

Emami enters male deodorant space with 'He'

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KOLKATA: Emami is making a foray into India's male deodorant segment, the largest and fastest growing category in male grooming. The company is rolling out a new brand 'He' which it wants to eventually extend into the entire space of male grooming in areas such as skin and hair care.

Emami director Harsha V Agarwal said the company has also appointed Bollywood actor Hrithik Roshan as brand ambassador for He deodorants. "We want to notch up to 5-6 per cent share of the deodorant market in India in two years which will make He brand around Rs 100-130 crore by then," he said.

The company plans to position He in the midsegment of male grooming which will compete against HUL's Axe, ITC's Engage, Vini Cosmetics' Fogg and P&G's Old Spice, among others.

Emami plans to roll out the brand nationally with focus on 23 top cities, starting with the north, west and east, and moving to south in the second phase. He will be the second dedicated male grooming brand for the company after fairness cream Fair and Handsome.

The Rs 2,300-crore deodorant market is growing upwards of 18 per cent in India. According to Nielsen, male deodorants still have 69 per cent of the sales contribution, whereas women's deodorants are driving the growth in the segment.

The business is still concentrated in urban [markets](#), but rural is driving growth with 10 per cent contribution. Agarwal said Indian consumers have been shifting brand loyalty in the deodorant category with a multitude of me-too [brands](#). "This is where He deodorant will try to differentiate with a new packaging," Agarwal said.