



Expanding the household insecticide category to provide **personal and out of home protection** from mosquitoes

Business Background

- The 4460 crore household insecticide category consists of many formats in India . However, if we try and segment the market into “out of home” and “in-home” formats, the in-home formats constitutes 97% of the market.
- The personal repellent category or out of home formats stands at only 127 odd crores with HH penetration of only 1.1%.
- This is an anomaly especially considering the fact that a person spends as much time out of home as he / she does in home. If we look at other markets around the world, the out of home category is much bigger in countries like the US (40%), China (22%), Indonesia (15%) etc.
Good knight being the market leader, sees an opportunity to tap and grow this segment.

Category Context

- The hypothesis for this segment being so small so far is the following:
- No innovation in the category for decades.
- Existing products in this segment are skin application products which consumers are averse to, have poor sensorial, difficult to use and so on
- No big player is focusing on this category and hence the investments have been low in terms of media spends, distribution etcetera



Goodknight launched the first of it's kind product - Fabric Roll On

- The product is one of it's kind innovative product which circumvents the typical problems that are associated with the on-skin personal repellents like Odomos
- It is quick and easy to use. Just 4 dot application on clothes, not on skin.
- 100% natural products with the goodness of Eucalyptus and Citronella which makes its completely safe to be used by people of all ages
- Gives protection from mosquitoes for over 8 hours
- The product is paediatrician certified and is completely safe for babies

Consumer Reality

Mosquitoes are everywhere and mothers can only keep the home protected. They do acknowledge that they have failed with out of home protection (not just outdoors) for their kids, from mosquitoes as there is no real solution available. Mothers have tried products available in the market that have failed on key parameters such as effectiveness, experience, convenience and cost. Thus, while Odomos has been tried extensively, it has failed to create a regime for usage out of home, unlike the indoor repellents.

Hence, due to lack viable solutions for outdoor protection, mothers are in an unenviable position. They are forced to either overlook the problem or restrict their children out of home in following ways:

Calling them back before dark

Controlling their movements

In some cases forcing them to wear full-sleeved clothes

However, parents are cautious about their kids safety and they break from their complacency when it comes to their kids.

Brand Task:

- How do we fasten adoption for this new format for consumers
- How do we make FRO part of a regular regime and habit for consumers

Challenges faced to fasten consumer adoption

- **Absence of visible triggers** of efficacy and functioning: Compare it with indoor repellents that are used across. Proof of efficacy comes either from smoke or fragrance of active ingredient. Hence, for mothers, it is difficult to gauge the efficacy of product hence its value for money.
- **Absence of feedback:** Thinking that parents might restrict them from playing out, children don't mention the mosquito menace to parents
- **Effort resistance from kids:** Due to bad sensorial, children resist the usage of on-skin application products. For FRO as well, adopting a regime by kids is challenge
- **Lack of rituals:** While indoor repellents have created for themselves a ritual for usage which is pre-sleep, personal repellents have not yet become a part of life and do not have a specific everyday moment of usage

Target Consumers

- Anyone who steps out of home is vulnerable to mosquitoes outdoors
- Primarily mothers of kids of the age group of 4-12 who spend their evenings outdoors without supervision are vulnerable to the mosquitoes menace
- Demo:
- SEC A, B; F 25-45 Years, Pan Indian Urban (Population 10L+)

THANK YOU