

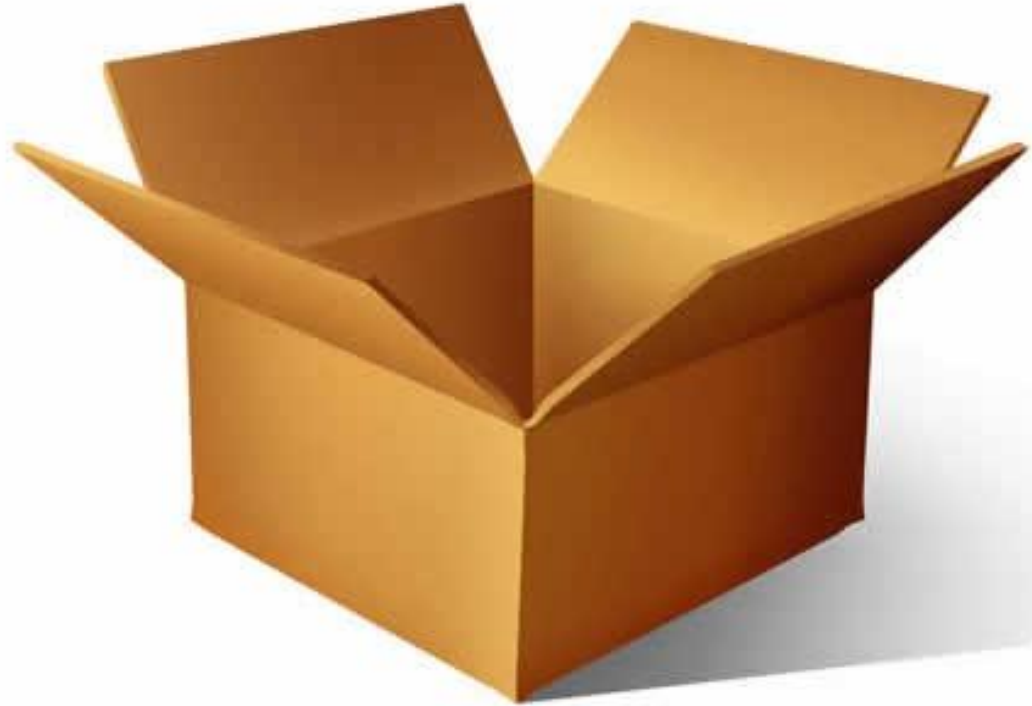
# Marketing Rice Bran Oil in India: The Opportunities & the Constraints

by

**Angshu Mallick**  
Chief Operating Officer  
**ADANI WILMAR LTD.**  
Ahmedabad, India

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A photograph of the Taj Mahal in Agra, India, viewed through an ornate, scalloped archway. The scene is captured at sunset, with a warm, golden glow illuminating the white marble structure. The archway's intricate carvings are visible on the left side. The text is overlaid in a white, cursive font with a slight shadow effect.

*Rice bran oil is not new to India.  
But yes, its popularity is!*

# The story so far...

Rice bran oil has been produced in India for decades. But, did not receive much attention till just a few years ago.



But things have changed in the last few years.

Starting with the launch of Fortune Rice Bran Health in 2012, **the first brand to promote 100% rice bran oil on such a large scale**, and consequent promotions by many other brands in this space, **rice bran oil is suddenly in the limelight.**

And the Indian consumers have welcomed it with open arms!



Rice Bran Oil's sales in India increased by **59%** in 2013-2014, more than any other oil category in the country.





There are also many known brands in the market now.



What led to such a quick success?



4

big opportunity areas that  
favoured rice bran oil

# 1. Produced right here, in India

Rice Bran Oil is indigenous to India and can be easily produced in the country, thanks to India's high production of rice.

Thus, no need to import!

Which is a huge blessing, given that India has to import 60% of its cooking oil requirement.



## 2. Indians are getting increasingly health-conscious

Indians are much more aware about their health and are taking more and more steps to stay healthy.

And being conscious about what they are eating ranks top in their way to stay healthy. Thus, **'healthy' products are becoming more and more popular.**

