

**BEING VOCAL FOR LOCAL BRANDS: A NEW MANTRA OF SUCCESS FOR
INDIAN FMCG COMPANIES**

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ABSTRACT:

On the call of our Prime Minister to be ‘**Vocal for Local**’, many Indian companies which are having strong consumer base and presence in Indian market have started incorporating ‘vocal for local’ themes across all advertising drives. They are proudly highlighting the Indian roots and promoting the products with a strong message of ‘Made in India’. As far as preference of consumers is concerned after suffering from economic loss during lockdown period, they are also demanding swadeshi products to boost the economy. This change in consumer perception has been observed due to increased awareness about strengthening the Indian economy and understanding of minimizing the dependency on foreign countries. We may easily observe the visible difference in economic slowdown due to nationwide lockdown induced by Covid-19 pandemic. All major manufacturers are focusing on establishing their brand into the consumers’ mind as an ‘Indian Product’ or product labelled as a ‘Made in India’ more specifically rather than ‘Made in China’. Since liberalization in 1990, Indian Government opened the doors for foreign companies to enter and invest in Indian market but this fact is more disturbing that now Indian market is filled with low cost Chinese products and people prefer those products without realizing that they are actually creating financial crunches for Indian producers. Now after getting the slogan of becoming ‘Atma-Nirbhar’ to mitigate the impact of Covid-19, it seems that in future ‘Made in India’ will be a significant factor to influence the consumer buying behaviour. This paper tried to explore the changes in advertising campaigns adopted by selected FMCG companies to boost the Indian economy and common themes to support the ‘Vocal for Local’ movement.

Keywords: Vocal for Local, Indian Brands, FMCG Companies, Local Brands

INTRODUCTION:

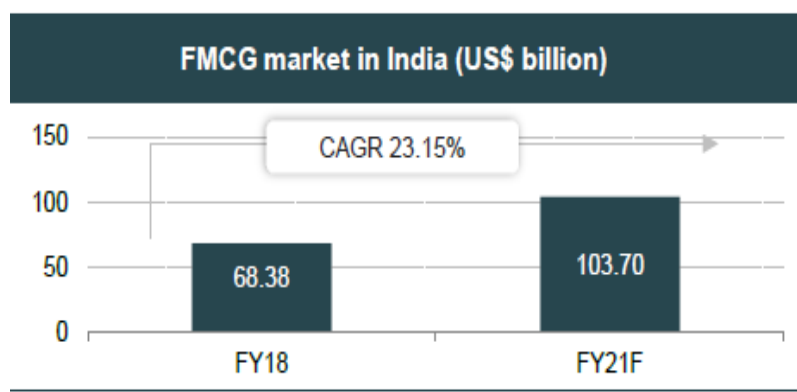
Prime Minister Shri Narendra Modi had advised Indians to be “**vocal for local**” brands and purchase products made by Indians domestically to build self-reliant nation. The most powerful slogan the country has got in last 60 years from the Prime Minister is “Vocal for Local”. He urged everybody to carry forward the movement in creating a self-reliant (Atma-Nirbhar) nation by supporting local enterprises and indigenous products generously. Father of

nation, Mahatma Gandhi had also initiated the movement of rejecting foreign clothes and had introduced ‘Charkha’ for handmade clothes. So relying on own products is not a new concept for India. The basic idea is to buy those products which are made locally. Liberalisation, Privatization and Globalization (LPG) began in India in 1991 which led to a sound increase in Foreign Direct Investment (FDI) with the entry of global brands into our nation. When global brands started entering in Indian market, it started giving stiff competition to local manufacturers especially Micro, Medium and Small Scale Enterprises (MSME) suffered a lot. Now Indian companies are again establishing themselves as a ‘Swadeshi brand’ and floating advertising campaigns highlighting Indian roots, depicting long association with each family since many generations, using Indian ingredients, purchasing raw material from local farmers / suppliers, promoting only Indian brands etc.

OVERVIEW OF FMCG SECTOR:

According to the ‘*Indian FMCG Report – May 2020*’ published by India Brand Equity Foundation (IBEF), FMCG market is likely to grow at a CAGR of 23.15 % in India. It is expected to reach US\$ 103.70 billion by FY21 from US\$ 68.38 billion in FY18. By 2030, E-commerce segment is also expected to contribute 11 % to the overall FMCG sales.

Figure 1: FMCG Market in India (US\$ billion)



Source: <https://www.ibef.org/download/FMCG-May-2020.pdf>

Fast-Moving Consumer Goods (FMCG) sector is the 4th largest sector in the Indian economy. India’s Household and Personal care is the leading segment which captures 50% of the overall market. Healthcare with 31% and Food & Beverages with 19% come next in terms of market share.

Now after facing the corona pandemic, people are becoming more conscious about their health and opting for purchasing healthy products like ayurvedic medicines and organic food

which can boost the immunity system. A trend can be seen in India where people are readily accepting ayurvedic products and this is the reason that Indian giant Patanjali has ranked as the most trusted FMCG brand in India.

