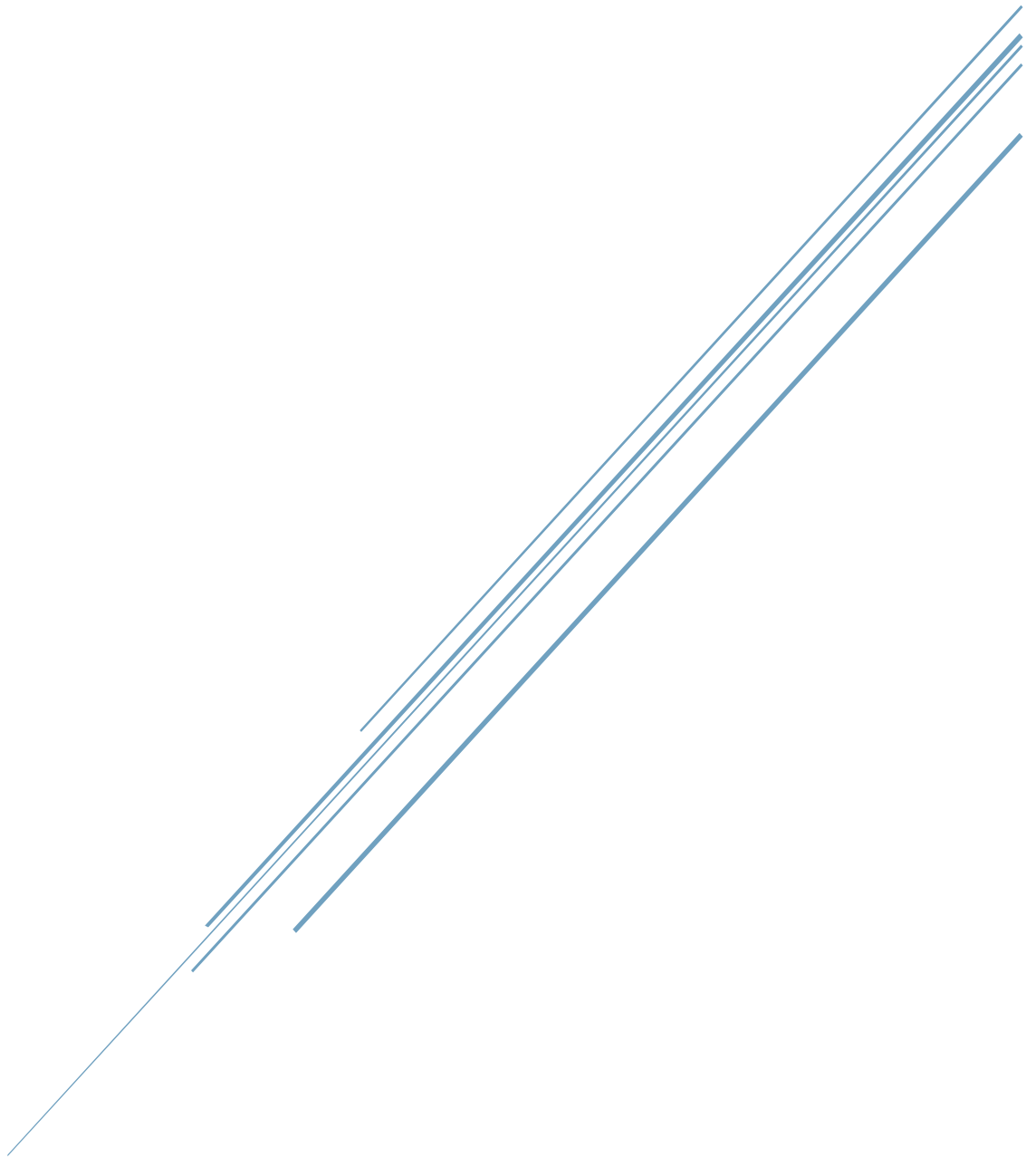


BUSINESS ECONOMICS MICRO

Project: - Topic- Surf Excel



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Roll No- 4

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INTRODUCTION

Company Background

Hindustan Unilever Limited (HUL) and Unilever Sri Lanka hold the Surf brand. After HUL's other brand Rinso flopped, Surf was launched in Pakistan in 1948 and India in 1959. Initially, Surf was sold on the simple promise that it "washes whitest." Surf suffered many modifications in its brand communication as a result of the rise of multiple local detergent producers and the arrival of other worldwide brands, and was eventually replaced by Surf Excel in 1996.

