

## Brand Equity

### **Rooted & Trusted: Homegrown brands like Parle, Tata Salt, Amul & Fevicol rise up the rank**

Amit Bapna & Mukta Lad, ET Bureau Oct 22, 2014, 05.21AM IST

Brand India is on a roll, going by the recent speeches from Indian Prime Minister Narendra Modi. Even the frequency with which global CEOs have been making India a must-visit spot is an indication of its clout. The debate rages on about the growth story being real or a bubble, but the jury on Brand Equity's annual Most Trusted Brands survey has made up its mind.

Four Indian brands have gone up the trust ranks. Equally noteworthy is the fact that these brands — Parle, Tata Salt, Amul and Fevicol — have entered the Top 50 overall rankings.

Parle, a brand that has been around for long and is ubiquitous by its sheer presence across the length and breadth of the country, is on a sweet high having moved up to 14 from 37 in 2013. This strong showing is an outcome of its various brands — the flagship Parle-G, which incidentally is the highest selling biscuit in the world, as well as others like Monaco, Krackjack and Hide n Seek.

Says Mayank Shah, deputy marketing manager, Parle Products, "For a brand to enjoy the kind of trust we do, it needs to be true to who it is, be relevant and be the consumers' friend by helping them out."

Equally sweet has been the journey of Tata Salt, the category leader from Tata Chemicals that was launched in 1983 and today occupies nearly 57 per cent of the overall market.

In the survey rankings the brand has moved up to 16th position (from 28 in 2013) and Richa Arora, COO - consumer product business, Tata Chemicals attributes the success of the brand to multiple reasons: consumers' propensity to remember the brand's pioneering efforts like addressing the micronutrient deficiency issue through iodised salt, consistent delivery on quality as well as the communication over the years.

For the last 12 years the eponymous salt brand has been positioned around the 'desh ka namak' thought and has been taking that core proposition further. "The renditions (of the core thought) have changed to make it more contemporary but the spirit of 'desh ka namak' has remained strong and consistent," she adds.

The utterly butterly girl, gracing Amul butter packs since the 1960s, remains strong and healthy as the brand moves up to the 44th rank this year (from 68 in 2013). Amul, a brand with firm Indian roots, is a great example of a successfully run cooperative organisation. Out of every rupee spent by consumers on product, 80 paise goes back to the milk producer.

From milk to cheese, beverages, ghee, milk powders and ice cream the brand has come a long way and today finds a place in most Indian households. RS Sodhi, managing director, GCMMF (Amul) demystifying the winning formula says, "To succeed in selling, one should have a good product, easy availability to its intended consumer and awareness about that product to the consumer."



If you are able to live up to the expectation of consumers and delight them in terms of price and quality, the brand builds itself, he adds. And so it remains top of mind even with a bare bones approach to advertising and a not very expansive marketing budget.

It is not often that a CMO happily admits that he (and his team) interact with their creative agency on a daily basis and that the agency fights equally hard on doing the right thing.

At least in the case of Fevicol and O&M that seems to be the case, according to Anil Jayaraj, chief marketing officer, Pidilite. Consistency in positioning and a close relationship with the creative agency has paid rich dividends. The brand has inched up to 45th position (from 62 in 2013).

While advertising makes the B2B brand relatable to the average consumer, it has been actively forging ties with other stakeholders like interior designers and carpenters.

For instance, 'Fevicol Design Ideas' is a concept, currently being tested in Hyderabad that is looking at linking consumers to interior designers to resolve common queries. Similarly, Fevicol Champions Club is an on-ground initiative that links thousands of carpenters and keeps them connected by enhancing their design expertise, improving their self-image and their financial capabilities.

All four brands have much in common in terms of origin, category leadership, connectedness with the consumer and the loyalty they evoke. Brand consultant Harish Bijoor attributes this success to an India that can create products very unique to its needs, wants, desires and aspirations, and not depend on the "one size fits all" products that come from overseas markets.