TYPES OF OPERATING COMPANIES IN INDIA:

1. First kind of operating companies in India is MNC brands which have set up local factories in India where local workers are employed.
2. Indian MNC is another type where the large corporations make products in India and also export to foreign countries.
3. Small and 'Desi' company is one of the kinds of company operating in India which makes local products for locals.

LEVERAGING THE BENEFITS FROM MOMENT MARKETING

To connect with the consumers on the current trends which are equally important for them and to generate the profit on selling the products by changing the marketing strategies accordingly is known as 'Moment Marketing'. More specifically it is about delivering the right message at the right time. A recent BARC-Nielsen report states that the advertising volume on television during the week 20 (May 16-22) was 23% lower as compared to pre-Covid times (11th January to 31st January). Looking to the scenario of lockdown, companies are also targeting to get quick returns instead of long-term returns and a lot of Indian brands are turning to moment marketing to retain the preference of their brands in consumers' mind-set. 'Vocal for Local', 'Atmanirbhar Bharat', 'Sanitization', 'Immunity Building', 'Washing Hands Regularly', 'Made in India' and 'Social Distancing' have emerged as a catchy phrases in our day to day conversation hence Indian brands are also redesigning the advertising campaigns around these themes to leverage the gain.

LITERATURE REVIEW:

Jinyoung Jinnie Yoo and Wei-Na Lee (2020) explored how consumers' momentarily activated national identity affect their responses to patriotism-themed advertisements across countries. They suggested that consumers' cultural orientations influenced their responses to patriotism-themed ads. And, this influence was mediated by the chronic level of national identification. Specifically, Koreans (collectivistic) were likely to respond to patriotism-themed ads more favorably than were Americans (individualistic) due to their higher level of national identification

Sinha K. and Modak K.C. (2019) conducted research in Indore city with 580 respondents and found in their study that there is a positive relationship between moment marketing and consumer buying behaviour. Companies can increase the sales by rightly working on moment marketing.

RESEARCH OBJECTIVES:

The research aimed at analyzing the marketing strategies of selected Indian FMCG companies which have introduced new advertising campaigns in support of ‘Vocal for Local’ initiative. Indian companies are taking forward the movement to make India ‘Self-Reliant’. Following research objectives have been framed for this study –

1. To identify few successful advertising campaigns of FMCG sector which support ‘Vocal for Local’ slogan of Government of India.
2. To analyze the common pattern among selected companies for promoting themselves as an Indian brand.

METHODOLOGY:

Accomplishment of research objectives was done by selecting novel ‘Vocal for Local’ campaigns launched by Indian FMCG companies. Selection of campaigns was done on parameters such as: objective of launching new advertising campaigns (Supporting indigenous brands), companies having famous FMCG brands, Indian origin and reach of products in terms of acceptance of those products in every household. Based on these criterions the new campaign done by ITC Limited (Proudly Indian campaign), Dabur India Limited (Ye Bharat Hai Hamara, Ye Dabur Hai Hamara Anthem), Patanjali(Swadeshi Online Venture – OrderMe E-Commerce Platform); Mother Dairy (Dhara - Desh ki Dhara Anthem) and Parle Agro Products (Series of ‘Bharat ka Apna’) were selected, a summary of fulfilment of the above mentioned criterions has been presented in form of a table below –

S. No.	Parent Companies	Advertising Campaigns	Popular Products
1	ITC Limited	Proudly Indian Campaign	Aashirvaad Atta, Sunfeast Biscuits, Bingo! Chips, Yippee! Noodles, B-Natural Juices, Vive! Soaps / Body Washes, Fiama Shower Gel, Savlon Hygiene Products, Classmate Notebooks, Mangaldeep Agarbatti etc.

2	Dabur India Limited	‘Ye Bharat HaiHamara, Ye Dabur HaiHamara’ Anthem	Dabur Red Toothpaste, Dabur Amla Hair Oil, Real Fruit Juices, Dabur Chyawanprash,Hajmola Digestive Tablets, Dabur Honey, Sanitizer, Glucose, Dabur Lal Tel etc.
3	Patanjali	Swadeshi Online Venture – ‘OrderMe’ E-Commerce Platform	Herbal Medicines, Cosmetics, Homecare, Personal Care Products, Vegetables, Organic Fruits, Pulses, Dairy Products and Confectionary Items etc.
4	Parle Agro Products	Bharat ka Apna	Parle –G Biscuits, Hide & Seek and Salty Snacks, Frooti, Apy, Bisleri And Bailey Brands etc.
5	Mother Dairy	Dhara – ‘Desh ki Dhara’ Anthem	Edible Oils (Dhara), Forzen Vegetables (Safal), Milk Products etc.