Surf Excel is a Unilever brand that is now offered in India, Pakistan, Bangladesh, and Sri Lanka as the OMO detergent's equivalent.

HUL (Hindustan Unilever Limited) is an Indian consumer products business with headquarters in Mumbai. It is a subsidiary of the British corporation Unilever. Foods, drinks, cleaning agents, personal care items, water purifiers, and other fast-moving consumer goods are among its offerings.

HUL was founded in 1931 as Hindustan Vanaspati Manufacturing Co., and was renamed Hindustan Lever Limited in 1956 after a merger of constituent entities. In June 2007, the business was renamed Hindustan Unilever Limited.

HUL announced in December 2018 that it will buy GlaxoSmithKline's India consumer division for \$3.8 billion in an all-equity transaction with a 1:4.39 ratio. The integration of GSK's 3,800 workers, on the other hand, remained questionable, since HUL said that there was no condition in the transaction allowing for staff retention. After completing all legal formalities, HUL finalised its merger with GlaxoSmithKline Consumer Healthcare (GSKCH India) in April 2020.

HUL is the market leader in Indian consumer products, with over 700 million Indian customers utilising its products in over 20 categories such as soaps, tea, detergents, and shampoos, among others. The ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), published by Brand Equity, a supplement of The Economic Times, included sixteen of HUL's brands.

Launching History

Surf was the first detergent in the Indian subcontinent, having launched in 1959. This Unilever innovation, subsequently dubbed HUL or Hindustan Unilever, demonstrated the company's desire to replace bar soaps. In the Indian Subcontinent, it is mostly utilised by homes and families.

It was designed for households and targeted the country's middle-income group, which accounts for the majority of the continent's population. Surf not only made history in India as the first detergent powder, but it was also the first detergent brand to appear on a television screen.

The Journey of Surf Since 1959

Surf's rise to become a substitute term for washing powder in India demonstrates the country's popularity. To get an advantage over the competition, the product has been

continually developed and updated throughout time. It also aids in the company's market share retention.

Here's a rundown of the company's full chronology as it released new goods –

- HUL, or Hindustan Unilever, is a firm that has been in operation since before India's independence. Surf, on the other hand, has been a business presentation since 1959. After its introduction in 1948, it was a huge hit in Pakistan. Surf, on the other hand, made fresh history in India.
- Surf introduced its first sub-product, Surf Ultra, in 1990 to gain an advantage over its upstart competitors. Because people in India already used the name Surf to refer to washing powder, the product proved highly useful for them.
- Until the 1990s, Surf Excel dominated the monopolistic stage. After 30 years on the subcontinent, it was only then that its competitors began to raise their voices. Surf changed its name to Surf Excel in 1996 to reflect its aggressive marketing strategy and ability to capture new markets.
- Surf Excel released Matic detergent powder in 2002 to compete with Ariel from P&G. It arrived with a low lather for washing machines, indicating that it was designed specifically for Indian households.
- Surf Excel continued to expand their product line with Quickwash in 2004. This provided their brand name a competitive advantage. It also assisted them in maintaining their market dominance against competitors like as Ariel, Tide, Nirma, and others.
- The company's most recent innovation was bar soap, which was a rival to Rin. From 2007, it was combined with Surf Excel and renamed Sur Excel Bar.
- Surf Excel went on to create Easywash in subsequent years. They also released Quickwash, a liquid version of all Matic. It enabled them to maintain their position as a market leader in the Indian subcontinent's detergent sector.

Surf created a new history in India with its Promotional strategy

Surf's effective exploitation of Niche is one of the main reasons for its success in the Indian market. Rather than targeting the whole market, it focused on the middle-income group and homeowners. Surf Excel, on the other hand, performed a miracle in the Indian market in terms of promotion. The craze was so widespread that the word "surf" was used to replace the word "detergent powder."

It was focused on the television screen from the start. Perhaps they mistook it for the middle class's future knowledge box. It broadcasted essential messages as taglines one after the other. In addition, several simple tactics were used to draw the middle class to it. Here are some of the most effective techniques it used to achieve enormous success:

- Excel Broadcasting In response to its competitors' star-casts, Lalitaji plays a middle-class housewife. As a result, they have established themselves as the most important home item for all Indian families.
- 'Jaise Bhi Daag Ho...' says the narrator. They adopted the tag 'Surf Excel Hai Na!' as their next step. It demonstrated the trust that its customers had in it. The slogan

also made it highly famous among the following generation, since it stood at the start of the new millennium.

