

# REIMAGINING HUL

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# INDIA DIGITAL LANDSCAPE

## MOBILE USERS



**1.2 bln**

## INTERNET USERS



**687 mln**  
**↑ 23%**

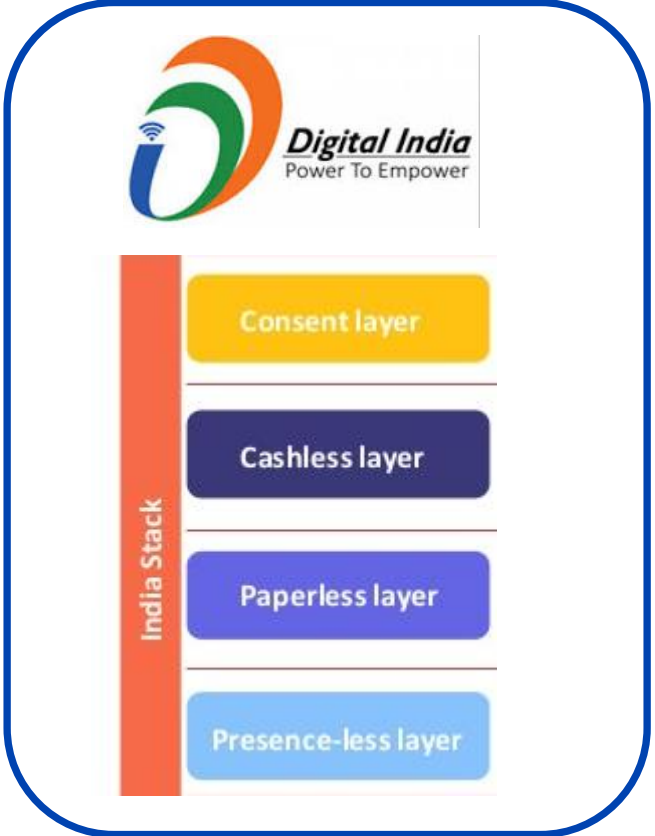
## DATA USAGE



**8.3 GB**

# RACE TO THE FINISH LINE

## DIGITAL INDIA



## DIGITAL