



Harpreet Singh Tibb

Food for Thought

HUL's foodie side has translated into a meteoric rise for its brand Annapurna

In the Most Trusted Brands Survey, it's the personal care brands from the Unilever portfolio like Lux, Lifebuoy, Closeup that have traditionally ruled the listings. Food brands and services have always been at the lower end of the order in the survey. Perhaps it's a testament of HUL's focus on foods that Annapurna has made an impressive jump this time around. Annapurna has jumped 127 spots to enter the Top 100 overall brands list at 99. Last year, in the Most Trusted Brands Survey, Annapurna was placed at No. 226 position in the overall list.

Harpreet Singh Tibb, GM - packaged foods, HUL says; "Annapurna has always stood for health and nutrition and we are very happy to learn that the brand has entered the Top 100 club

of the Brand Equity's Most Trusted Brands. We have for the last few years been running programmes to educate people on the benefits of iodised salt and to stop consuming non-refined, non-iodised salt. This we believe is a big step in improving the health of the people at the bottom of the pyramid."

Annapurna *atta*, which was launched in 1998, did not take off as expected and its presence was earlier restricted to only few cities in the South. That reflects in the brand's scores across Southern cities of Chennai, Bengaluru and Vizag where the brand has performed well. Similarly its awareness among housewives and females in the survey is also quite high. Salt, another product under the Annapurna portfolio, was re-



CITY WISE

179	Mumbai	148	Ahmedabad
136	Delhi	119	Lucknow
57	Kolkata	164	Pune
57	Chennai	167	Chandigarh
13	Bengaluru	117	Trivandrum

RESPONDENT TYPE

108	Chief Wage Earner
87	Housewife
127	Adult Male
106	Adult Female

SEC CUT

14	Sec A
109	Sec B
108	Sec C

launched last year with a low-sodium variant. Even as the FMCG major is aggressively pushing into personal care, away from detergents, business segments like water and food have also been marked as the future growth engines for the FMCG heavyweight.

In the foods business, using the food brands, HUL is looking to get a foothold into the retail service segment through retail outlets. In the first quarter ended June 30, 2011, HUL posted a 14.9% growth for its foods business. The company has also stepped up its advertising spends (11.5% of sales) in personal products and packaged foods as well.

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