



L'ORÉAL SUSTAINABILITY CHALLENGE

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Garnier Men Rayder Sunscreen Stick

Our revolutionary offering for comprehensive sun protection with added benefits for young active men.

L'ORÉAL
SUSTAINABILITY
CHALLENGE

INTRODUCING

MENTHOL

COOLING SENSATION & MINTY FRAGRANCE

HEMP SEED OIL

REDUCES ACNE VULGARIS & HEALTHIER BEARD GROWTH.

HYALURONIC ACID

RETENTION OF NATURAL MOISTURE AND PROTECTIVE BARRIER AGAINST POLLUTION AND SUNLIGHT.

NIACINAMIDE

SKIN BRIGHTENING AND REDUCES ACNE IN OILY-PRONE SKIN.

VITAMIN C

REDUCTION OF HYPERPIGMENTATION & BRIGHTENS SKIN.

UVA & UVB FILTER
GARNIER MEN Rayder SUNSCREEN STICK
ICY MENTHOL SPF 50 PA+++
HEMP SEED OIL
#RaydtheSUN

The Concept

Designed for Active Men

Designed to Protect from Sun, Pollution

Designed to hydrate and cool

SPF 50 PA+++

The Garnier Fit

The Unique Selling Proposition

Synergistic Formulation.

Cooling sensation

Sweat + Water Resistant.

Refillable design

Minty fragrance

Distinct Blue Gel Base.

When to Apply?

After Cleansing face and skin

Before heading outdoors


On-the-go reapplication

Understanding Indian Men's Skincare Needs

Indian men aged 18-35 need a simplified yet complete skin protection regime that addresses their skin concerns.

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Consumer Insights




Age Range:
18-36 years old

Reach:
7 cities: Delhi, Varanasi, Jamshedpur, Mumbai, Lucknow, Bengaluru, Pune


✓ 6 interviews ✓ Survey (N=66)








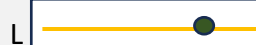






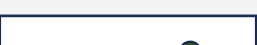





Outdoor & Sports Active



Leisure-based Travel



Work-related Travel

Profiling	Outdoor & Sports Active	Leisure Travel	Work Travel
Tan Conscious	L  H	L  H	L  H
Price Conscious	L  H	L  H	L  H
Want Ease of Use	L  H	L  H	L  H
Texture & White Cast	L  H	L  H	L  H
Acne issue	L  H	L  H	L  H
Skin Care routine	L  H	L  H	L  H
Triggers	Tanning and Skin Damage Concerns	Prolonged exposure to sun while travelling	Everyday travel sun damage
Barriers	Stereotypes related to men's skincare	Stereotypes Inconvenience	Stereotypes Busy Lifestyle

Skin Concerns



Sunburns

Strong UV filter sunscreens



Acne-prone skin

Non-comedogenic Serum Treatment



Pigmentation

Specialized Serum Treatment



Photoaging

Anti-aging Serum, Cream



Dry/Oily Skin

Dedicated Moisturizer, Cleanser



Itchy Beard

Beard Oil or Cream

Existing Solutions

Pains/Needs Identified



Too many confusing products



Few male-specific sunscreens



Greasy feeling in sunscreens



Awkwardness about application



Need soothing ice-type effect

Like Icy Face Wash



Not easy to carry

Ideal User Experience



A **one-stop solution** that:

- ✓ offers full UV Protection
- ✓ soothes irritated skin
- ✓ vitalizes dull skin.



Simplifies existing routine



Reapply anywhere, anytime



Easy to Apply Multiple Times



Lightweight, refreshing formulation

Competitor Analysis in Sunscreen Category

A Category gap present for Male Sunscreen Stick loaded with active ingredients.

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Popular Sunscreens



Ads featuring mostly females

Intended Audience



SEC A1, A2, B1, B2, C.

Men-specific Sunscreen



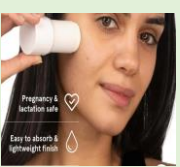
Ads featuring only males

Intended Audience



SEC A1, A2, B1, B2, C.

Sunscreen Sticks



Ads featuring mainly females

Intended Audience



SEC A1, A2, B1.