- The company subsequently launched a campaign called "Do Bucket Pani ab Rojhana hi Bachana." This programme was notable for its competence in method adoption as well as the simplicity with which it was used by householders. This ad was ideal for promoting their Quickwash product.
- Since 2005, their most recent slogan has been 'Daag Accha Hain.' With many modifications in TV advertisements, this tag has stood out from the rest thus far. This slogan had a significant impact on them. Because it depicts the conceptual relationship between dirt and mankind, it sends a social message to everyone.
- In 2006, Surf Excel 1010, in collaboration with 'Dirt is Good,' presented a scholarship of INR 5 lakh to students. Surf was able to make a comeback with a new approach thanks to this ad.
- Finally, Surf Excel has evolved into several handy package versions, making it available in a variety of shops and formats. It has established itself as the nation's detergent, from everyday use at home to use on excursions and tours. One of the most important features is that Surf Excel is available in several packet sizes.

BODY

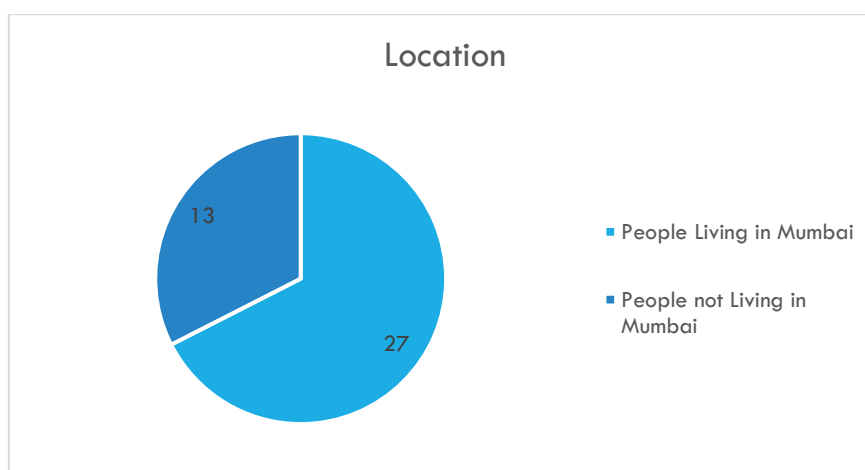
A survey was done for the data for this report. The data was collected using a [Google Form](#). A survey is a type of study that involves gathering data from a predetermined group of people in order to acquire knowledge and insights on a variety of issues. They can serve a variety of objectives, and depending on the technique used and the study's goal, researchers can conduct them in a variety of ways. In the year 2020, research will be critical, therefore we must grasp the benefits of social research for a target group utilising the appropriate survey technology.

The data is generally collected using standardised processes to guarantee that each respondent can answer the questions on an equal footing, preventing biased viewpoints from influencing the research or study's conclusion. The procedure entails requesting information from people using a questionnaire, which can be completed online or offline. However, when new technologies become available, it is becoming more usual to disseminate them via digital media such as social media, email, QR codes, or URLs.

The survey was conducted online and was completed anonymous. An online survey is a series of structured questions that a respondent answers online, usually by filling out a form. It is a more natural approach to contact respondents since it takes less time and is less expensive than the conventional method of obtaining information through one-on-one engagement. The information is gathered and saved in a database, which is then reviewed by a subject matter expert.