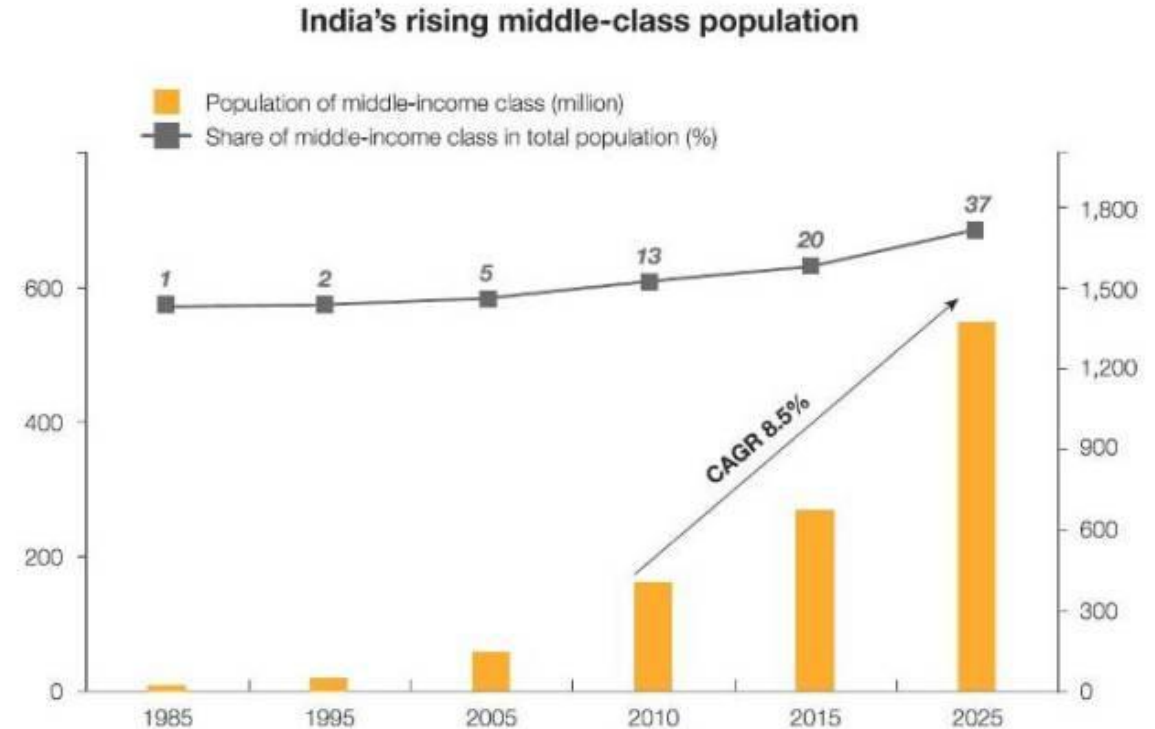
**42%** Indians say they have made it a top priority in life to live a healthy lifestyle.

Source: Global Monitor

# 3. India's disposable income is going up

So, not only are consumers open to trying 'healthy' products, they are also **ready to pay a premium** if they see value.

And it means, there is a huge potential consumer base to be tapped.

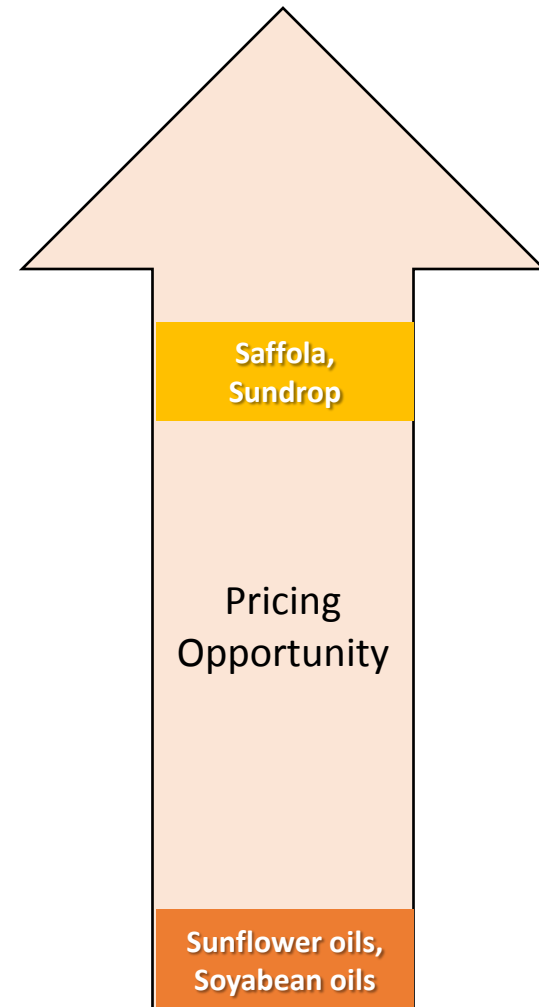


Source: NCAER

## 4. Few price options in 'healthy oils'

Though other 'healthy oils' exist in the markets (namely sunflower oil, soyabean oil and some blended oils), there are still few options for consumers.

Also, with sunflower and soyabean oils priced at approx. Rs. 80 to 90, and the blended oils like Saffola and Sundrop priced at prices greater than Rs.145, there weren't many price ranges for the consumer to avail.



But there are also some major constraints  
that need to be overcome



5

major constraints in rice bran oil's  
path to success

# 1. Unestablished category

The rice bran oil category is still in its nascent stages, and has little groundwork done even today.

**Especially when compared to the other 'healthy oil' categories** like sunflower oil that have been built through decades and have a head-start.

The category also suffers from **low consumer awareness** because of its late entry.



## 2. Consumers' inertia to change

A cooking oil is an essential ingredient in the everyday meals of the family, and consumers get into the **habit of using a particular type given its taste.**

Thus, consumers are always a little reluctant to adopt a new oil, fearing that it will change the taste of their food.



### 3. Perceptual & Conversion barriers

There are many perceptual barriers about the **colour and taste** of the oil.

