

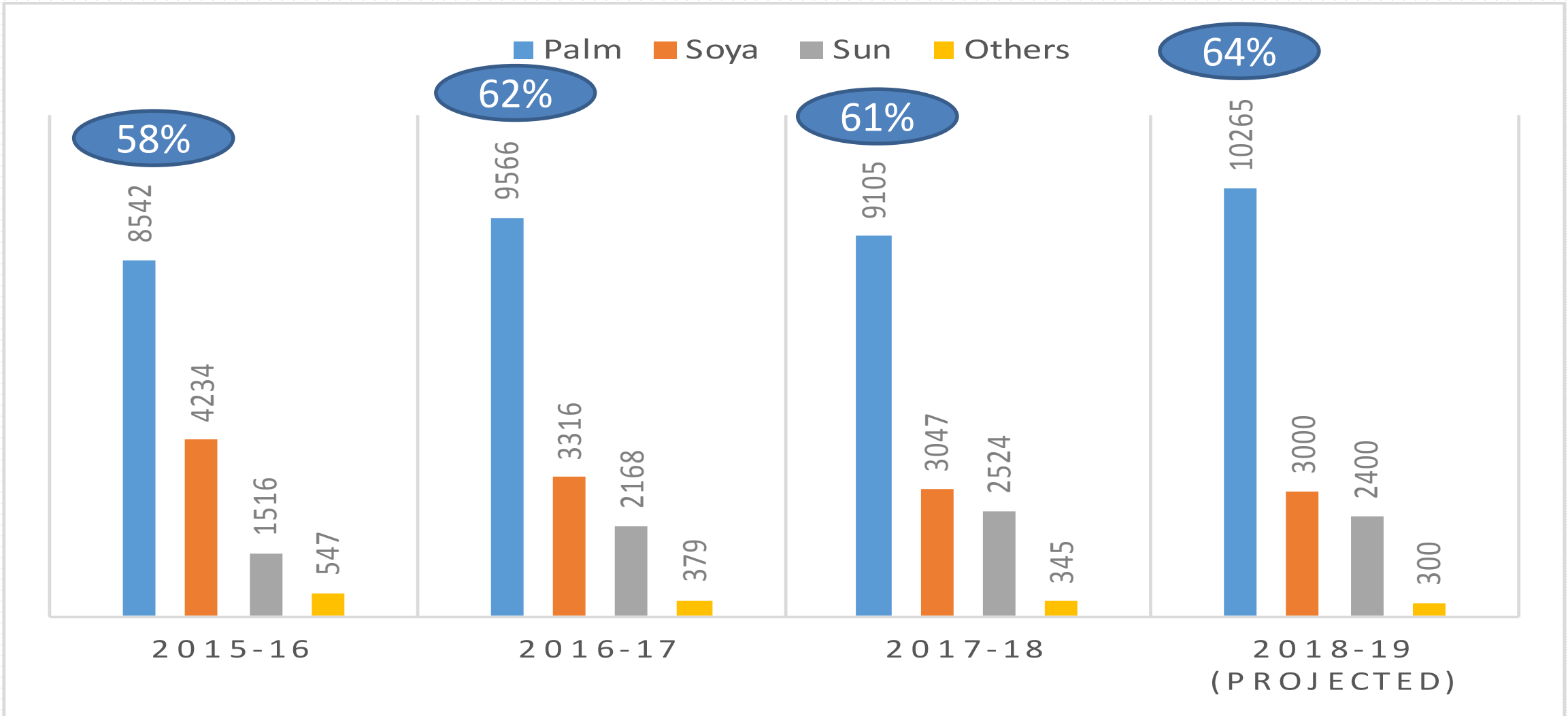


Market Segmentation & Way forward for Palm Oil In India -POTS

30th July 2019 - Mumbai



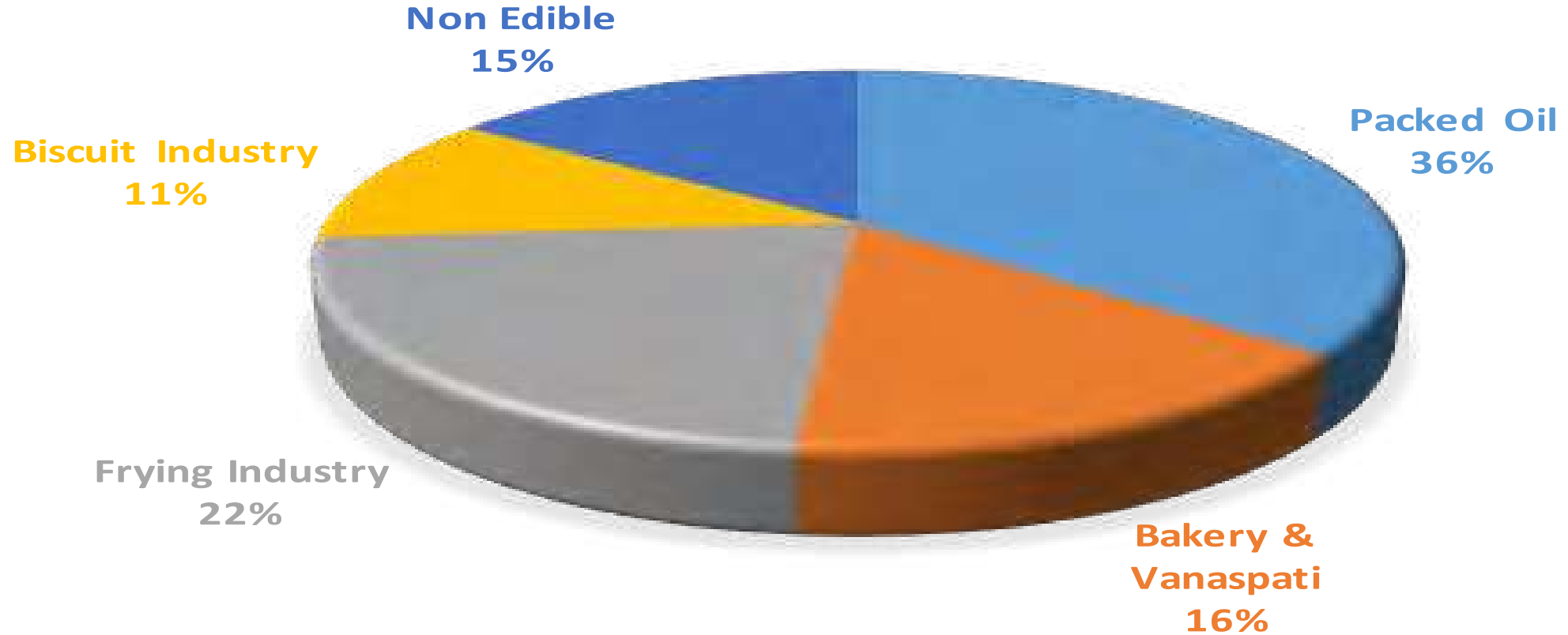
Import share of Palm Oil



