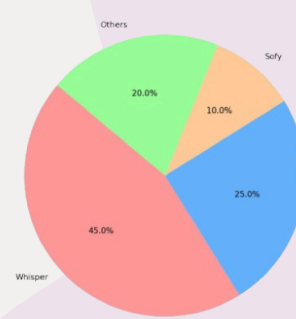


POSITIONING

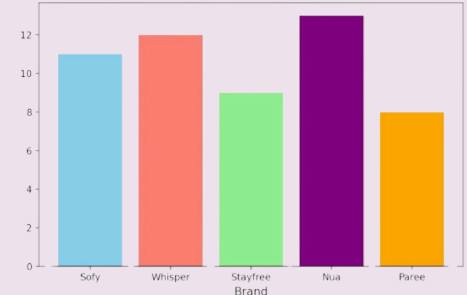
- Comfort & Protection:** Reliable comfort, odor control
- Innovative Technology:** Advanced absorption, breathable materials
- Diverse Range:** Variety for all needs
- Consumer Education:** Trust through campaigns



Market Share of Sanitary Napkin Brands in India



Price per Unit for Popular Sanitary Pad Brands in India



DISTRIBUTION STRATEGY

Coverage Strategy

Selective Distribution

Premium retailer partnerships

Quality Control

Consistent product experience

Targeted Reach

Audience-focused placements

Channels Used



Third-Party Sellers

Collaborates with niche stores for targeted audience reach.



Specialty Retailers

Collaborates with niche stores for targeted audience reach.



E-commerce

Sells directly through its website and major e-commerce sites (e.g., Amazon).



Retail Stores

Available in physical stores strategically placed in high-traffic areas.



PRODUCT MIX

- Width:** Pads, tampons, panty liners
- Depth:** Variations based on day and night usage, fragrance, size, layers/thickness and number of pieces within each pack.

Sanitary Pads

- Day Usage:**
 - Anti-Bacteria
 - Cool
 - BodyFit
- Night Usage:**
 - Anti-Bacteria
 - BodyFit Overnight



Tampons

- Soft Tampon - Regular
- Soft Tampon - Super



Panty liners

- Anti Bacteria Pantyliner
- Daily Fresh Pantyliner
- Cool Pantyliner



PRICING STRATEGY

- Value-Based Pricing:** Prices reflect the quality and benefits, such as comfort, absorbency, and special features like cooling or antibacterial pads, targeting consumers willing to pay for premium features.
- Competitive Pricing:** Prices its products competitively to match other leading brands like Whisper and Stayfree, making it appealing in price-sensitive markets.
- Tiered Pricing:** Different product lines are priced at varying levels to cater to diverse consumer needs, from basic pads to premium variants offering advanced protection.
- Promotional Pricing:** Discounts, bundles, and special deals during sales periods to boost short-term sales and customer loyalty.

Competitors



COMMUNICATION STRATEGY

Sofy Cool ad campaign, #SwitchToCool



Sofy's #SwitchToCool campaign, featuring Bhumi Pednekar, Barkha Singh, and Namrata Purohit, promotes cooling comfort with minty sheets, targeting young women, emphasizing relief, freshness, and skin-friendly features for hot climates through social media, using influencers and relatable testimonials to build trust.

Project Jagriti and Period Education



Project Jagriti aims to make Indian rural women independent by providing them livelihood opportunities and at the same time increasing the Awareness of Menstrual Hygiene in the villages to ensure safe period management.

