



BOROLINE

Market

The over-the-counter antiseptic cream market in India has an annual sales volume of 2.8 million litres, valued at Rs. 180 crore (US\$ 4 million). In this evolving market Boroline is the eminent front runner with a market share of 21% (Source: ORG-MARG). Hundreds of thousands of satisfied consumers across the length and breadth of India, also use Boroline as a value-for-money option to guard and cure against dry skin problems during the winter months.

Boroline's strong distribution system ensures that loyal consumers get the tube of their favourite antiseptic skin cream no matter where they are. Some impressive market data substantiates this assertion: the brand enjoys a 34.2% dealer penetration, directly servicing 300,000 retail outlets across India.

Achievements

Boroline has zealously guarded its position as one of the most trusted over-the-counter (OTC) medicines for more than three generations. This puts Boroline in a league of its own. Most Indians have used it or have seen their relatives and friends use it.

The brand enjoys high brand recall across generations, making it a truly heritage brand. Boroline is firmly entrenched as the undisputed brand leader in its category. The cult status of

Boroline is due to a single reason: quality. Long-term users continue to find their old friend Boroline unchanged in terms of efficacy and quality.

New users, especially youngsters, discover the truth in their elders' belief in Boroline's quality and become new users. Boroline's brand management thus transcends the realms of marketing and enters the territory of Total Quality Management (TQM) requiring significant inputs towards continuous upgradation of production technologies and strict adherence to quality standards in all spheres. As part of its stringent quality control measures, the company has refrained from off-loading production to contract manufacturers. The company spends 5% of its annual earnings on research and development. As a result, newer production technologies have been developed resulting in enhanced operational efficiencies. A positive ripple effect follows, keeping the prices of Boroline down. Efficient distribution coupled with high productivity have led to a happy state of affairs: Boroline-loyalists have no complaints about either accessibility or affordability of their favourite product – a boon in the extremely price sensitive Indian mass market.

Over the years Boroline has become a responsible corporate citizen of the country. Highly conscious of its social responsibilities, it has ensured that its packaging is entirely recyclable.

In its factory near Kolkata, special plantation projects contribute to ensure environmental protection as a part of the 'Save Trees' campaign. In addition to these, Boroline also maintains a large water reservoir of 6000 square metres to provide a balanced ecosystem, biodegrading all pre-treated effluents. From across India, numerous economically under-privileged, terminally ill patients and children requiring heart surgery have applied to Boroline and received financial assistance for treatment.

History

Boroline is the happy outcome of the heady nationalistic wave that had engulfed all Indians during the pre-

Independence era. Its founder, Gourmohan Dutta, belonged to the rich merchant class of Calcutta. He was already an established trader of imported goods, when he decided to join the Swadeshi movement. A practical patriot, he was convinced that the best way to help India was to contribute to her economic self-sufficiency. To

actively do this, he decided to manufacture products of a quality equivalent to their foreign counterparts. It was a daunting task. Many dissuaded him against this venture. But Gourmohan Dutta followed his heart. He stopped importing goods altogether. With a glorious dream of free and self-sufficient India in his heart, he started manufacturing medicines. One of them would be the legendary green tube – Boroline. It had a humble beginning in his house in 1929. The celebrated journey had begun. To establish the brand identity, the logo was carefully developed. For all Indians and especially the merchant class, the Elephant God – or Ganesha – has an enormous significance. The elephant signifies steadiness. It is also synonymous with success or 'siddhi'. Keeping these in mind, Dutta

chose the elephant as Boroline's logo hoping that it would bestow luck and spell success for what was still considered a reckless venture. The logo caught on immediately. In the rural heart land and for the millions who cannot read, Boroline is still known as the 'hathiwala cream' (cream with the elephant logo).

Product

The name Boroline is derived from its ingredients. 'Boro' from boric powder, which has antiseptic properties and 'oline' as a variant of the Latin word 'oleum' meaning oil. Boroline is a combination of essential oils, waxes and its remarkable antiseptic properties are a result of boric powder and zinc oxide. This potent combination of ingredients protects the affected skin against germs and facilitates rapid growth of epidermal cells. It is for this reason that Boroline





works wonders to cure cuts and bruises, shows fastest healing of stitches after operation and protects heels against cracks. It is the only cream that stays on in extremely dry and chilly conditions to protect the skin. It is the greatest lubricator for rough or abraded skin. It also provides the best healing for sun burnt skin. To its users, Boroline is a trusted friend – a friend in need.