In 000 MT

Source : SEA

PALM OIL CONSUMPTION IN INDIA



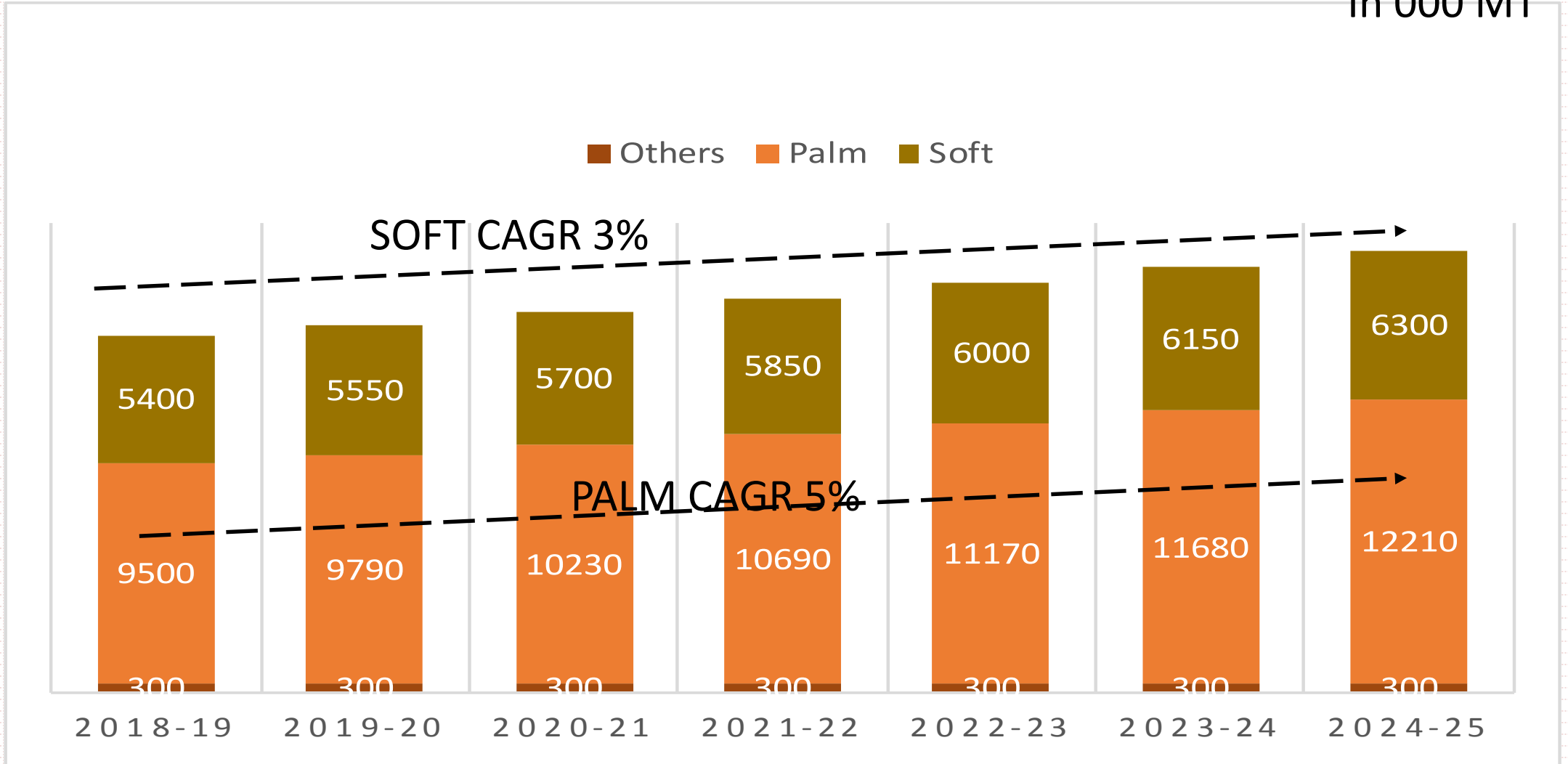
Packed Oil	Bakery & Vanaspati	Frying Industry	Biscuit Industry	Non Edible	Total
3880	1660	2400	1200	1625	10765

