

BOROLINE®

For more than 80 years Boroline has remained unchanged, defying marketing theories that brands need to re-engineer themselves to stay competitive. The fact is that not only has Boroline formulation remained untouched its packaging, too, still sports the same black and green colour scheme it did in 1929. Such is the legend of Boroline that today consumers use it for everything from healing cuts and sunburns to drying sutures and moisturising skin.

Market

Increasing consumer spends has made skincare one of the fastest growing industries in India. This has provided significant market opportunities particularly in facial skincare. Growth is being driven by women becoming more conscious of their appearance and driven, in turn, by changing lifestyles and increasing consumer awareness.

Many different genres of products in the skincare regimen support this market. The anti-ageing segment, although still very nascent, has the potential to garner a 10% share in the overall skincare creams segment by 2015

(Source: EuroMonitor). Some years ago, when the only users of anti-ageing products were the older people this scenario would have been impossible. But, today, with younger audiences expecting anti-ageing products to delay the onset of fine lines this is both real and happening.

However, while the market churns and heaves and brands vie for attention, in the antiseptic skin cream market a single brand commands the space: Boroline. With a user base of over

5 million, Boroline is the first choice associated with dry skin problems in winter months and, additionally, with antiseptic properties in the rest of the year. Boroline is available through 300,000 retail outlets across India.

Achievements

Boroline



zealously guards its unique position of being, perhaps, the only Indian skin cream to enjoy the trust of over three generations of consumers. Most Indians, young and old, have interacted with the brand in some way or the other.

In many parts of India, Boroline is a must-have product for the entire family. It benefits from high brand recall across generations, thus making it a truly heritage brand. The cult status Boroline enjoys has several reasons – not least of all the efficacy and uncompromising quality the brand has delivered for more than 80 years. This dependability has found younger users, too,

many of whom have become admiring ambassadors. The brand is firmly entrenched as the undisputed leader in its category. Outside of leadership is Boroline's commitment to go that extra mile to preserve its legacy through stringent quality control standards, sensitive pricing policies and by being a responsible corporate citizen.

Total Quality Management (TQM) measures like up-gradation of technologies, strict adherence to quality standards and the complete embargo on contract manufacturing have all contributed to the brand's success.



Every year, Boroline invests up to 5% of its earnings in research and development (R&D). But product R&D apart, Boroline has also migrated with the times. Its packaging, while still retaining the original green and black design is now made with 100% recyclable eco-friendly material. In continuation with its concern for the environment the company is also involved with the Save Trees campaign, cultivation of a balanced ecosystem around its factories and financial aid to the underprivileged classes, terminally ill patients and children with cardiac conditions.

History

Boroline is the happy outcome of the heady nationalistic Swadeshi wave that had engulfed India during the pre-independence era. Its founder, Gourmohan Dutta, belonged to the affluent merchant class of Calcutta. He was already an established trader of imported goods when he decided to join the Swadeshi movement. He was convinced that the best way to help his country was



to contribute to her economic self-sufficiency. To realise this goal, he decided to manufacture products in preference to importing them. It was a daunting task. Many dissuaded him from this venture. But Dutta marched to the sound of his own distant drummer.

With the dream of a free and self-sufficient India in his eyes, he started manufacturing medicines that were, in quality, at par with their foreign counterparts. Thus, in 1929, in a quaint by-lane of Calcutta, the legendary green tube was born. To establish the brand identity, a logo depicting an elephant, was developed. While an elephant signifies steadiness and strength for many Indians, to the merchant class, it symbolised Ganesha or the Elephant God – an auspicious representation when starting anything new.

Keeping this in mind, Dutta chose the elephant as Boroline's logo, hoping that it would bestow luck and lend strength to what was still considered a reckless venture. The logo caught on and so did Boroline. In the rural heartland, Boroline is still known as the *hathiwala cream* (the cream with the elephant head).

Product

For over 80 years, Boroline has found a place in millions of Indian households. The name Boroline is derived from its ingredients. Boro from boric powder and oline is a derivative of the Latin word *Oleum* meaning oil. Boric powder and zinc oxide, along with a combination of essential oils and waxes give the cream its remarkable antiseptic properties.

This potent mix not only protects the affected skin area but also facilitates growth of epidermal cells. The result of which is that Boroline works wonders to turn dry and rough skin to soft, happy skin overnight. It is also especially suited to heal cuts, bruises and post-surgery, aid in the drying of sutures. It's the only cream that gently moisturises and protects skin in winter and in summers provides the best healing for sunburnt skin. These fundamental values have made it immune to the hordes of challenger creams who have tried to emulate Boroline. The brand enjoys a position of eminence as a trusted all-weather friend that the entire family can depend upon.