Lotion/Cream Formulation



Greasy + White Cast

Additional Skin Benefits

1-2 Active Ingredients

Niacinamide
• BRIGHTENS SKIN
• REGULATES OIL

Serum or moisturizer needed

Visibility



Top Ranks in SEO/E-com

Price per pack

₹250-350

Spray/Cream/gel Formulation



Non-greasy, lightweight

Additional Skin Benefits

0-1 Active Ingredients



Serum or moisturizer needed

Visibility



Little to no visibility

Price per pack

₹250-350

Solid Waxy Formulation



Smooth + No White Cast

Additional Skin Benefits

2-3 Active Ingredients



Serum or moisturizer needed

Visibility



Growing E-com presence

Price per pack

₹400-700

Big Idea Overview

The Indian Skin Scenario

Competitor Analysis

Product Deep-dive

Communication Strategy

Distribution Strategy

Execution & Financials

Product Deep-dive I: Ingredients and Formulation

Hemp Seed Oil + Menthol elevate sun protection to soothing skin nourishment.

Hero Ingredients



Hemp Seed Oil

Non-psychoactive

Anti-inflammatory agent GLA + Suppresses Sebum Production

=

Reduces Acne Vulgaris and Healthier Beard Growth.



Extracted only from hemp seeds

Cannabis Sativa


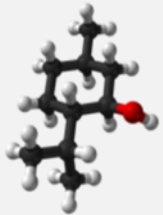
Menthol

Chemically trigger the cold-sensitive TRPM8 receptors in the skin

=

Cooling Sensation and Minty Fragrance

Inclusive Sourcing Program Through Kancor in UP





Sun Filters

Tinosorb® M

High UV absorption like organic filters (ZnO type) + Insolubility in aqueous or oily phases

=

Broad-Spectrum Sunscreen with Water+Sweat Resistance.



Protected from:

✓ UVA ✓ UVB ✓ Blue Light

Uvasorb® HEB

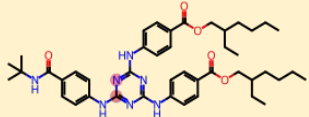
Oil-soluble

One of the most photostable UV filters + only 10% SPF Protection lost in 25 hours.

=

Long-lasting UV Protection.

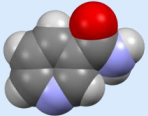
Works in combo with Tinosorb M



Active Ingredients

Niacinamide

Vitamin B3



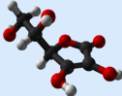
Increases Cell Energy + Neutral pH + Reduces Melanin Transfer

=

Skin Brightening and reduces acne in oily-prone skin.

Works in combo with HA

Green Sciences Pure Vitamin C



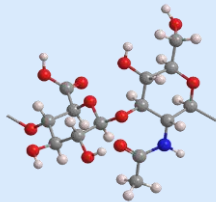
Anti-oxidation property + Inhibits Melanin Production

=

Reduction of Hyperpigmentation and brightens skin.

Natural-origin using: Green Chemistry

Green Sciences Hyaluronic Acid (HA)



Power to attract & retain 1000x weight in water + compatible with skin.


=

Retention of Natural Moisture and Protective Barrier against pollution and sunlight.


Natural-origin using: Fermentation

Blue Colouring Agent: CI 42090 (Safe & Vegan)


Ingredient Impact




Tinosorb M is reef and marine safe




Clean Beauty free from ZnO and MIT.




Using **Green Chemistry** for Vit C & HA



Completely **Vegan** formulation.



Hemp requires **no pesticides or fertilizers.**



Completely **Cruelty-free** product.

Big Idea Overview

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Product Deep-dive II: Feel and Format

Sustainable refill solution for our portable and refreshing sunscreen stick.

Sensory Feel



A cool **minty-fresh** scent with mild **nutty notes**.

Non-greasy, fast absorbing **gel-like texture**.





An **icy, cooling sensation** as it glides on the skin.

No annoying white casts, melts into the skin smoothly.





Visually appealing **bright blue** colour.

Format and Packaging Solution

Solid gel formulation:
No mess
No spillage

100% PCR
PET Plastic Container

'Rayder'
Embossed Logo

PLA plastic film for labels

Ingredient branding focused labels

Protective Cap that glides over the container.

Twist-up screw to move the stick up and down.