IN MEDIA



## ECOMM & OMNI



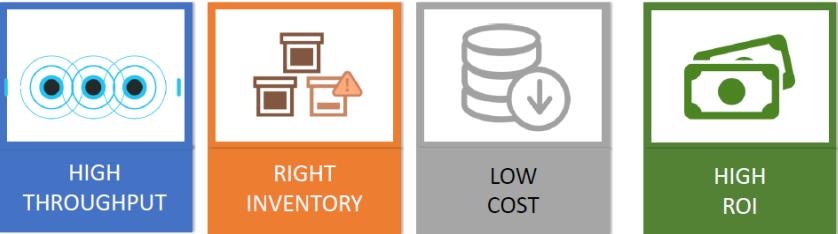
# CHANGING ECOSYSTEM

## DIGITAL INDIA

### COMPLEX CONSUMER JOURNEY



### DEMANDING CUSTOMER EXPECTATIONS



## DIGITAL INDIA

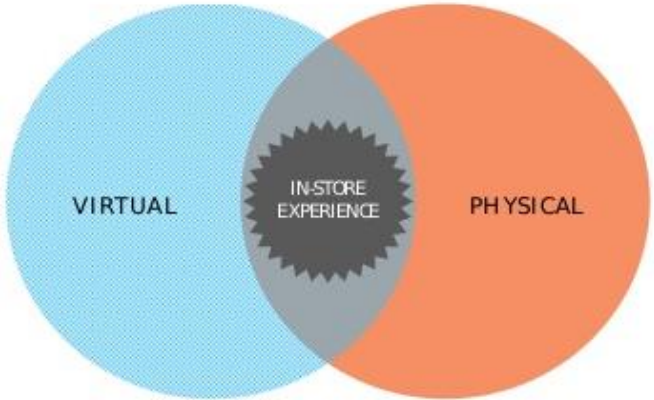


# DELIVERED THROUGH MOATS ACROSS THE VALUE CHAIN



**Connected Consumers**

+



