

Headline: GCPL to focus on rural markets to boost household insecticide business

Description: The household insecticide category accounts for nearly 50 per cent of GCPL India's turnover

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Home-grown FMCG firm Godrej Consumer Products (GCPL) is sharpening its focus on rural areas to drive its household insecticide business.

“By 2020, at an overall company level, we would like to have 40 per cent coming from rural and for insecticide it should be closer to that, around 35 per cent,” GCPL Business Head-India and SAARC Sunil Kataria told PTI.

At present, the rural areas contribute 28 per cent of the home insecticide sales.

The company is a dominant player in the household insecticide space and the category accounts for nearly 50 per cent of GCPL India's turnover.

The total home insecticide industry is estimated to be around Rs 4,300 crore and GCPL has more than half the market share.

GCPL, which reported net sales at Rs 8,957.15 crore for 2016-16, has brands like Good knight and Hit in the household insecticide category.

The company recently forayed into the outdoor and personal repellent category under its flagship brand 'Good Knight'.

In the home mosquito repellent category, the company is eyeing Rs 250 crore in three years along with at least half the market share, Kataria added.

The second largest player in Indonesia in the household insecticide space, the company will be launching the personal repellent products over the next 12-18 months in the Southeast Asian country.

“The personal repellent category, we will be first rolling out in India and then in Indonesia and various countries in Africa, over the next 12-18 months,” he said.

Good knight accounts for 40 per cent of GCPL’s turnover and Kataria said they will do a lot of category creation under the brand.

“It is the driver brand for us. The goal for us, is very clearly, it will continue to drive our growth and we will do a lot of category creation and expansion,” he said.