



7 March 2017

Re-Imagining Household Insecticides Category



**OUT
OF HOME**

**BEYOND
MOSQUITOES**

**STRETCHING
CONSUMPTION**

**RURAL
PENETRATION**



Enormous Potential in Non-Mosquito Market

9%

Salience of non-mosquito market to overall Household Insecticides category

HOUSEHOLD PENETRATION

8%

NON-MOSQUITO INSECTICIDE

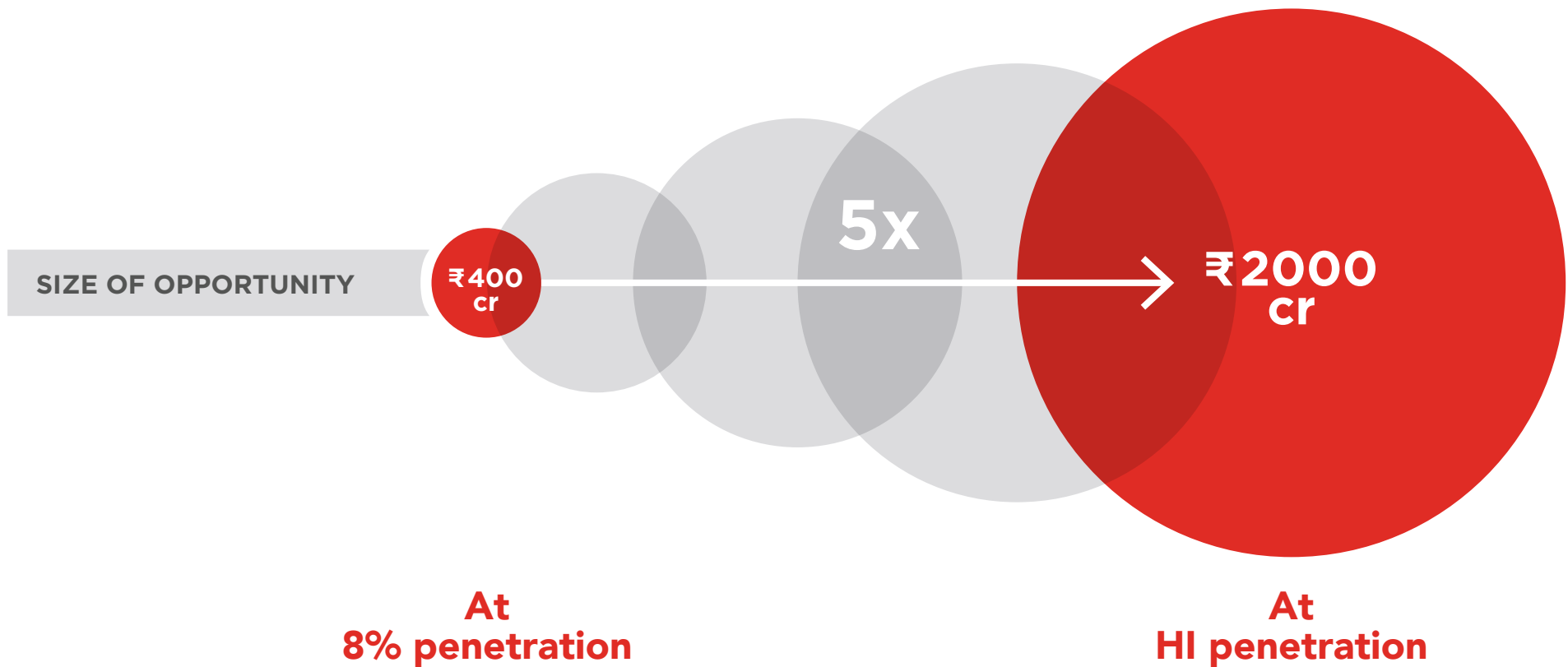
50%

ANY HOUSEHOLD INSECTICIDE



Untapped Need for Protection from Cockroaches

Consumer research indicates 80% consumers have cockroach problem
But, only 8% use a branded cockroach solution





LACK OF INNOVATION

- Existing solutions like chalk, naphthalene balls, phenyl, etc. not effective, leave stains, not safe on hands and in kitchen
- Alternative solutions are expensive

LACK OF INVESTMENTS

- Low awareness about cockroach - disease linkage
- Very low advertising spends on category



GCPL introduces industry first **affordable** cockroach solution in a **transparent** gel format with a brush applicator that is **safe** for kitchen and hands yet **3X more powerful**.

HIT Gel Stick



3X MORE POWERFUL

- Effective

TRANSPARENT GEL

- Not visible
- Dries quickly
- Lasts upto 7 days

STICKS WHERE APPLIED

- Does not spread
- Does not get on hands
- Kitchen safe

BRUSH APPLICATOR

- Easy to apply
- Does not get on hands

NO SMELL

- Kitchen safe



DISRUPTIVE PRICE OF ₹30

THANK YOU