**Connected Retailer**

+

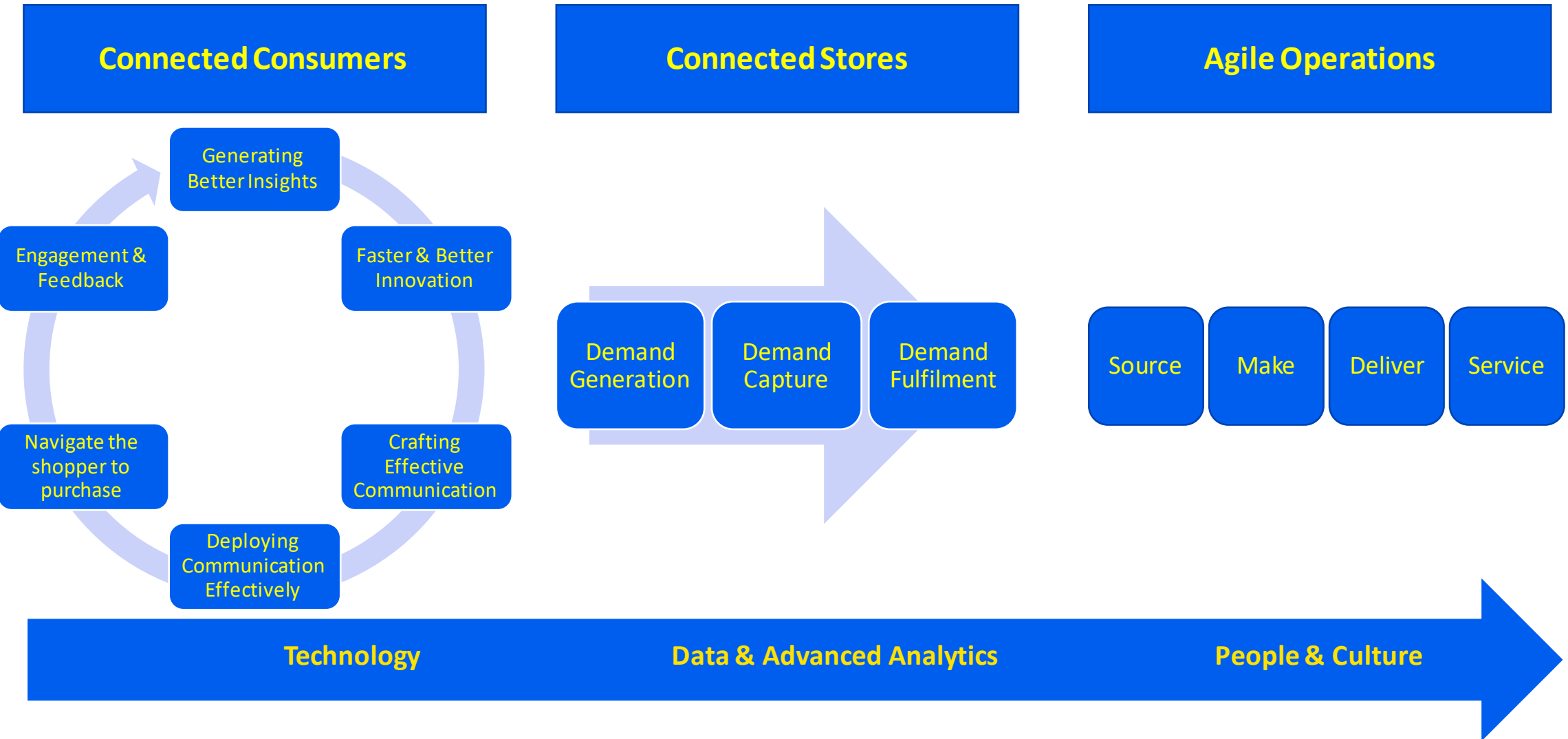


**Agile Operations**

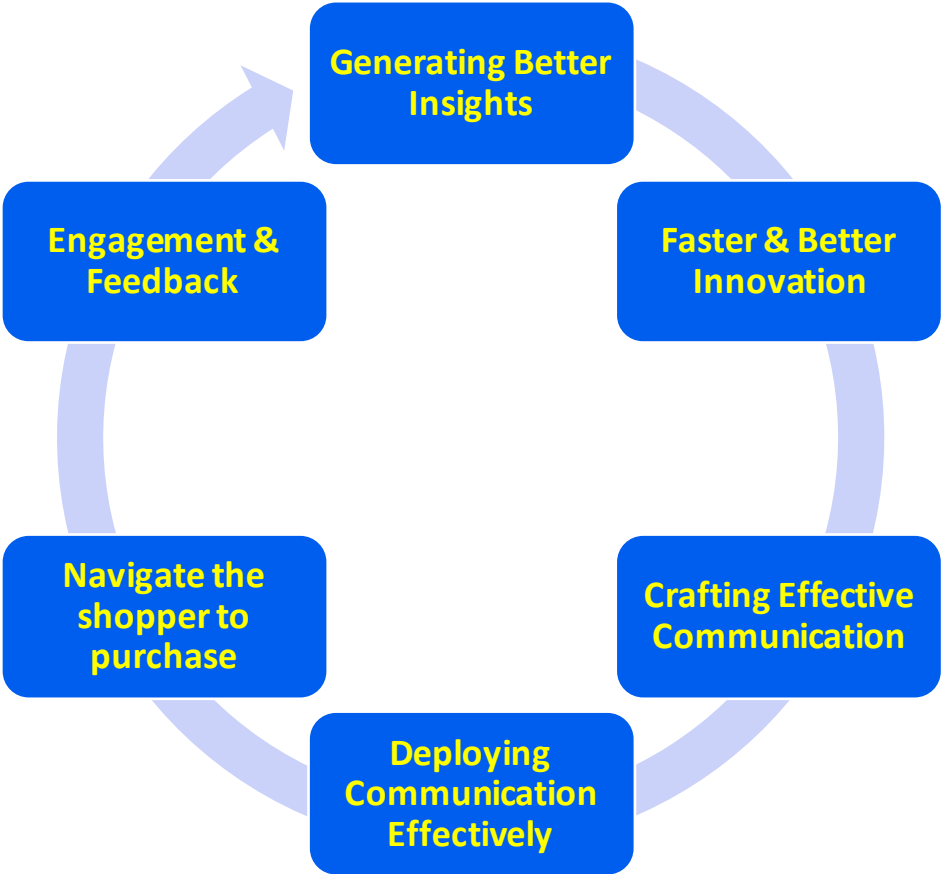
**Data and Analytics**

**People, Capability & Culture**

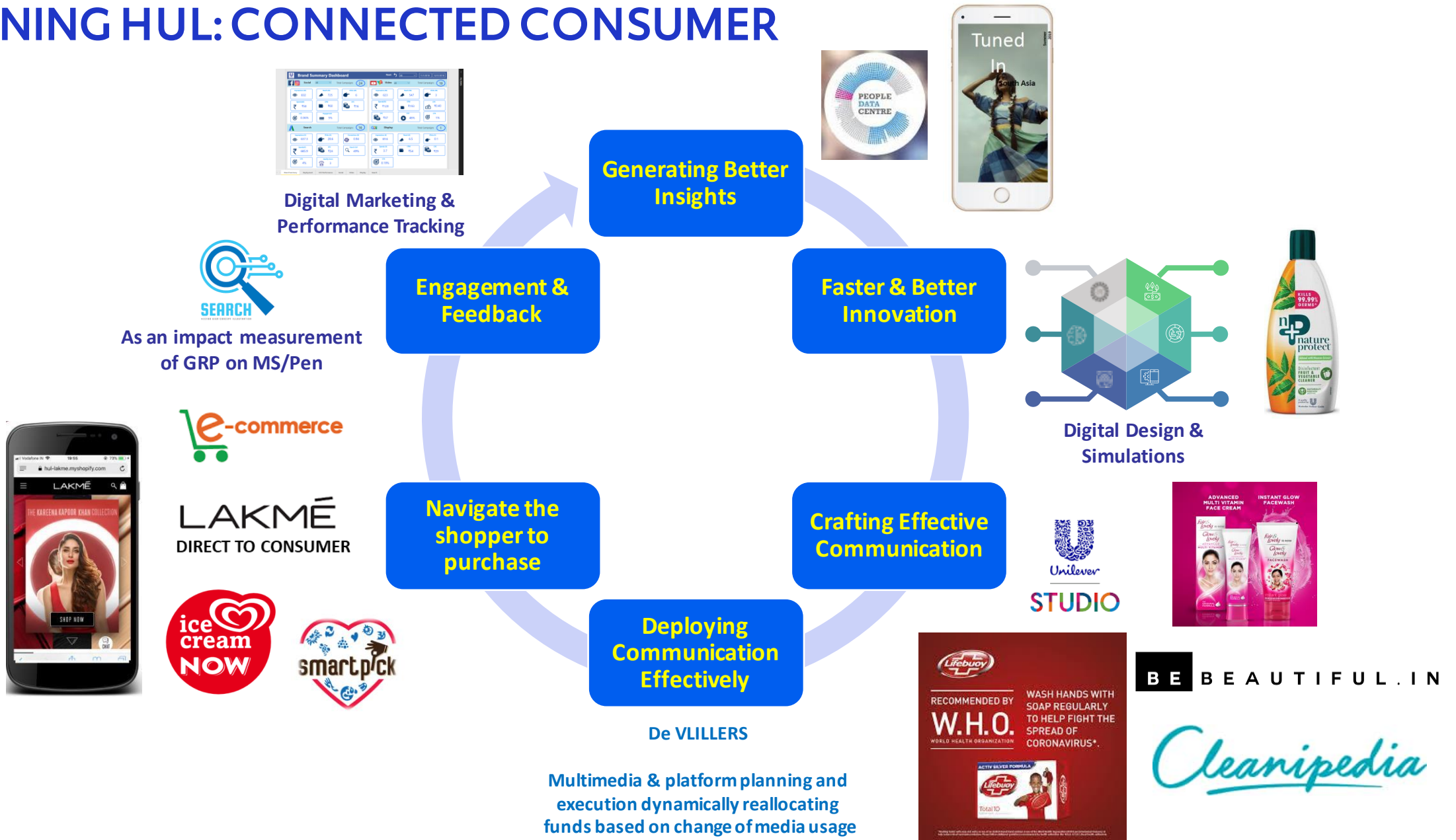
# REIMAGINING HUL: AN INTEGRATED MOATS ACROSS BUSINESS