Refill Packs in Biodegradable **PLA-blend bioplastics**.
10% by original wt

40% by original wt

Cartridge to be slid into main container.

50% reduction in plastic usage

Convenience

Liquid/cream-free
=
No rubbing at all

Apply anytime anywhere.

Works for:
Wet and **Sweaty Skin** too.

Designed for:
✓ **Easy Re-application.**
✓ Spot Application.

4 inches tall

2.5 inches wide

Curved shape of the gel bar

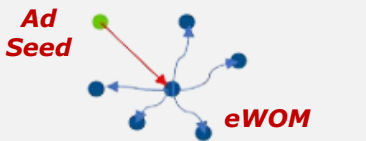
Compact, **Portable** and Travel-friendly Design

Concave design for pocket-friendly ergonomics and **efficient application**.

Communication Strategy I: Online Channels

A differentiated campaign, #RaydTheSun to engage young men who rock the outdoor.

#RaydTheSun Campaign



Story ads on Instagram to act as initial impetus to the entire campaign.



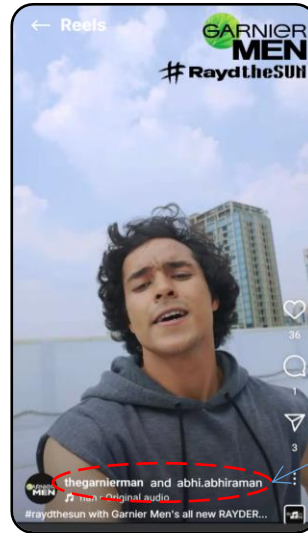
eWOM, rewards and IG filter will motivate users to purchase and review.



Will build loyal customer base and a positive sentiment in creators.



- ✓ Launch the Instagram filter and campaign.
- ✓ Explains how to participate.
- ✓ Perks of participating.



- ✓ Must be on field.
- ✓ Experience should be communicated.
- ✓ Audio and video quality must be crisp.



Nurture Sponsorship:
Top 5 winners of the UGC contest would get brand sponsorship.

Co-publish with Macro-influencers
200k+ followers



- ✓ Early access of products for review.
- ✓ Special access to corporate events.
- ✓ Paid promotion offers.

Celebrity Endorsements



Vidut Jamwal
Actor
Instagram **7.6M**

Impressive Physique and Fitness Expertise

Former Captain of the Indian Football Team

Time Horizon: 6-7 months
Engagement Rate: 4.60% vs 2.66% Avg.

Activities for Engagement:

- ✓ Product Placement in Reels
- ✓ Campaign Amplification
- ✓ Direct Ads



Sunil Chhetri
Retired Footballer
Instagram **8.1M**

Title Sponsorships

Active, young men
18-35 YO

Tier 1 & Tier 2 Cities



Relevance for integrated branding:

Opening credits, bumpers, and on-screen graphics.

Product integration with the contestants.

Channel Partner:



Featuring on OTT platform
16 mil base (Q2FY25)

Theme of the shows:



Outdoor adventures and task
Youth based game show

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Communication Strategy II: Offline Channels

Establishing a Sporty and Sustainable Presence in Outdoor Activities for Indian Men.

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Garnier Men Rayder x Bhag Club

@thebhagclub



Instagram 45k+

Delhi
NCR

Weekend Running Club



Youth-centric
community



✓ Leveraging the growing phenomenon of running clubs by becoming the **Official Sun Protection Partner**.



Sampling &
Demo Station



UV Patches to
display efficacy



Photo
Booths

Beach Clean-up Drives



BEACH
PLEASE

Beach Clean-up



A unique Outdoor
Activity that *saves*
the planet.



Free samples
for volunteers.



Garnier Men
branded merch.



Multi-event
partnership

SDG
Focus:



Rayder Cult



Cult.fit



50+
cities



580+
centres

India's Largest Fitness
Chain



Franchise-
based Model

✓ **Co-branded Membership
Plan** for Active Men.



