



Marketing mix of Godrej Cinthol

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Abstract

Godrej is one of the oldest and most trusted brands in India. And it's one of the most iconic brand Cinthol has been a constant companion in fighting germs and bacteria in the Indian households. The research evaluates the three elements of marketing mix of cinthol i.e. Product, Price and Promotion. It analyses the major elements that it focuses on while preparing a marketing mix for Cinthol.

Keywords: godrej, cinthol, fighting germs and bacteria

Introduction: Product

Consumers are one of the most important assets for Godrej Consumer Products. They heavily rely upon the consumer behaviour and requirements (Kumar, 2007). They provide the consumers with what they need and not what the company thinks is right for the consumer. This knowledge fuels their research and helps them to come with most suitable and viable solutions. Godrej Consumer Products Limited is one of the most favourite brands of consumers in India. Launched in 1952 on the glorious day of our independence, Cinthol has been a constant companion in fighting germs and bacteria in the Indian households.

GCPL focuses on three aspects while developing its products:

- a) Consumer needs
- b) Development of superior quality products complemented by best pricing
- c) EVA enhancement

Despite of having only a market share of 8.5%, GCPL is the largest company selling 'Grade I' soaps in India. Grade I soaps are considered as the highest quality of soaps having a minimum Total-Fatty Matter of 76% with the least amount of additives (Kumar, 2007). It means better quality.

It basically has 5 variants:

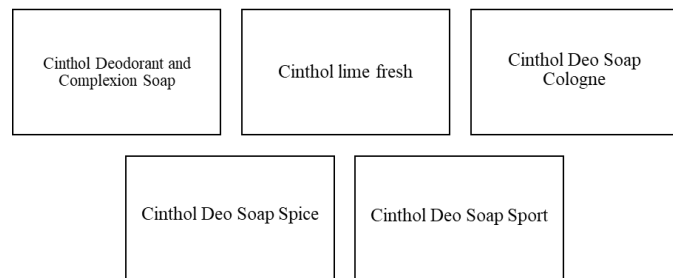


Fig 1

Promotion

Soap industry is an industry which has always faced cut throat competition. There are many brands in the market and many

alternatives available to the customers to choose from and customers do not hesitate to change brands. This is why promotions are extremely important for customer retention. Godrej is doing a lot of promotional activities from a very long time for its brand Cinthol.

Right now, the company is following the scheme of push marketing and has been successful in promotions of Cinthol soap. Few of the company's strategies are listed are listed below:

1. Customized product offering
2. Value for money (VFM) model (Kumar, 2007)

Cinthol which is regarded as a youth brand was earlier considered on a soap brand for men. Godrej is consistently working on changing the brand's image from 'only men' to more of an entire family soap used by both men and women. The company is constantly analysing the market and trying to understand customer demands and customize their upcoming products accordingly. Even their advertisements have seen a shift in focus from only men modern, energetic and active Indian women. The brand is still focused on the youth though. The company plans to providing value for money to their customers in many ways. For an instance, new Cinthol soaps now produce more lather while bathing and wear off much lesser than before (Kumar, 2007)^[1]. Godrej Company is also providing various offers like- 'buy a pack of 3 and get 1 soap free.' The company is also giving 33% quantity in its deodorants for both men and women.

One of the distinct promotional strategies used by Godrej is that it advertises its products through celebrities. Many of its advertisements have been featured by big Bollywood stars and famous sportsmen including- Vinod Khanna, Shahrukh Khan, Hritik Roshan, Virat Kohli. Cinthol is usually advertised on the biggest TV channels in Inida and mostly during the prime times. Because of this the visibility of the brand is very high. Godrej Cinthol another major promotional success is its new and attractive packaging. Earlier the packaging was dull but as the company's focused shifted towards the youth, they drastically changed their packaging. The new packaging now

comes with bright attractive colours and there is a visible contrast between the packaging of different products of men and women. To reach the youth, you must look where the youth spends most of its time on; Cinthol knows this well. The company's website is highly interactive with direct links to its social platforms- Facebook, Twitter, Instagram. The company has a huge fan base on its social media platform and is using the platform effectively in promoting its products. Cinthol is also advertising its products on YouTube advertisements and ensuring that youth's first preference is always Cinthol.

Price

Cinthol follows a reasonable pricing policy. It is a customer-centred brand and focusses on penetrating both the urban and the rural segments of the society. Therefore, it maintains an inexpensive and realistic pricing strategy that suits everyone. At the same time, it needs to take care of its competitors and so it uses a competitive pricing policy in an attempt to not appear as expensive to their customers. The toiletries market is highly price-driven and price has a huge impact on customer loyalty. The products are priced after extensive research and in such a manner that they serve the individual needs of all brackets in the potential customer base.

With main competition with HUL, P&G soaps etc., operational cost is also one of the important challenges to maintain its cost pricing strategy for Godrej Consumer Products.

This is the price chart of the current products of Cinthol.

Table 1

Name of the soap	Stock keeping units (SKUs in gms)	Price (in INR)
Cinthol regular	100	19
Cinthol Deo	75 125	13 20
Cinthol Lime fresh	50 75 125	5 13 20
Other prices are :		
Name of the product	Quantity (in gms)	Price (in INR)
Cinthol international perfumed deodorant	150 ml	125
Cinthol hand sanitizer	100 ml	85
Cinthol deo	100 300	30 70
Cinthol freshness talc	100 300	30 70

References

1. Kumar D. *Scribd*. Retrieved from Scribd: <https://www.scribd.com/doc/57827139/Marketing-Management-Project-Godrej-Cinthol>, 2007.