# REIMAGINING HUL: CONNECTED CONSUMER



# REIMAGINING HUL: CONNECTED CONSUMER





# CREATIVITY IS THE BIGGEST FACTOR IN DRIVING ROI

**Creative = 50-80% of ROI**

# EXAMPLE = VASELINE - AV

Beauty/Make-up



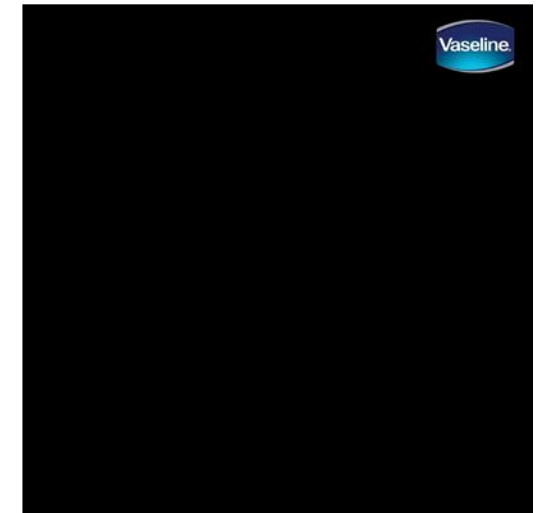
Fitness/Yoga



Professional/Work



Lifestyle/Party



# EXAMPLE = LOVE, BEAUTY & PLANET - AV

Health-conscious