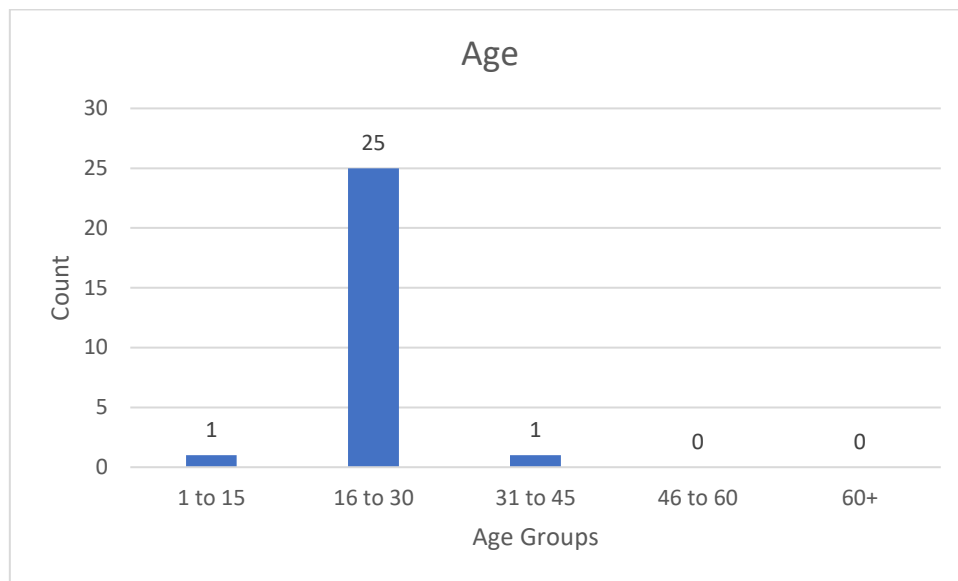
So according to the first question which was “Do you live in Mumbai?”, 13 out of 40 surveys are discarded as they are not living in Mumbai. This study is based on a particular region which is Mumbai, so the surveyors that aren't from Mumbai are not counted in this study. This can be one of the limitations of this survey.

People Living in Mumbai	People not Living in Mumbai
27	13



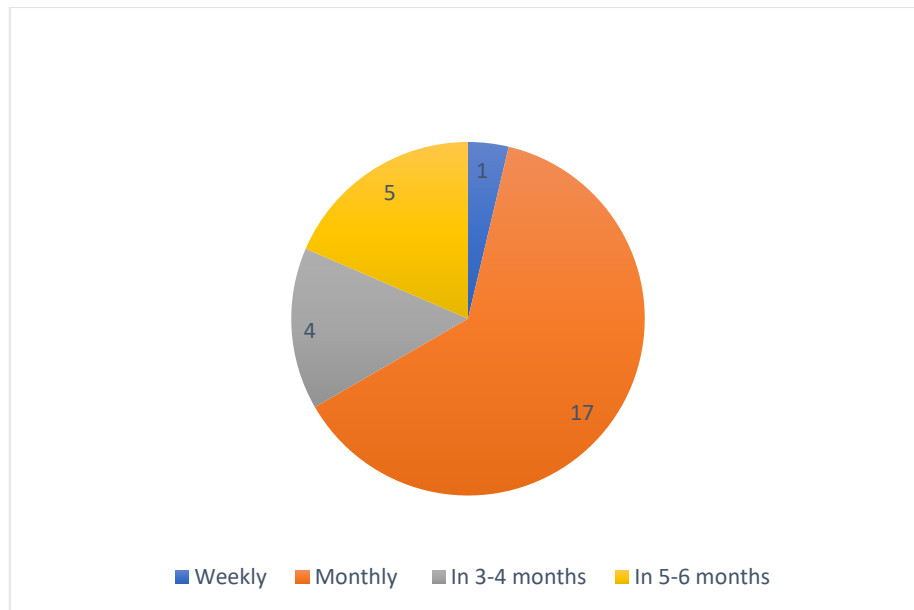
The next question was supposed to get us the age of our surveyors. As per the survey, 1 surveyor belonged to 1 to 15 age group, 25 belonged to 16 to 30 age group and 1 from 31 to 45 age group. We didn't have any surveyors from 46 to 60 or 60+ age group. This can be one of the limitations of this survey as it does not have enough responses. Of course, the 13 people who are not from Mumbai are not counted.

Age	Count
1 to 15	1
16 to 30	25
31 to 45	1
46 to 60	0
60+	0



The next question asks the surveyors about how often they or their family members buy Surf Excel detergent. This question gives an idea of the demand of Surf Excel detergent which then can be used to measure the supply. As per the survey, the surveyors tend to buy detergent monthly which gets the idea to the suppliers to restock their detergent monthly. Of course, the 13 people who are not from Mumbai are not counted.

