

NEWS ALERT

Coca-Cola Plans Sports Drink Powerade Launch Ahead of CWG



Coca-Cola India is running against time to launch its sports drink Powerade in the country before the Commonwealth Games in October. The official beverages partner is keen to have a sports drink in its portfolio before the games takes off in New Delhi even if that means importing the product, a person close to the company brass said. The world's largest drink maker plans to start local manufacturing of Powerade in India, said the person on condition of anonymity

India Inc is confident of better business prospects in the first half of the current fiscal ending March 2011 despite concerns over inflationary pressures in the country and global economic instability, according to a survey by industry body CII.

The bi-annual survey, that captures the business confidence level of the industry, showed 1.5 points increase in business confidence index (BCI) to 67.6 level over the previous survey that gauged business mood for the six months ended March '10. However, the improvement in business sentiment as captured by increase in the BCI was moderate compared to 7.4 points increase in the previous survey compared to the April-September '09 period.

HUL to Perfect User Connect via Stores

Nearly 4,000 staff of Hindustan Unilever, or HUL, including its chief executive officer Nitin Paranjpe, will this week dust the dirty shelves at your neighbourhood kirana shop and arrange soaps and shampoos in order to boost sales to regain its past glory as the fastest growing consumer goods company.

Project 'Perfect Stores' is the world's biggest consumer connect initiative in Unilever family to raise falling market share of the Indian arm. If succeeds, this model will be replicated in other emerging markets. This week, HUL would attempt to transform nearly 20,000 mom-n-pop stores and chemists selling its brands in 72 cities into one resembling an organised retail store such as Spencer's and Big Bazaar, though small in size. These 'perfect stores' are standardised ones with set plans for fixtures and products and display. HUL's experience shows a neat segmented arranging of similar products helps boost sales 30% of a store since 70% of purchase decisions are made on the spot.

"The objective of the programme is to help the customer better navigate the store," said Hemant Bakshi, executive director—sales and customer development. "It will scale up the sales of the store in general, including those of our competitors," said Mr Bakshi who will fly to Coimbatore on Monday to take part in the programme.



Unilever