Eco-conscious



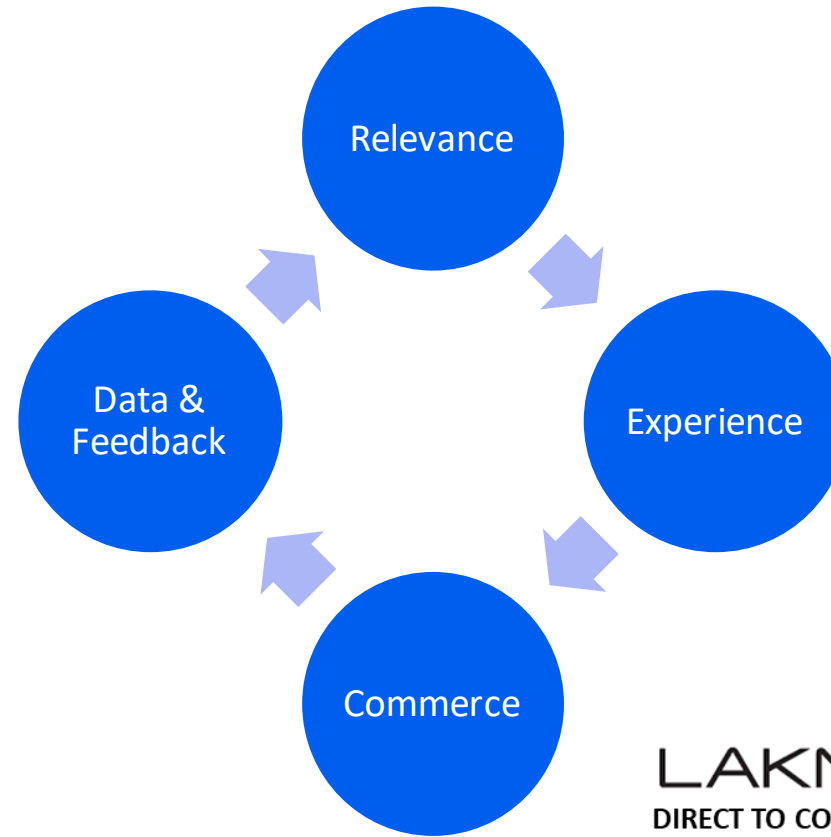
Vegan



# FULL ECOSYSTEM

**B E B E A U T I F U L . I N**

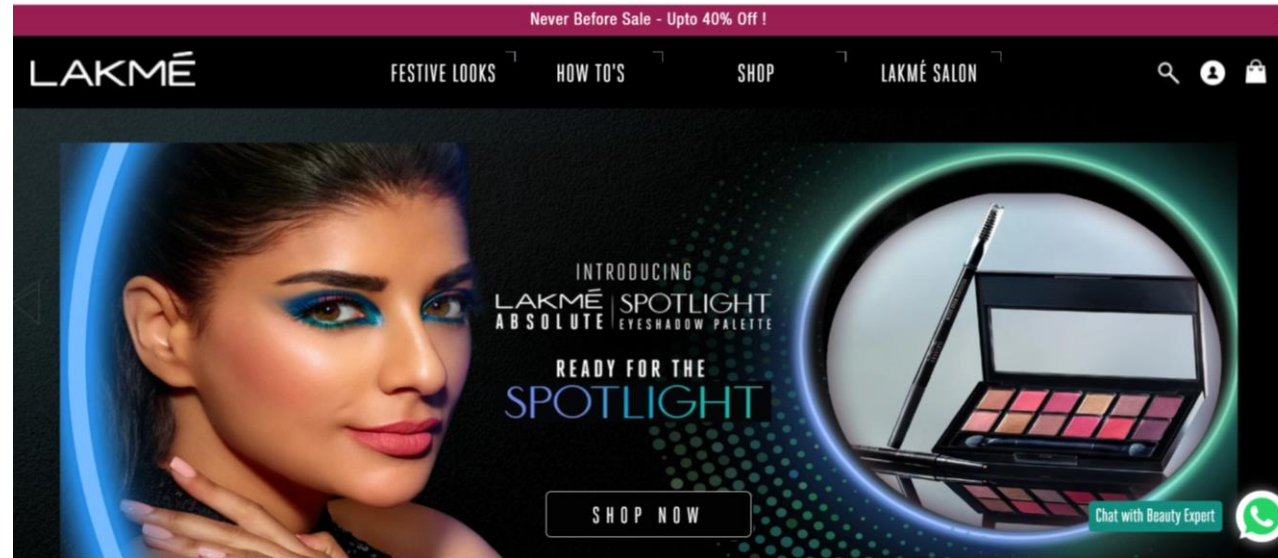
LAKMĒ SALON  
Lakme BA  
Counters



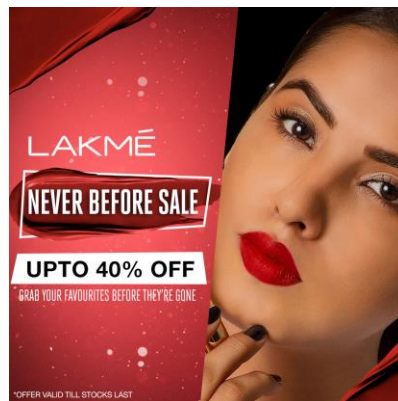
LAKMĒ  
DIRECT TO CONSUMER

**An integrated ecosystem that engages the consumer throughout the consumer journey**

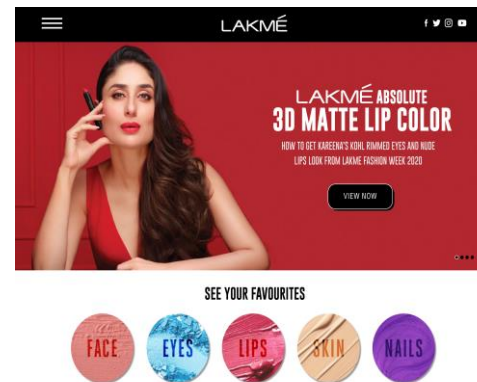