How often did the surveyors bought Surf Excel detergent?	
Weekly	1
Monthly	17
In 3-4 months	4
In 5-6 months	5



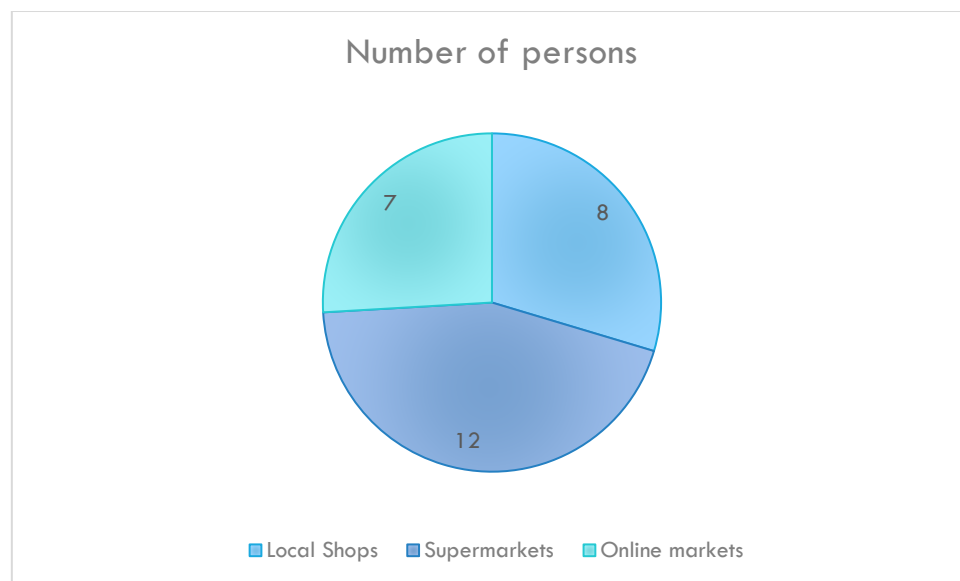
The next question questions the surveyors about how much Surf Excel detergent they buy whenever they go shopping. There's not a major difference in how often the surveyors bought the detergent but most people tend to buy it in 1kg packets. Of course, the 13 people who are not from Mumbai are not counted.

Weight	Number of people buying
100g	1
250g	1
500g	3
1kg	10
2kg	3
5kg	7
10kg	2



Our next question gives us the idea from where do the surveyors buy Surf Excel detergent. The most common places to buy Surf Excel detergent are local shops, super market and online markets. As per the survey conducted, supermarkets are the most liked place to buy Surf Excel detergent. Of course, the 13 people who are not from Mumbai are not counted.

Places to buy	Number of persons
Local Shops	8
Supermarkets	12
Online markets	7



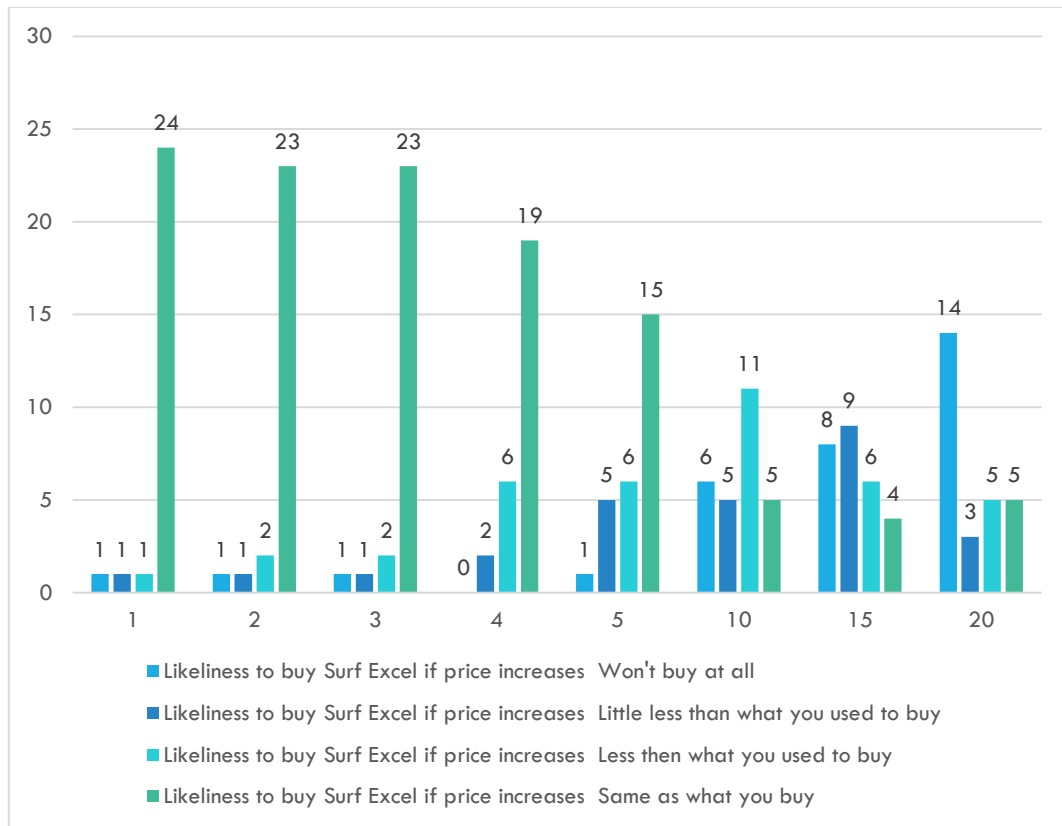
The next question gives us the response for the question that will the surveyors buy Surf Excel detergent if there's a discount on it. As we did the survey, we got to know that there's a high chance of people buying Survey Excel detergent if there's a discount on it. Of course, the 13 people who are not from Mumbai are not counted.