Recent Developments

Right through its 75 year history, Boroline has kept pace with the times and retained its intrinsic worth. In keeping with the environmental concerns of the day it has introduced recyclable packaging and is involved in various environmental protection measures. From the second half of the 1990s Boroline extended its brand to hair care products with Boroline's Eleen. The first product of Boroline's Eleen, a premium herbal light hair oil, has, within five years, become one of the leading brands in its segment in India. Recent additions have been a de-tangling shampoo with herbal benefits and a coconut oil based herbal hair tonic. The medicinal value of Boroline is extended to a modern pain relieving formula branded as Boroline's Penorub. Boroline's vision is focused. The company wants to achieve the ultimate goal of combining modern chemistry with the science of ancient Indian Ayurveda. This amalgam of the old and the new would lead to user-friendly, value-added products that satisfy genuine physical needs of the consumer. One major development in this regard has been the setting up of Boroline's Herbal Garden complete with state-of-the-art research facilities.

Promotion

Boroline's brand image is the brain child of the founder's son, Murari Mohan Dutta. A marketing genius, he pioneered marketing concepts that were decades ahead of their times. In the late

1950s, when concepts like brand image, rural marketing and event sponsorships were virtually unknown in the Indian market, Boroline went ahead to explore all possible avenues of brand building. Boroline took to the streets during festivals, cheered the 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 simply

became a part of people's lives. Since 1982, every four years, Boroline has sponsored the Jawaharlal Nehru Invitation International Football Gold Cup. In terms of image building Boroline has kept pace with the times. The changing straplines reflect the course of promotional platforms of Boroline through the decades. In the 1950s, Boroline was a 'Tender face cream'. In the 1960s, it changed to 'Boroline for the skin. The skin needs Boroline'. In the 1970s, the brand became more aggressive through 'Boroline has no substitute'. In 1976, Boroline turned '50 – Not Out!' In the early 1980s, Boroline was 'The hard working cream that protects your skin'. In the late 1980s, it became trendy with 'In a world full of surprises, thank goodness you can count on Boroline'. In the early 1990s, to highlight its first-in-the-category status, Boroline was portrayed as 'The Original'. In the later half of the 1990s, it stood for 'Boroline skin, healthy skin'. In early 2000, the brand values were summed up with 'Boroline – works wonders'.

The basic philosophy for the promotion of Boroline has been to emphasise its intrinsic worth.

To preserve its brand worth, Boroline has doggedly refused to sell the product by luring consumers with free gifts.

This continuous insistence on growth in strength rather than merely volumes has stood the brand in good stead. This has been the

principal reason why the brand survived extinction, when in the early 1990s, production was stalled for two years due to stagnant pricing following a statutory order from the authorities.

This meant that at that time, every tube of Boroline sold was pushing the company towards greater loss. Production had to be brought down to a minimum. Boroline disappeared unceremoniously from retail shelves. This insecurity persisted for two years. However, Boroline proved its brand goodwill, when on returning to the counters after a two-year absence, it was welcomed with open arms by consumers with the same emotion accorded to a long lost friend. Sales doubled. This is a story of 'The Great Survivor'.

Brand Values

Boroline is the original antiseptic cream of India. Its intrinsic value has made it immune from waves of challengers who have followed in its footsteps. The brand continues to enjoy its position of eminence. 'Boroline – works wonders' – the current sign-off reflects the trust of generations of consumers. To three generations of Indian consumers, Boroline has evolved as a caring and trusted member of the family to whom one turns to when in need. Family values and tradition have continued to be an integral part of Boroline's brand profile.

www.boroline.com



THINGS YOU DIDN'T KNOW ABOUT

Boroline

- Every second someone, somewhere in the world purchases a tube of Boroline.
- In 2002, a user while shifting homes found a tube of Boroline manufactured in 1976. He found that it had retained the same texture, efficacy and perfume as the new one.
- Boroline has travelled all the way to Antarctica with a lady scientist who was part of the Expedition in 1983. It has also accompanied a soldier posted in the high altitude of the Himalayan peaks who has written to thank Boroline as it helped him survive the hostile climate.
- On August 15th, 1947, Calcutta newspapers carried an advertisement informing audiences that from two specified city outlets, Boroline would be distributed free to anyone who asks for it during the day.
- Boroline still receives mail from people telling stories of unique usage. A lady from Australia used it as a last resort and cured severely sunburnt skin; it has been used on cricket balls to keep it shiny; to cure piles and avert surgery; molten Boroline has been used to heal a boil in the ear.