# LAKME DTC



## PERFORMANCE MARKETING



## CONSUMER EXPERIENCE

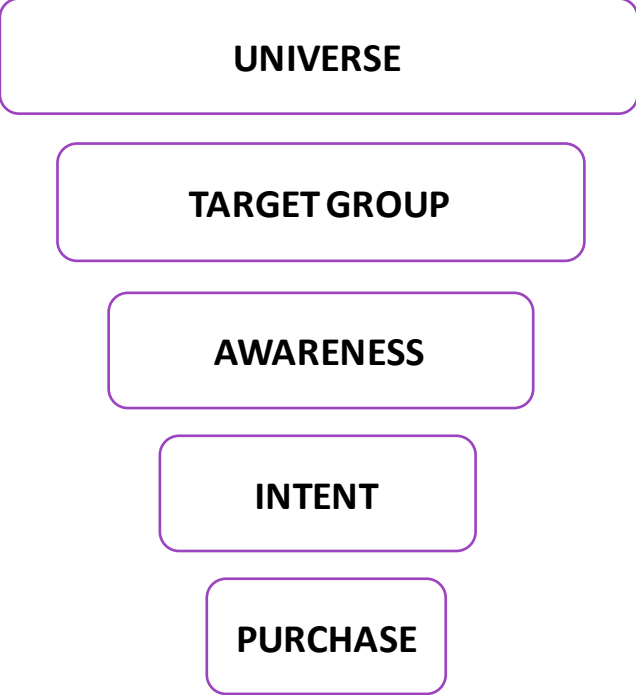


## DEMAND FULFILMENT

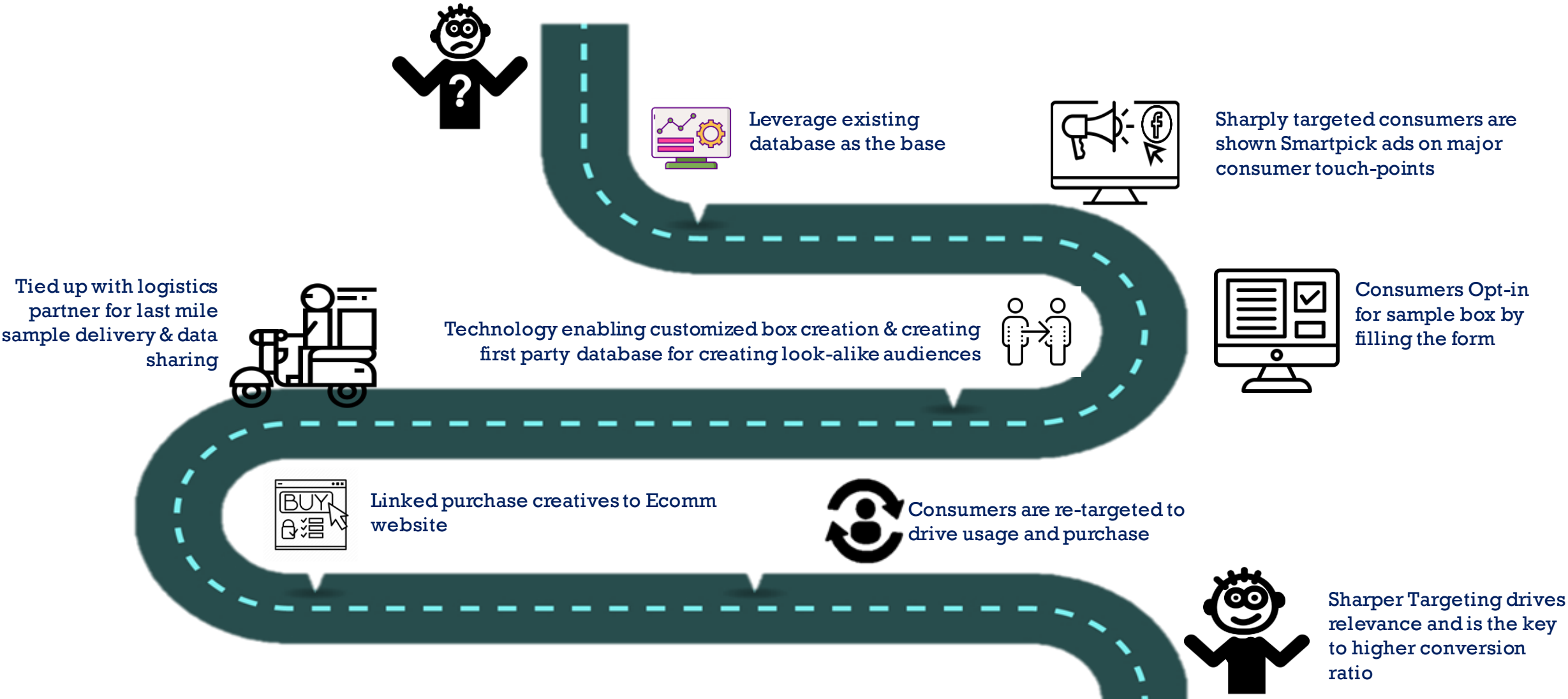


**AV: Lakme Fashion Week**

# SMARTPICK



# DATA DRIVE MARKETING





# REIMAGINING HUL: CONNECTED STORE



My Kirana



Shikhar eB2B



POS (Drachma)