In 000 MT

Source : Internal

India Edible oil import projection

In 000 MT



Nielsen & IMRB Overview Palmolein

Brands Added and exited during last 1 year in the Palm category

Nielsen Brands	Brands	Left	Added
MAT June 18	122	27	
MAT June 19	129		34

Nielsen Brands %	No. Count	Volume Contribution
Top Brands	5	62
Small Brands	124	38
Total	129	100

<u>IMRB</u> <u>All India U+R</u>	Vol Share%			Household Share%		
	MT June17	MT June18	MT June19	MT June17	MT June18	MT June19
EDIBLE OILS	100%	100%	100%	100%	100%	100%
PALM REF OIL	9%	9%	8%	32%	32%	30%
PACKED OIL	6%	6%	6%	28%	28%	27%
LOOSE OIL	3%	3%	2%	11%	9%	8%

IMRB -Palmolein Consumer Profiling

All India U+R	Palmolein Oil User Profile		
	MT June17	MT June18	MT June19
SEC: A	5%	5%	5%
SEC: B	15%	14%	14%
SEC: C	26%	25%	26%
SEC: D/E	54%	55%	55%
URBAN TCL: 40 L+	4%	4%	4%
URBAN TCL: 10-40 L	4%	4%	4%
URBAN TCL: 05-10 L	3%	3%	3%
URBAN TCL: 01-05 L	7%	6%	7%
URBAN TCL: <= 01 L	9%	9%	9%
RURAL VCL: <=2000	27%	27%	27%
RURAL VCL: 2001-5000	24%	24%	24%
RURAL VCL: >5000	22%	22%	21%
FOOD EATING HABITS: Pure vegetarian	15%	16%	15%
FOOD EATING HABITS: Non-vegeterian	85%	84%	85%

72%

Consumer Perception-Palmolein

- Palm oil is very thick and heavy; must be high on cholesterol level – *Rohini, Cochin*

- We will go for the oil which is less thick, since we buy it basis the recommendations of shopkeeper and they tell us Palmolien is harmful for kids– *Smriti, Vizag*

- I was using Palm oil for frying but it's not healthy so we have switched to Sunflower oil – *Rashmi, Hyderabad*

- Palmolien is very thick, it has more cholesterol – *Sonal, Hyderabad*

- If we use palm oil, We tend to feel giddy. It has more cholesterol. It has unsaturated fatty acids – *Lavitha, Puri Orissa*

- Palm is very heavy to digest, hence we switched to Sunflower oil – *Nutan, Hyderabad*

Summing UP

- HORECA segments plays important role which is mainly price sensitive.
- Palm is only 8 % of HH volume consumption which has further come down compared to last year.
- Mainly rural ,SEC D& E consumed brand with 70 % contribution.
- Consumer perception toward the category is not very positive. This is due to lack of knowledge about the category.

Fortune Category Creation Campaigns



- Created category from Refined to soybean
- First company to promote Soybean Oil nationally.

TVC 1

- First company to which coined the process as Kacchi Ghani and added to the brand name.
- Rest of the brands followed.
- FSSAI now have certain guidelines for Kacchi Ghani brands



TVC 1
TVC 2



- Rice bran was selling in pockets of India
- Was used to mix with mustard .
- First company to promote Rice bran category nationally
- Promotions were targeted on category creation than the brand

Scanning Category Creation Campaigns

Olive Oil

Milk

Almonds

NECC

Tetra Pack

Mutual
Fund

Palm Category Creation

- There are several benefits of Palmolien which needs to be highlighted & educated to spread awareness about the category.
- MPOC, GAPKI or SEA can take initiative in category creation as they are independent entities to promote the category.
- If only 2 USD per ton on the total Palm import is budgeted in creating this category for 3 years, it will boost the category which in turn will create consumer acceptance & sales.

THANK YOU