



SMART - BRIDGE INTERNZ ORGANIZATION



SAMHITHA
DEGREE COLLEGE

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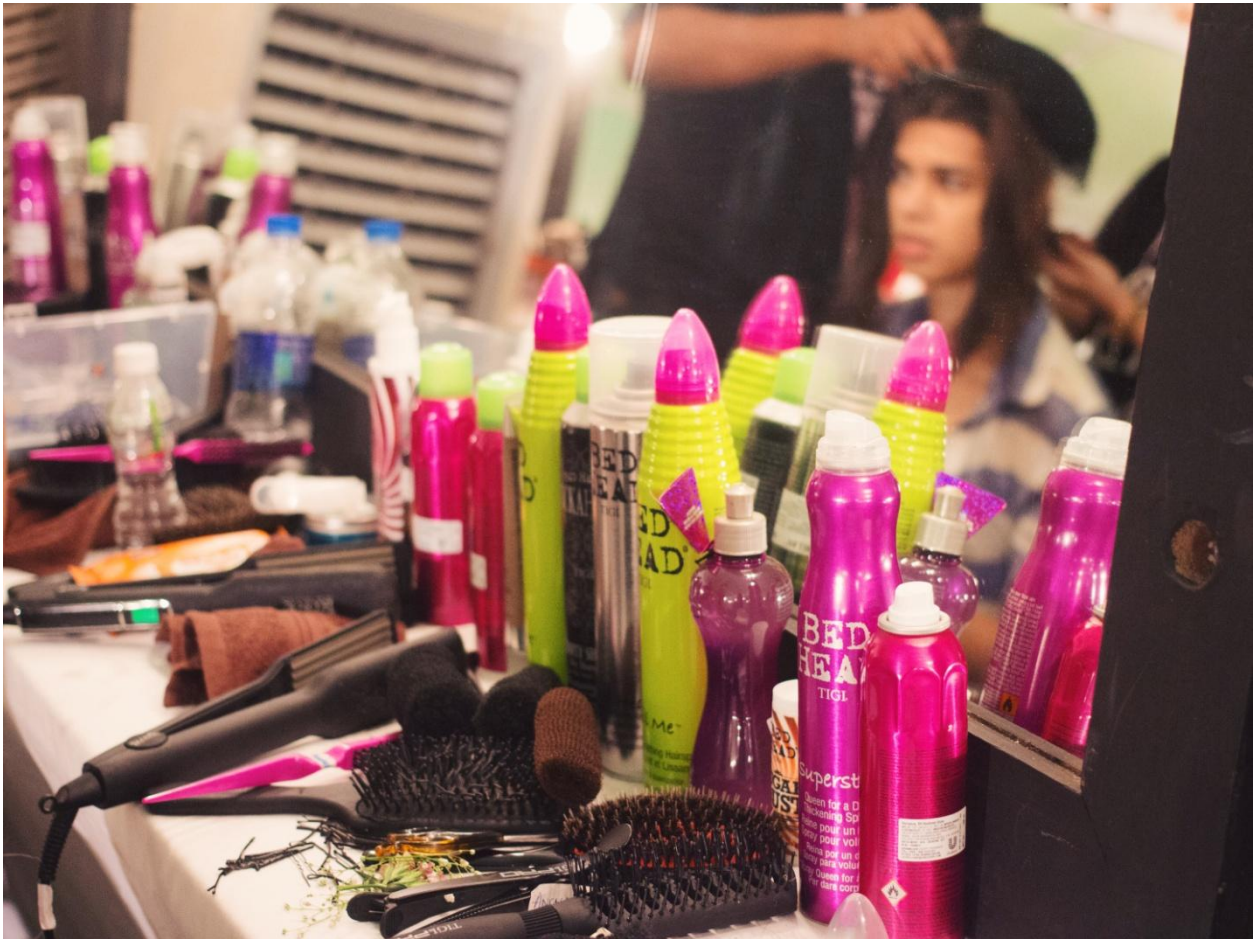
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Explore About Lakme



Lakme is a leading Indian cosmetic brand owned by Hindustan Unilever. It offers a wide range of makeup products to cater to the diverse needs of women in India. Let's take a closer look at what makes Lakme unique

History of Lakme



Birth of Lakme

Lakme was founded in 1952 by J.R.D. Tata and Simone Tata as a 100% subsidiary of Tata Oil Mills (TOMCO).



Initial Offering

The first offering was a face cream in 1952.



HUL acquisition

The company was acquired by Hindustan Unilever in 1996, which expanded its product line and distribution network across India.

Product Lines

Makeup

Lakme offers a wide range of makeup products, including lipsticks, foundations, eyeliners, and mascara.

Skincare

Lakme has an extensive range of skincare products, including face cleansers, toners, moisturizers, and sunscreens.

Haircare

Lakme Salon offers a range of hair treatments, including styling, coloring, and haircuts.

Fragrances

Lakme Perfumes provides exclusive fragrances like Urban Nights, Radiance, and Infinity to make you feel fresh.

Brand Ambassadors and Promotions

1 . Brand Ambassadors

From Aishwarya Rai, Bipasha Basu to Kareena Kapoor, each beautiful face completely resonated with the brand.

2 . Key Promotions

Lakme has a few key promotions and activations such as Lakme Fashion Week, Lakme Salon and Lakme Absolute Salon.

3 . Recent Collaborations

The recent collaboration with designer Manish Malhotra launched their first all-new makeup line as part of the Designer Series by Lakme.

Distribution Channels



Retail Stores

Lakme products can be found in exclusive retail stores, beauty parlors, and online marketplaces such as Amazon, Nykaa, and Flipkart.



Lakme Salon

Lakme has its own salon chain with over 300 salons across India. The salon offers grooming and styling services for hair, skin, and nails.



Lakme Fashion Week

Lakme Fashion Week brings together the best fashion designers and brands to showcase the latest in fashion trends.

Competitors

1 . Maybelline

Maybelline is one of the main competitors of Lakme. It offers similar products and marketing strategies with a strong focus on youth appeal and innovation.

2 . L'Oreal Paris

L'Oreal Paris is one of the most popular cosmetic brands in the world, offering a wide range of products with a global appeal.

3 . Colorbar

Colorbar is an Indian cosmetic brand that offers high-quality makeup products for women at competitive prices.

4 . Nykaa

Nykaa is a popular online marketplace for beauty and wellness products in India. It offers a wide range of Lakme products along with other popular brands.

Future Plans and initiatives

New Launches

Lakme is planning to launch new makeup and skincare products, targeting new-age customers. They also expanded their hair care services by offering treatment for dandruff, hair fall, and premature greying.

VC Funding

Recently, Lakme raised six million dollars in its first funding round from investors such as Fireside Ventures and IAN Fund to expand its marketing and branding strategies.

Diversity and Inclusion

Lakme aims to make beauty accessible to all skin types and colors with its diverse range of foundation shades and color palettes.

THANK YOU