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Effective segmentation and positioning - Horlicks



Growing up is a pain. You romance about it only after you are totally grown up. One of the exciting things about growing up was falling ill. But falling ill is a double edged weapon. You could skip school but you could get loaded up with medicines by your well-meaning parents. The worst part was that they could take you to a doctor for an injection. But it was worth it.

Mothers in India were convinced that giving Horlicks to the child was the best thing especially if the child was ill. The child had to take this white liquid that does not taste very good to become better. The children very quickly realized that Horlicks is better to eat than to drink. Thus began the signature tune that is still running. The boy in the commercial says **“I don’t drink Horlicks, I eat it”**.

Pan India it was a health drink that had no parallel. Like all the products that were available in India in the 70s and the eighties the packaging was very utilitarian and minimal. Horlicks used to come in a glass bottle and the packaging was as exciting as yesterday’s coffee served cold!

Horlicks meant everything to everybody. It was a health drink that everyone consumed. Right from small children to very elderly people. Keeping the nutritional issues aside it was very strange positioning tack.

Horlicks realized this and came out with its own versions of different Horlicks for different customers. Horlicks differentiated products now include



Junior Horlicks – for preschool children. Keeping the targeted customers in mind the packaging is cute and the package has the picture of a small elephant which is very exciting for the small children.



Horlicks regular - For general use. Regular Horlicks is the health drink for people of all ages. The packaging is contemporary and has great visuals to attract the children and the young adults.



Horlicks mothers – is special nutritional drink with 26 vital nutrients designed keeping the specific needs of the pregnant and breast feeding women. The packaging is very interesting – it is shaped like an hours glass. Hour glass is the shape that all women crave for and this craving is subtly cashed by Horlicks by making its "Horlicks mothers" shaped like a house glass.



Horlicks Lite and Lite bite - A nutritional drink and snack specially designed for all health conscious adults and is also suitable for use by people with diabetes. The packaging again is very interesting. The Horlicks Lite is thin and tall. The Horlicks Lite drinkers are health conscious and having a thin frame is a desire among these customers.

This Horlicks proves that segmentation could be a very efficient way of holding on and even increasing one's market share. What is needed is a clear focus and clever innovations in adapting

the product to the of the customers. mean tinkering design and make it more target customers.

HEALTHY AS EVER

How Horlicks thrived over the years

1958: Starts production in India

1992: Begins its first brand-line extension with Horlicks Biscuits



1995: Launches Junior Horlicks in vanilla and chocolate variants



2003: Makes significant brand equity shift positioning Horlicks strongly for children rather than the entire family

2005: Launches Horlicks Lite, a low-fat and low-sugar alternative



2008: Unveils Women's Horlicks, a blockbuster product

2009: Starts 'Taller, Stronger, Sharper' campaign



2011: Introduces Horlicks Gold, its premium brand



2012: Presents new ad campaign - 5 Signs of Growth

2014: The new Kesar Badam flavour from Horlicks



65.1%

Market share of GSKCH, which owns Horlicks, Viva, and Maltoya

changing needs It also would with the product packaging to appealing to the

Vodafone joins 4G race, launch in December

Vodafone 4G will be available in Mumbai, Delhi, Kolkata, Bengaluru and Kochi by 2015-end.

The mobile telephony market is set to sizzle with competition, with Vodafone India, the country's second largest mobile operator by revenue and subscriber base, also joining the race for launch of 4G services by the end of the current calendar year. Rival Bharti Airtel launched such services across 300 cities earlier this month and Mukesh Ambani's Reliance Jio Infocomm plans to do so in December. Idea Cellular has already said it will launch 4G services in the next calendar year. On Friday, Vodafone India said it will launch 4G services by the end of calendar year 2015 in important data markets, including Mumbai, Delhi, Kolkata, Bengaluru and Kochi. "In addition, Vodafone India will also roll out its 3G networks in seven circles – Assam, North East, UP West, Rajasthan, Karnataka, Kerala and Odisha, to expand its overall 3G footprint to 16 circles across the country," a company statement said. It said the company had acquired additional 4G (LTE) spectrum in Mumbai, Delhi, Kolkata, Kerala and Karnataka circles in the February 2014 auctions, and they together contribute close to 50% of total data revenue for it. With big operators getting into the 4G space, which enables surfing the web on mobile phones, tablets and laptops much faster than 3G services, consumers can once again expect to get the best in terms of tariff, data packages, movies and song downloads coupled with snazzy devices, as the operators jostle for a share of their wallet. For a sneak preview of what the consumers could get: Airtel, has a tariff plan – Infinity Plans – where at Rs 999 the company is offering unlimited

local voice calls on Airtel-to-Airtel network along with 3GB data benefits and access to Wynk Movies and Wynk Music. This gets scaled up to Rs 1,999, wherein 7GB of data comes with unlimited local, STD calls, and free roaming services with unlimited Wynk songs and movies –

See more at: <http://indianexpress.com/article/technology/tech-news-technology/vodafone-to-launch-4g-in-india-soon/#sthash.GC31fSRn.dpuf>