Willingness to buy if there's a discount	
1 (Lowest) to 5 (Highest)	No of Surveyors
1	2
2	2
3	4
4	7
5	12



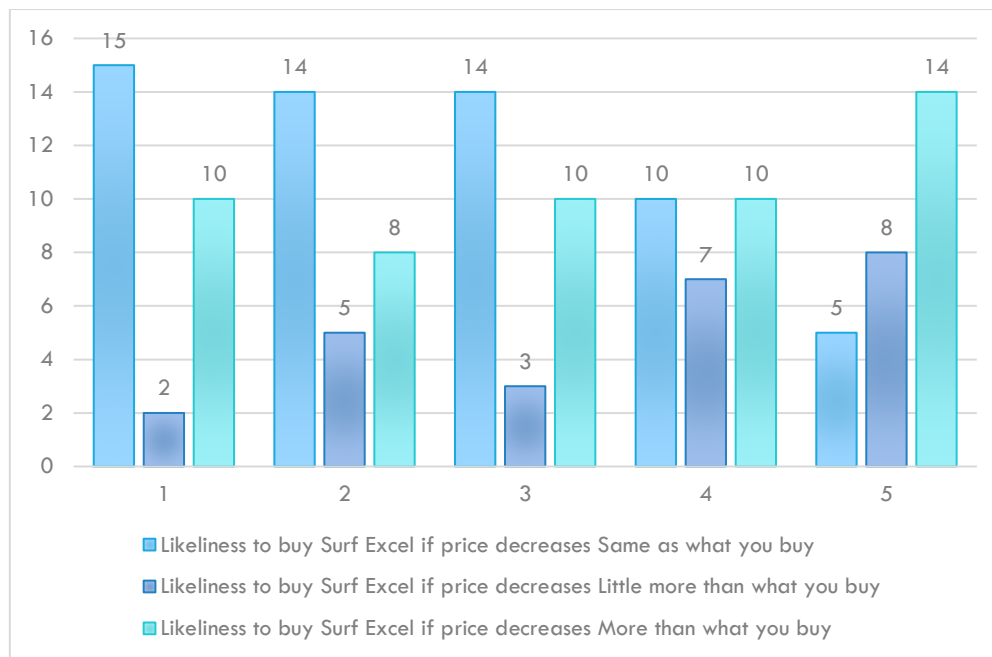
Our next question asks the surveyors what will they do if the price of Surf Excel detergent increases by a certain price. As per the survey results, it is observed that the demand of Surf Excel decreases as the price increases. Of course, the 13 people who are not from Mumbai are not counted.

Likeliness to buy Surf Excel if price increases				
By (in Rs)	Won't buy at all	Little less than what you used to buy	Less then what you used to buy	Same as what you buy
1	1	1	1	24
2	1	1	2	23
3	1	1	2	23
4	0	2	6	19
5	1	5	6	15
10	6	5	11	5
15	8	9	6	4
20	14	3	5	5



