

NEW FRAGRANCE

Deodorant makers smell success in perfume mkt

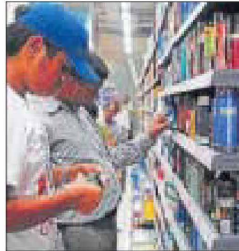
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NEWDELHI: After taking over the air (at least in urban India) and the airwave — with sexist advertising that claimed deodorants made men irresistible to women — India's deodorant makers are now eyeing the perfume market.

Deodorants account for a ₹3,000-crore market in India. Now, companies behind brands like Fogg (Vini Cosmetics), Axe (Hindustan Unilever Ltd), and Engage (ITC), are looking at the branded mass fragrance market.

It's a market there for the taking. "Imported perfumes from luxury brands are usu-



Deodorants account for a ₹3K-cr mkt in India MINT/FILE

ally priced between ₹3,000 and ₹5,000, which the masses cannot afford. Therefore, anybody looking to graduate from a deodorant has no affordable branded option. These brands

are building a new category. It is a step towards premiumisation with better packaging and a higher price," said Rajat Wahi, partner and head (consumer markets), KPMG India.

Most companies have simply chosen to extend their deodorant brands to the perfume segment. And, much like with their deodorants, their primary target is young men.

Ahmedabad-based Vini Cosmetics Ltd, the big daddy of the deodorant business, launched perfume sprays and gift packs last year. While the perfume bottles are priced at ₹499, the gift packs range from ₹1,000 to ₹2,000.

"We are investing ₹30 to 40 crore in the perfume seg-

ments," said Darshan Patel, founder, Vini Cosmetics.

Perfumes contribute less than 10% to the company's overall revenue, but Patel is confident that his products will gain a sizeable share in the ₹600-crore perfume market.

Like Fogg, HUL's popular deodorant brand Axe has also launched premium fine fragrances under Axe Signature Gold range in December.

Available in four variants, the perfumes are priced at ₹450.

"Our perfume range is targeted at young men who are adding fine fragrances as a part of their grooming," said an HUL spokesperson.

ITC declined to participate in the story.