The most common being that a refined oil are light in color; dark coloured refined oils is considered impure and not good for consumption.



## 4. Scepticism around the 'health' promise

The overwhelming number of health products in the market is having a negative effect on many, making them sceptical about the credibility of these products.

And in case of cooking oils, many consumers **believe that changing their oil would not make a huge difference.** Especially because **oils consumption habits have changed** and people are preferring to use minimum oil in their cooking for health reasons.



# 5. Low Priced by new Entrants

Consumer Build Perception :

- Low Priced Oils are not good in Quality
- Health Comes at cost
- Multiple Price-Points in Category is misleading
- Health Benefits is challenged in the minds of consumer





# Fortune's Contribution

How has Fortune played?

# Fortune's Contribution:

- Helped in Category Build-up at National Level
- Continuous Consumer Awareness & Education
- Medical Fraternity – Reach Programs & Awareness
- Addressing Consumers Myth
- Still Promoting Category

|                       | <b>The Constraint</b>                                       | <b>The Task</b>  | <b>The Message</b>   |
|-----------------------|---|--|--|
| Communication Phase 1 | Unestablished category, Scepticism towards 'health' promise | To educate the consumer about Rice Bran Oil and its benefits | We leveraged the credibility of other products that have already established their health benefit.   |
| Communication Phase 2 | Consumers' inertia to change                                | To give consumers a compelling push to try FRBH              | When all the other players were driving their messages with <b>fear</b> and talking about a more <b>curative offering</b> , Fortune positioned itself as the <b>preventive health solution</b> . |
| Communication Phase 3 | Perceptual & Conversion barriers                            | To address the perceptual barriers                           | Focus on dispelling the <b>myths</b> to overcome usage barriers.   |

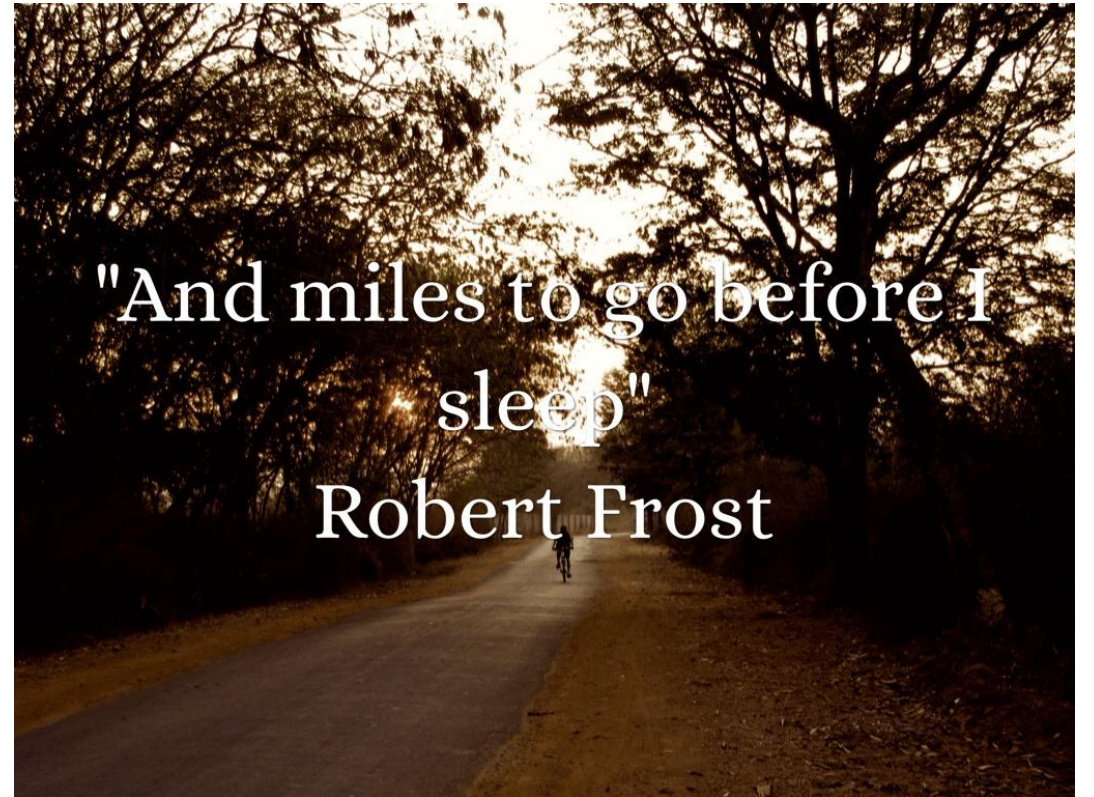
# Efforts Require By SEA & Other Brands

- Continuous Consumer Awareness & Education
- Continuous Doctor's & Nutritionist Awareness & Education Programs
- To become part of **MAKE IN INDIA** Program
- Competitive but Healthy Pricing Mechanism

# What's next?

The category has immense potential and we have only just begun.

Fortune will continue its efforts for making **category popular and educating the consumers** about rice bran oil and its benefits.



Thank you!