Fin Inclusion



Unipay

**AV: Shikhar App**

# REIMAGINING HUL: AGILE OPERATIONS

## Source



### Chemical Hub

Centralised hub for quick demand sensing and adapting

## Make



Multicategory Mfg. network

Big Data Analytics to optimise & improve processes, quality & reliability

## Deliver



Future-fit distribution infrastructure delivered thru segmented automation

## Service



Demand fulfilment by last mile optimisation



Big data analytics to improve availability at RS

## Integrated Planning

ML based multi-variate forecasting models

# SMART ROBOTICS



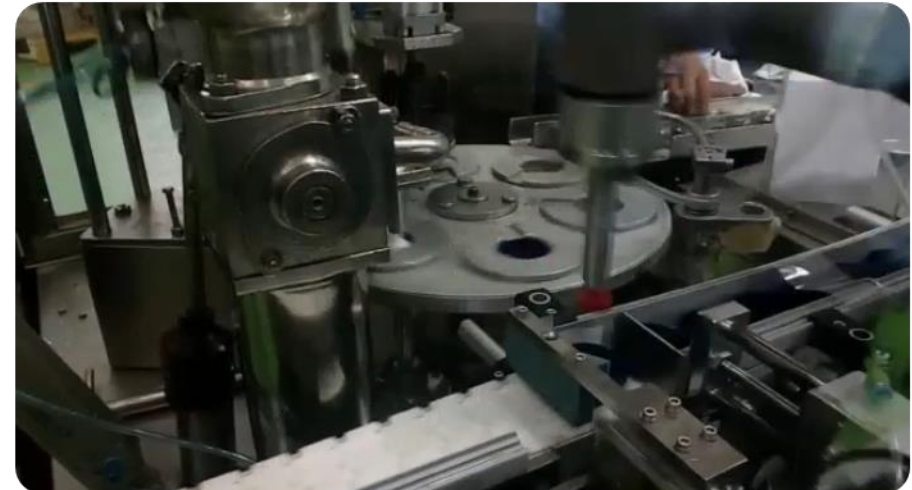