Recent Developments

Right through its 83-year history, Boroline has kept pace with the times and retained its

intrinsic worth. Boroline's vision is focused: it wants to seamlessly blend modern chemistry with ancient Indian Ayurveda. This amalgam of the old and the new would lead to user-friendly, value-added products that would satisfy the genuine needs of the consumer.

In recent years, Boroline has developed a slew of new products that are in line with this goal. From the second half of the 1990s Boroline extended its brand to hair care products with Boroline's Eleen, a premium light hair oil. In 2007, the brand extended itself further by launching India's first antiseptic skin shower, Suthol, which provides relief from summer skin problems. To widen its appeal, Boroline introduced packaging variants in 2009. Apart from the green tube the brand is now also available in 40 gram and 10 gram jars.

Promotion

Boroline's march forward is the brainchild of Murari Mohan Dutta – the second generation of the Dutta family. A marketing genius, he pioneered ideas that were decades ahead of their time. In the late 1950s, when concepts like brand image, rural marketing and event sponsorships were unheard of in the Indian



market, Boroline explored all possible avenues of brand building. Boroline took to the streets during festivals, cheered players in the grounds during cricket and football matches and launched a blitz of newspaper, magazine, radio and outdoor promotions. Boroline was everywhere, with everyone. It became a part of people's lives.

That Boroline has always kept pace with the changing times is reflected in the positioning platforms that have evolved through the decades.

In the 1950s, Boroline was a 'tender face cream'; in the 1960s, it evolved to 'Boroline for the skin. The skin needs Boroline'. In the 1970s, with a number of me-too products in the market, Boroline became aggressive with 'Boroline has no substitute'. In 1976, Boroline celebrated '50 – Not Out!' The early 1980s saw it become 'The hard working cream that protects your skin' while the late 1980s saw it become trendy with 'In a world full of surprises, thank goodness you can count on Boroline'. By the 1990s me-too products were back in the market, so Boroline redefined the space calling itself 'The Original'. In the latter half of the 1990s, it took on the benefit-

led platform of 'Boroline skin, healthy skin' and in the early 2000, the brand values were summed up with 'Boroline – works wonders'. The most recent campaign positions Boroline as the trusted expert with 'Happy skin, overnight'.

The star of Indian television, Sakshi Tanwar, is the current brand ambassador and endorses the values that Boroline stands for.

The core philosophy of Boroline has been to emphasise its intrinsic worth and preserve its brand values. The unflinching belief in growth by strength was the primary reason the brand survived extinction in the early 1990s. Due to a stagnant pricing policy following a statutory order, production was stalled for two years. Every tube sold was adding to the losses and finally, the legendary green tube disappeared unceremoniously from retail shelves. After two years of strife, riding on its goodwill, Boroline bounced back. The sales doubled as the consumers welcomed it like a long lost friend.

Brand Values

Boroline's intrinsic values have made it nearly immune from waves of pretenders who have attempted to copy it. The famous green tube has simply brushed aside wannabe competitors and marched resolutely forward. Year after year, for over three generations Boroline has evolved as a caring and trusted member of the family. Today, it continues to be looked upon for answers to skin problems, just as it always has been. It would seem that Indian values and traditions are an integral part of Boroline's DNA.

Things you didn't know about Boroline

- Every second, someone, somewhere in the world purchases a tube of Boroline
- In 2002, while shifting homes, a user discovered a tube of Boroline that was manufactured in 1976. He found that it had the same texture, efficacy and perfume as a new tube of Boroline would
- In 1983, Boroline travelled all the way to Antarctica with a lady scientist who was part of the Antarctica Expedition
- The legendary green tube has also accompanied a soldier posted in the high altitudes of the Himalayan peaks. Later, he wrote a letter, thanking Boroline for helping him survive the hostile climate
- On 15th August 1947, the day India became independent, newspapers in Calcutta carried an advertisement informing audiences that, from two specified city outlets, Boroline would be distributed free to anyone who asked for it during the day
- Even today, Boroline receives mail from numerous people counting stories of the unique usages of Boroline. A lady from Australia used it as a last resort and it helped her cure her severely sunburnt skin; it has been used on cricket balls to keep them shiny; it has been used to cure piles and to avert surgery; molten Boroline has been used to heal a boil in the ear
- Boroline has been selected for and has appeared in every edition of India's Consumer Superbrands



This winter, your dry skin has a new friend. The soft & buttery Boroline.

Sakshi Tanwar

Take my word for it! Try it!

BOROLINE | Soft, happy skin overnight.