



## Case Study: Marketing

Dabur took the following steps in the beginning of this century to widen its consumer base. It expanded to cover international markets and within India, it focused on regions like southern India. It repositioned itself as a FMCG (Fast Moving Consumer Goods) company, offering a wide range of herbal products, thereby moving away its earlier image of an Ayurvedic Medicine Manufacturer. The company began offering new products and changed packaging. It also introduced new advertisements featuring Bollywood stars and sports persons. It moved away from the umbrella branching strategy and went in for individual branching. Dabur even re-designed its old logo.

(a) Explain:

- a. Umbrella Branding
- b. Individual Branding

(b) Identify and explain the elements of marketing mix, which have been developed by Dabur to boost company sales and profit.

(c) Which stage of the Product Life Cycle is Dabur currently in? Justify your answer.