Sun Protected Outdoor
Fitness Sessions



Exclusive offers on
Rayder Sunscreen



ALL INDIA
FOOTBALL
FEDERATION

AIFF

The Governing body
for Football in India



Indian
League
Football

Instagram 2.1M

AIFF x Garnier Men Rayder



Match-day
Trial Kiosks



Side-lines &
Barricade
branding



Trophy Tour
Activations

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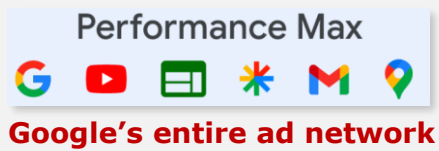
Distribution Strategy I: Online Channels

Crafting a more targeted journey on standard platforms and leveraging AI for a proprietary channel.

E-commerce

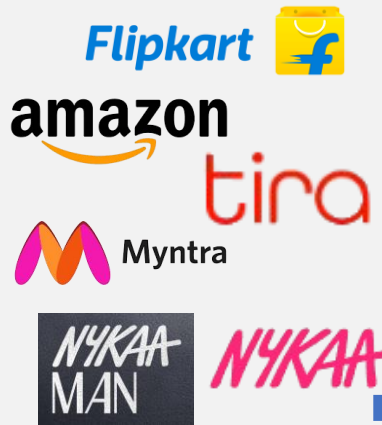
Google Ads - Performance Max:

Automated ad campaigns that are optimized across Google's ad network in real time using data analytics.



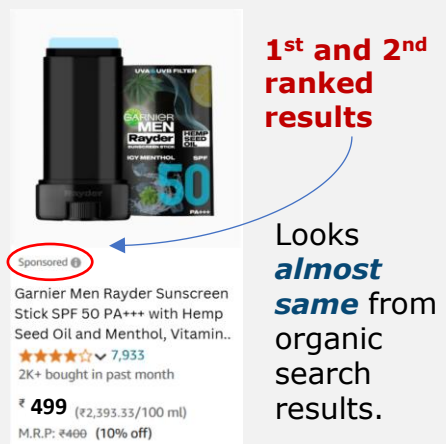
Listing:

Presence on standard E-commerce websites in the Indian space.



Sustained PPC Ads:

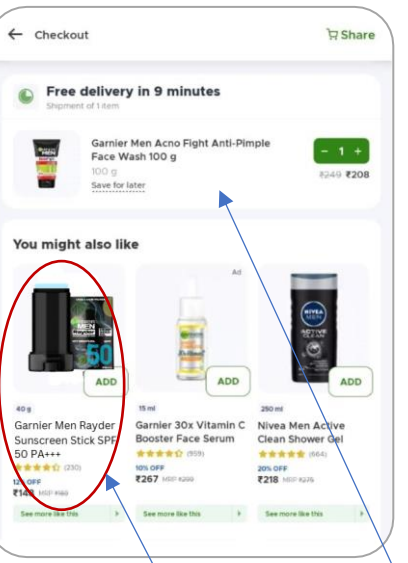
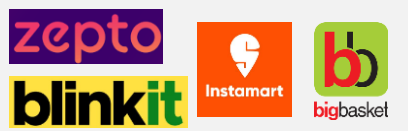
Specific generic keywords ('male sunscreen') on E-commerce sites.



Q-commerce

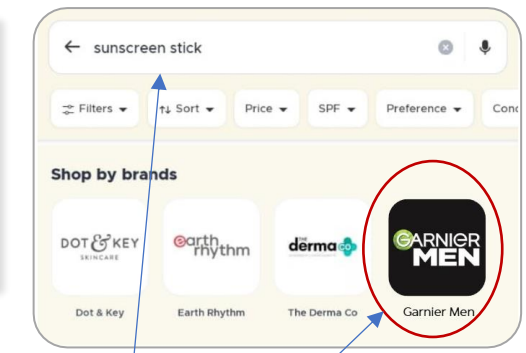
Listing:

Presence in major Quick commerce platforms.



Cart Injection

Visible on the checkout page with related products.



Brand Spotlight

Highlights the brand in the niche category.



Powered Sections

Seasonal chance to bring the spotlight on the brand and its offerings.

D2C Channel

A **proprietary acquisition channel** available through an app in Google Play Store.



Android or IOS App

Products listed at offer prices.



Personalization

AI Powered Routine through cart items and user survey.

Distribution Strategy II: Offline Channels

Unique Visibility Assets at Point-of-Sale in Modern Retail Channel will give Rayder the right-to-win.

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Modern Trade

Retail Presence

Presence on Shelves in established MT Retail chains.