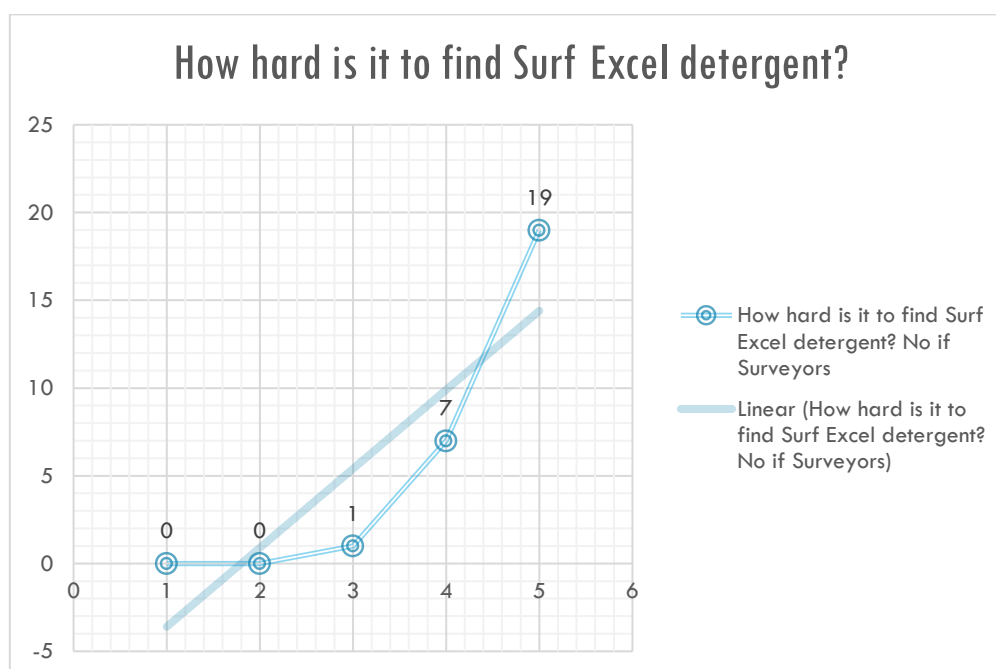
The next question asks the surveyors what will they do if the price of Surf Excel detergent decreases by a certain price. As per the survey results, it is observed that the demand of Surf Excel increases as the price decreases. Of course, the 13 people who are not from Mumbai are not counted.

Likelihood to buy Surf Excel if price decreases			
By (in Rs)	Same as what you buy	Little more than what you buy	More than what you buy
1	15	2	10
2	14	5	8
3	14	3	10
4	10	7	10
5	5	8	14



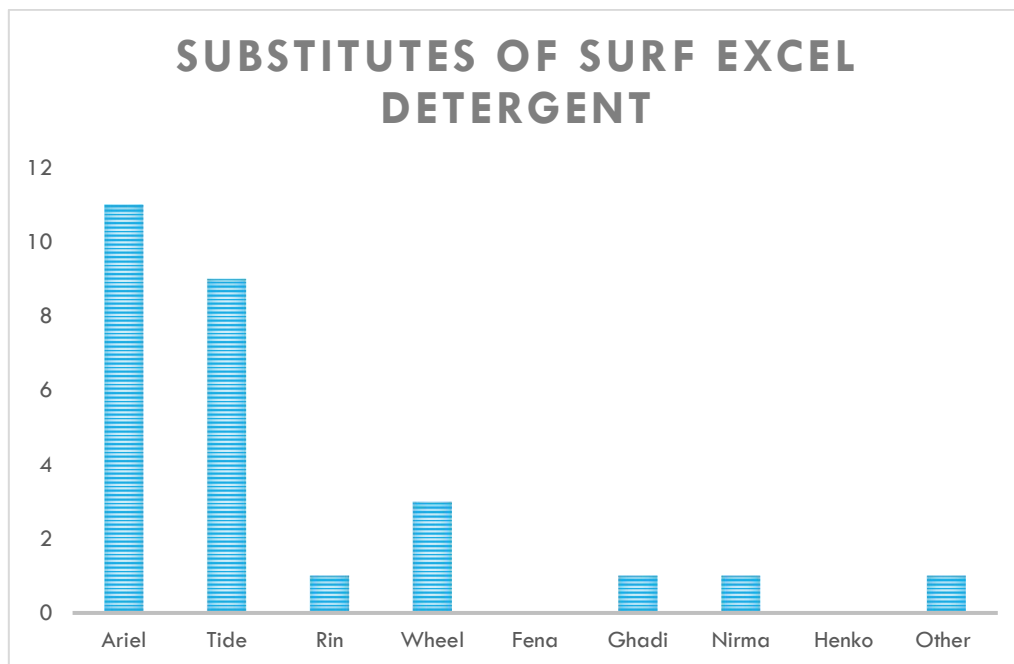
The next question was to get to know that how easily Surf Excel detergent is available to buy. We got to know that for almost all the surveyors it was easy to find Surf Excel detergent. Of course, the 13 people who are not from Mumbai are not counted.

