

Emami plans to push HE as a power brand

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Kolkata, April 24

FMCG major Emami is planning to develop its men's grooming brand 'HE' as its sixth power brand.

In marketing parlance, a 'power brand' is defined as a growth driver. Emami often uses these brands to boost its overseas portfolio.

The five other brands marketed globally are Navratna, Fair and Handsome, Boro Plus, Zandu and Kesh King. Some, such as Fair and Handsome and Boro Plus, have wider product offerings for the overseas market. They feature geography-specific differentiations, while keeping the brand similar to the one that is marketed in India.

According to Harsha V Agarwal, Director, Emami, the company is constantly investing in HE and looking to expand the product range.

HE, currently the youngest brand from the Emami stable, was introduced 2-3 years ago.

"We see a lot of potential in the men's grooming category. Hence, we also see a huge potential in HE," he told *Business-Line* during an interview.

HE, incidentally, is still not breaking even, and market sources say profitability is a major criterion for its push towards being a power brand.

Agarwal, however, is confident of the brand breaking even in another 2-3 years.

Right now, Emami is in "investment" mode (with regard



Harsha V Agarwal,
Director, Emami

to the HE brand). Agarwal added that the company will continue to come up with "unique" and innovative offerings under the brand. The idea is that HE stands out in an otherwise me-too market.

"Initially, we would like to be innovative in the category. Our efforts will be to come out with unique solutions," Agarwal added.

Emami has already tasted success with this strategy. Fair and Handsome, the category creator in the men's fairness face-wash segment, broke-even in the first year of its launch and has maintained a leadership position in the segment.

The most recent example of Emami investing and coming up with differentiated offerings through HE is a waterless face-wash. Gung-ho about the launch, the FMCG major is planning to rope in actor Shahid Kapoor as brand ambassador for this segment. Hrithik Roshan endorses the existing product range of HE that includes deodorants and face-washes. The company is keen to expand the product range.