

# HUL expands OOH presence

■ Expects to leverage portfolio, enhance consumption and build brand

Lalitha Srinivasan  
Mumbai, May 22

**R**ECOGNISING the growing significance of Out-of-Home (OOH) consumption, Hindustan Unilever (HUL) is extending its OOH presence beyond institutional vending into the F&B consumer retail space to increase consumption and brand experience.

To start the expansion, HUL has opened its first Bru World Café at Juhu, Mumbai, on a pilot basis. The company has now added four Bru World Café pilot projects to its first initiative. The objective behind this move is to bring various coffee experiences across the globe which are suited to the Indian palate. HUL made an entry in the 'Out-of-Home' (OOH) food and beverage business in 2002 through 'institutional vending services'. Currently, HUL is a lead player in this business with a presence in 100 cities across India with Lipton and Bru beverage



HUL has opened its first Bru World Café (above) at Juhu, Mumbai

vending machines.

On HUL's strategy, Anand Khurana, general manager - OOH foods & beverages business, HUL said: "We have a dominant presence in the work space (offices and colleges) and are now looking at extending our OOH presence in the wait and play space (airport, malls and multiplexes) by extending beyond institutional vending into the F&B consumer retail space."

With this move, HUL ex-

pects to leverage its portfolio of F&B brands and products to enhance consumption and brand experience. According to Khurana, with rising affluence and with consumers spending more time 'out of home,' there is a growing OOH consumption opportunity. "It also helps to drive superior brand experience through heightened consumer engagement," he added.

Yet another FMCG major, Gujarat Cooperative Milk

Marketing Federation (GCMFL) is also extending its OOH operations by adding 1,500 Amul Parlours where all Amul brands are available and 500 Amul Scooping Parlours (for ice creams) to existing OOH outlets, informed RS Sodhi, MD, GCMFL. "Increasingly, consumers who are on the move prefer to eat at parlours as it gives them a total brand experience. We are now promoting all our brands through the OOH strategy," added Sodhi. At present, GCMFL has 65,000 Amul Parlours and 800 Scooping Parlours across the country.

HUL also has a significant ice cream OOH business through Kquality Walls which is currently available at 35,000 outlets across 23 major cities in the country. "Kquality Walls has also been aggressively growing its Out-of-Home footprint through ice cream parlours. We have over 300 ice cream parlours across the country," said a spokesperson.