D Mart

more

SMART
BAZAAR

spencer's
Makes fine living affordable

SPAR

MK
Retail
SINCE 1927

VISHAL MEGA
MART

Garnierfication



Dedicated Garnier Shelves

Visibility POS Assets

Side-cap Standee



Scent Infused Shelf Wobblers



Free-standing Units



Counter Cashtails



Shelf Parasite



Store Danglers



Alternate Channels



Standalone
MTs

new U
A Dabur Enterprise

Cosmetic
Retail



Retail
Pharmacy



Pop-up
Activations

Sustainability



MORE
RECYCLABLE
AND RECYCLED
PACKAGING

100% Recycled
Corrugated
Cardboard.



Point of Purchase (POP) displays at
Modern Trade Retail.



Lightweight to **reduce carbon
emissions** while transportation.

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Execution and Financials

Digital-first Approach and Competitor Based Pricing driving the financial mechanics behind the product launch.

Channel Execution

Year	Channel	Priority	Purpose
Year 1	Ecommerce	P1	Digital Launch- Awareness & Acquisition
	Q-Commerce		
	D2C		
	Modern Trade	P2	Physical Launch- Awareness & Acquisition
Year 2	Ecommerce	P3	Channel Diversification
	Alternate Channels		

Competitor Based Pricing

Gross Margin: **50%** (Ind. Avg.) | Trader Margin: **10-12%**



Majority of Sunscreen Sticks in the market are around **₹450 @ 20g**



₹499 for 20g Pack **₹349 for 20g Refill**

Captive Product

Considering Garnier Men's brand power, we are going to slightly price it higher @ **₹499 for 20g**




Attractive Bundle Offers @ **₹1099 for Pack + 2 refills**

Marketing Costs


Particulars	Cost	Remarks
Celebrity Endorsement	₹ 2,00,00,000	₹1cr for each: Vidyut Jamwal, Sunil Chhetri
#RaydTheSun Campaign	₹ 2,00,000	₹20/click; 10000 clicks
Nurture Sponsorship	₹ 2,50,000	₹5000/winner, 5 winners
Title Sponsorships	₹ 4,00,00,000	₹2cr/show, 2 shows
Bhag Club	₹ 12,50,000	₹25k/activation, 50 weekends
Beach Clean-ups	₹ 4,80,000	₹40k/month, 12 drives
Rayder Cult	₹ 12,00,000	₹200/month/user, 1000 users
AIFF Partnership	₹ 5,00,000	₹50k/month, 10 matches
D2C App Development	₹ 37,00,000	IOS: ₹2000000; Android: ₹1200000
Google Ads	₹ 40,00,000	CPC: ₹20, 2lakh clicks
PPC Ads	₹ 50,00,000	₹20/ATC; 250000 ATCs
Q-com Ads	₹ 50,00,000	₹50/ATC; 100000 ATCs
MT Activation	₹ 50,00,000	₹10k/store, 500 stores
Total	₹ 8,65,80,000	

Market Sizing


Scenario Simulation



5% Audience Capture



2% Audience Capture



0.5% Audience Capture

Market Sizing		
Indian Population	142.82	Crores
Urban Population in India	37%	
% of Men in Urban	52%	
% of Men in Age Group 18-35	17%	
% of Indians above 5LPA income	33%	
Urban Indian Men (18-35 yo) above 5LPA	1.5415	Crores

Revenue Projection (in Cr)			
Scenario	5%	2%	0.5%
Avg. Price	₹ 425.00		
Year 1	₹ 32.76	₹ 13.10	₹ 3.28
YOY Growth	0.2		
Year 2	₹ 39.31	₹ 15.72	₹ 3.93
Year 3	₹ 47.17	₹ 18.87	₹ 4.72
Year 4	₹ 56.61	₹ 22.64	₹ 5.66

Gross Profit = 20% (Assumed) Gross Profit Projection (in Cr)			
Scenario	5%	2%	0.5%
Year 1	₹ 6.55	₹ 2.62	₹ 0.66
Year 2	₹ 7.86	₹ 3.14	₹ 0.79
Year 3	₹ 9.43	₹ 3.77	₹ 0.94
Year 4	₹ 11.32	₹ 4.53	₹ 1.13

Thank you!