**No-Touch Sachet Cluster**



**Automated Bottle Packing**



**Automated Bottle Packing**



**Automated Jar Infeed**

# REIMAGINING HUL: TECHNOLOGY, DATA & ANALYTICS AND PEOPLE & CULTURE

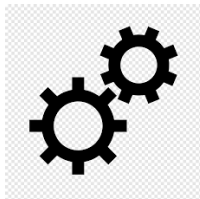
## Technology



Cloud Computing, Robotic Process Automation, and ML for intelligent automation



**IoT**



Leveraging IOT for data signal and automation for factory and warehouses

## Data & Analytics



## People & Culture



NLP / ML ANALYTICS & DATA EXPERTISE KDB

**Creating a Culture of Experimentation**

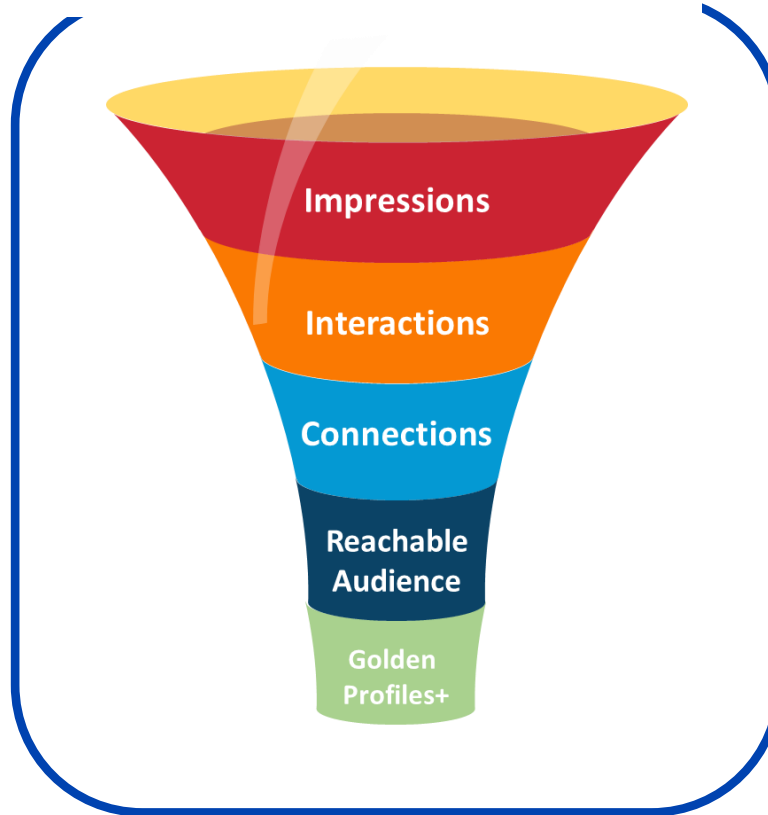
A Data first Mindset

# Data & Analytics

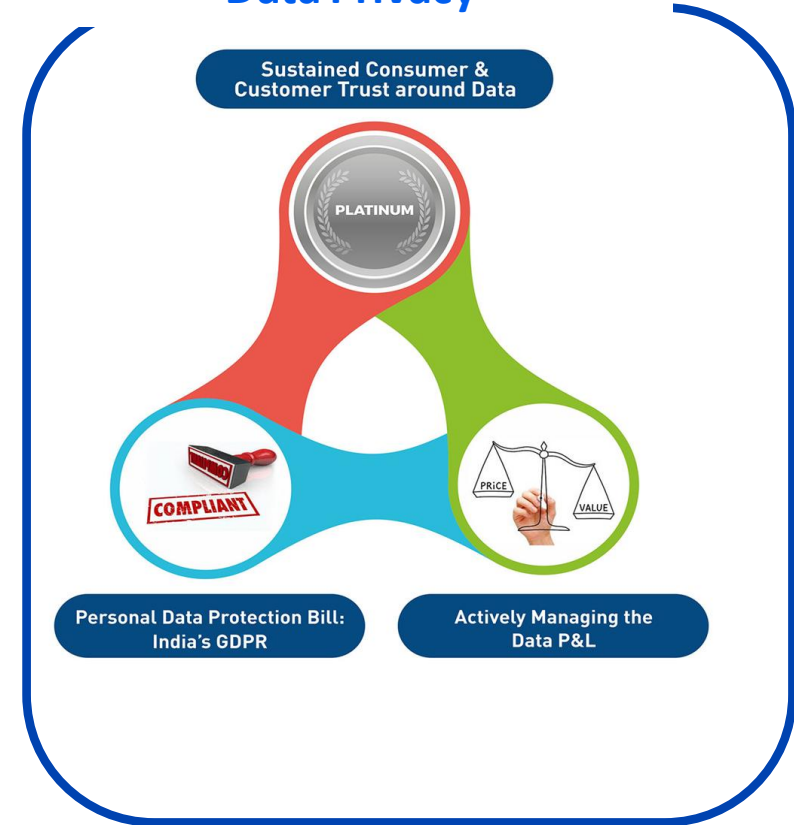
## Data Strategy



## Data Score Card



## Data Privacy



Data at the Centre of Strategy

# REIMAGINING HUL: AN INTEGRATED MOATS ACROSS BUSINESS