How hard is it to find Surf Excel detergent?	
1 (Hard) to 5 (Easy)	No if Surveyors
1	0
2	0
3	1
4	7
5	19



The next question is used to determine the substitutes of Surf Excel detergent in case it closes its production or its price increases and will no longer be affordable. As per the survey, Ariel and Tide are the top substitutes for Surf Excel detergent. Of course, the 13 people who are not from Mumbai are not counted.

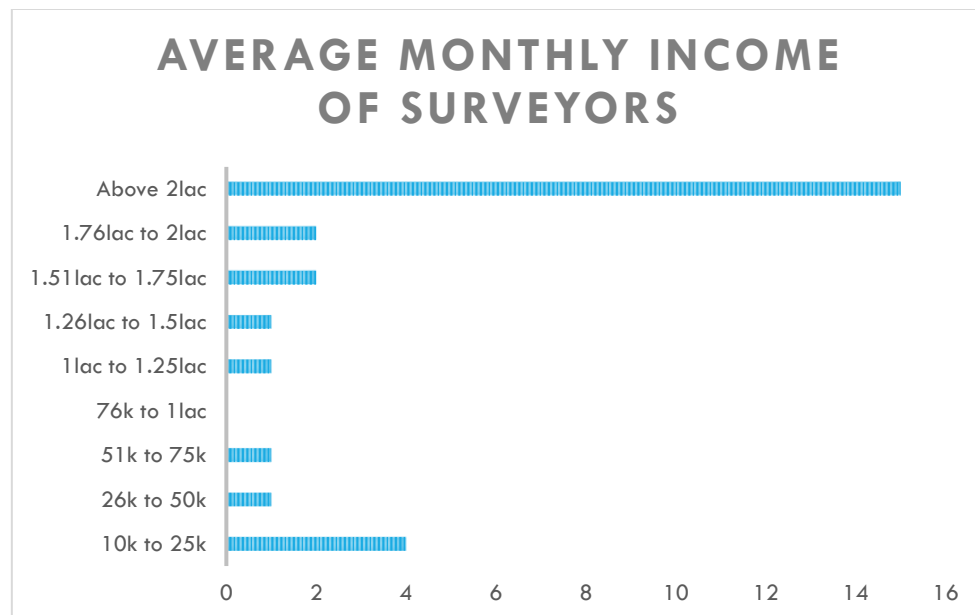
Substitutes of Surf Excel Detergent	
Substitutes	No of Surveyors
Ariel	11
Tide	9
Rin	1
Wheel	3
Fena	0
Ghadi	1
Nirma	1
Henko	0
Other	1



Next, we moved to check the average annual family income of our surveyors. It is seen that the most of the surveyors come from an average family income 2lac and above. Of course, the 13 people who are not from Mumbai are not counted.

Average Monthly Income of Surveyors	
Income	No of Surveyors
10k to 25k	4
26k to 50k	1
51k to 75k	1
76k to 1lac	0
1lac to 1.25lac	1
1.26lac to 1.5lac	1

1.51lac to 1.75lac	2
1.76lac to 2lac	2
Above 2lac	15



Conclusion

Now that we have analysed all the questions in the survey, we can conclude many things. First of all, as per mentioned many times, location is a major set back in this entire survey. Closing down to particular location makes the data less diverse.

Age is also a major factor in this cause the smaller age groups don't work to make money so little they would know. Also, the older age group are less likely to fill such surveys as they don't use technology that much unless someone help them.

The quantity the people buy varies person to person. Some people like to stock in greater quantities than others due to various reasons while some tend to buy smaller amounts various times. This can change the demand and supply of certain products and the seller can act accordingly. Also, the place where people buy matters. Buying from the local shops doesn't get any benefits, while buying from online stores or super markets can fetch certain discounts on MRP or while paying through certain modes of payments.

We also got to know the changes in demand and supply when we increased and decreased the price of the product. People tended to buy less when the price was increased over a certain amount. Some were not hinged when price was increased by some amount which shows the loyalty to the brand. Also, some people tend to buy more in quantity when the price was decreased. Also, Surf Excel detergent was easy to find for the surveyors which makes it a convenient product to buy.

When surveyors were asked about the substitutes of Surf Excel detergent, Ariel and Tide were the most selected substitutes among the options which makes it a fierce opponent for Surf Excel detergent. It does not mean the others are not worth. Remember this survey was a small survey, results might change according the survey conditions. The average income of the family was also asked which gave is the conclusion that most of the surveyors had average monthly income 2lac and above which makes this survey a little biased to the lower income group.

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