INITIATIVES TAKEN BY SELECTED INDIAN FMCG COMPANIES TO SUPPORT ‘VOCAL FOR LOCAL’ CAMPAIGN:

1. ITC: ITC developed more than 20 posters and videos to connect with ‘Swadeshi concept’. ITC’s ‘**Proudly Indian campaign**’ illustrated the brands’ Indian ethos and larger contribution to the nation. These brands truly reflect the spirit of “Make in India” with the IP developed in India by Indian scientists, made with produce grown in India by Indian farmers, manufactured in India at world-class Indian facilities and specially crafted for the Indian consumers. In a recent influencer campaign, ITC’s B Natural juices focused on the product’s ingredients and the brand’s concern about farmers.

2. Dabur: Inspired by ‘Vocal for Local’ mantra, FMCG Company Dabur India Ltd. has launched a campaign which showcase its connectivity with Indian roots with the ‘**Ye Bharat Hai Hamara, Ye Dabur Hai Hamara’ Anthem** for its various brands. Dabur is the 135-year-old well established brand dedicated to the health and well-being of every household, Dabur is the oldest and most trusted ayurvedic and natural healthcare company in India. Since its inception in 1884 in Kolkata, Dabur has transformed into a multi-location transnational business. The company has a manufacturing presence across eight overseas locations and products reaching over 100 countries across the globe.

3. Patanjali: Based on the research it has been estimated that e-commerce market in the country is expected to touch \$84 billion in 2021 from \$24 billion in 2017. Increasing alertness among consumers towards consuming indigenous products, easier availability and changing patterns of lifestyles have been the significant growth drivers for the FMCG sector. As per *IBEF Report, May 2020*, the number of online users in India is expected to reach the figure of 850 million by 2025. The online FMCG market is forecast to reach US\$ 45 billion in 2020. At the time when these promising reports are available, Swami Ramdev's Patanjali entered into e-commerce through its app '**OrderMe**'. The app derives its name from a spiritual symbol and sound in Indian religions, '**OM**' (**O for Order and M for Me**). To support PM initiative, Patanjali has promoted this online e-commerce platform to sell only local brands and foreign brands would not be sold through this digital application.

4. Parle Agro Products: Parle, a brand synonymous to an Indian's identity since 1929, has come out to promote the Prime Minister's inspiring message to the nation - supporting local brands. By highlighting a **series of 'vocal for local' narratives** across its social media handles, Parle Agro aims to highlight and connect with its Indian roots while inspiring consumers about indigenous consumption. Parle Agro continues to be an India first brand. Since inception the brand is working for uplifting the lives of local Indians by procuring raw materials from them.

5. Mother Dairy: Mother Dairy is also present into edible oils segment under the brand name Dhara. It has also supported 'Be Vocal Buy Local' initiative with its new campaign '**Desh Ki Dhara**' and recommended to accept '**Zara sa Badlaav**' (**a little change**) in our lifestyles to stay fit and extend support to 'Made in India' goods. The campaign also aims to show how a little change can bring-in a lot of changes for the country as a whole. The principal theme of the campaign is: *"This is not about us, this is about our promise of being 100% Indian. Come be a part of this change."*

SIMILAR PATTERN AMONG SELECTED FMCG COMPANIES FOR PROMOTING THEMSELVES AS AN INDIAN BRAND:

By analyzing the advertisement campaign of various companies, similar themes were identified (Refer Table No. 2) like connection with Indian roots, product developed by

Indians using Indian ingredients, Fully Indian Brand, Supporting local manufacturers etc. and all supported to ‘Vocal for Local’ with redefining the advertising campaign.

Table No. 2: Similar Pattern for Promotion

S. No.	Companies	Advertisement Campaigns	Similar Pattern
1	ITC Limited	 <p>Video available on: https://youtu.be/HNBFbY3e0Is</p>	Association with Indian farmers, Using Indian ingredients
2	Dabur India Limited	 <p>Video available on: https://youtu.be/dxZ90b_6AvE</p>	Long association with each family since many generations, Indian Roots
3	Patanjali		Spiritual symbol (OM), delivery and endorsing to swadeshi products, Indian E-commerce platform
4	Parle Agro Products		Procuring raw materials from Indian farmers, Encouragement for indigenous consumption

5	Mother Dairy	 <p>Video available on: https://youtu.be/7nqPJ6ixVRI</p>	Promise of being 100% Indian
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CONCLUSION:

The fight against the pandemic COVID-19 is a joint effort by the government and citizens of the country. The campaigns as mentioned above shall encourage all Indians to buy 'Made in India' products and to look for 'Made in India' tags. Generally we see the expiry date on the product because we are aware that we should not use products after expiry date. If we develop the practice of checking 'Made in India' label before any purchase as we check manufacturing date and MRP of items before buying any product, we will become a change agent to help the country to rebuild its economy and become self-reliant nation. Various campaigns actually taking forward India towards realizing the goal of Atmanirbhar Bharat and supporting indigenous businesses. If all producers and consumers of India undertake this appeal of Prime Minister to support domestic business, India can achieve the goal of realizing US\$5 trillion economy. It is also correct that promoting local brand is not merely a need but a moral responsibility for Indian citizens. It must be understood that people of India are accountable for developing the national economy.

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