

JHS Svendgaard Laboratories Limited



ANNUAL REPORT 2018-19

NEXT IS NEW



Upcoming New Characters



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“...in fact, ignoring them (the kids' segment) may mark the beginning of the end for your brand.”

Nikhil Nanda

IMAGINE A WORLD WHERE KIDS MAKE ALL THE DECISIONS.

Imagine a time when these decisions include nearly every purchase in the child's household.

Imagine a day when kids decide to use only those products that are specially made for them.

PERHAPS, THIS SEEMS TOO HYPOTHETICAL.

NOT REALLY!

Kids have more decision making power than ever before

Kids have a say in up to 80% of all household purchases.

More pertinently...

...kids want to have their own stuff. Products made specifically for them.

Hence, the Kids' segment is a large and growing market. It just cannot be overlooked. It is a segment with immense potential.

In a nutshell, it is the Next big opportunity for every consumer-facing business.

FOR JHS, 'THIS NEXT' IS 'THE NEW' BUSINESS DRIVER... WITH A LONG-TERM PROMISE.



POKÉMON
ASIA

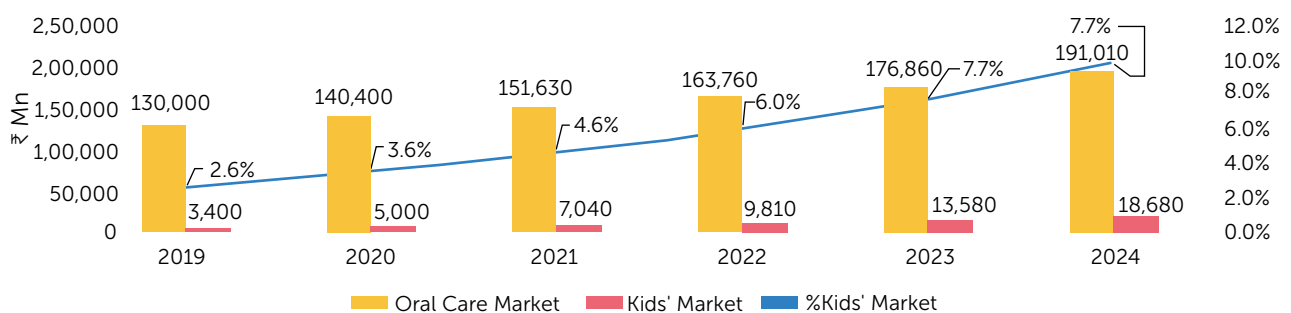
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THE KIDS' SEGMENT IN THE ORAL CARE MARKET



Within the oral care space, the kids' category is expected to grow exponentially over the next five years.

KIDS' MARKET TO GROW AT A CAGR OF 40% OVER THE NEXT 5 YEARS



The Kids' Oral care segment is expected to leapfrog from ₹3,400 mn to ₹30,000 mn over the next 8-10 years.



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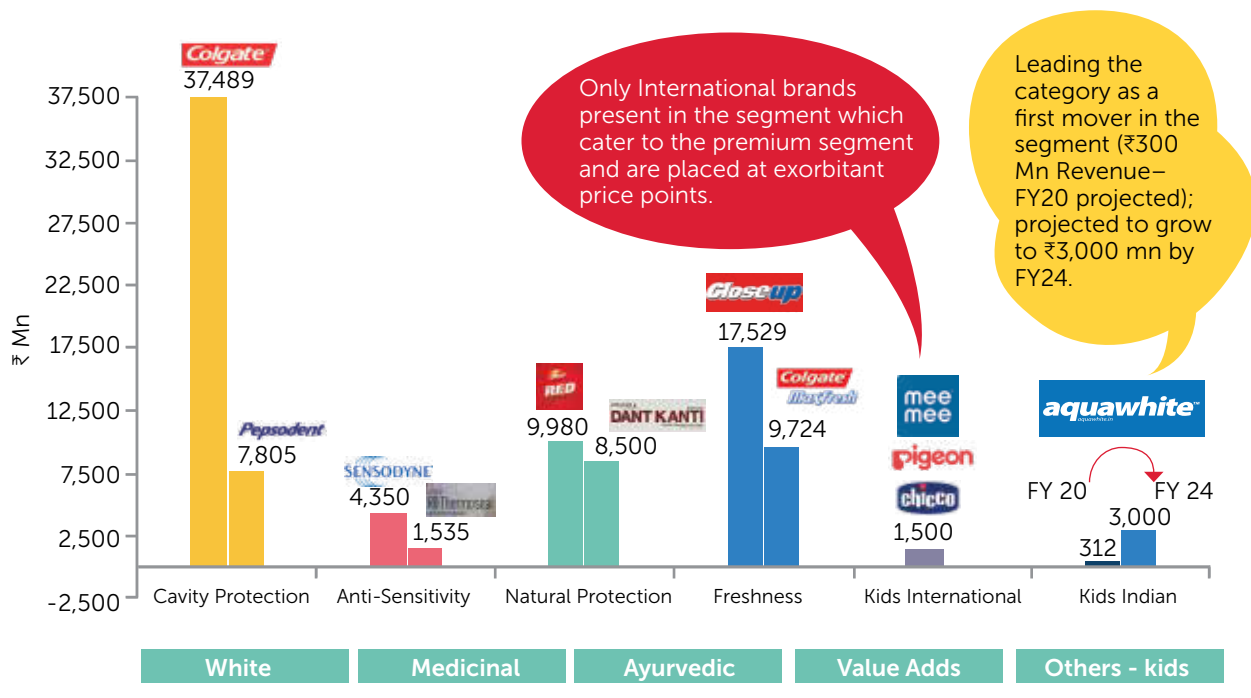


While the kids' segment appears to be an exciting opportunity, it seems to have been largely overlooked.

ADULTS					KIDS
Luxury	Crest Beverly Hill Formula Aquafresh	Crest Beverly Hill Formula Aquafresh FRESH MINT	Auromere	Orecare	Aquawhite Orajel meemee Chicco Pigeon
Premium	Pearlie White Farmasi Amway	Pearlie White Farmasi Amway	Blulife	Emoform	Aquawhite Colgate Mamaearth
Mass	Colgate Pepsodent Himalaya	Colgate Pepsodent Patanjali Sensodyne	Himalaya Patanjali Dabur Red	Sensodyne Vicco	Aquawhite
Low	Colgate Pepsodent Anchor	Colgate Pepsodent	Himalaya Patanjali Colgate	Dabur Babool SriSri	Aquawhite
WHITE VALUE-ADDS AYURVEDIC MEDICINAL					OTHERS- KIDS

Moreover, it is evident from past precedents in all oral-care segments that the Innovator who occupies a First Mover Advantage in any category dominates that category.

TOOTHPASTE HAS MAJORLY BEEN A WINNER TAKE ALL MARKET.



At JHS, under AQUAWHITE Brand, we have chosen to be the first-mover in the kids' segment in India.



AND...
WE HAVE
ARRIVED!

WE HAVE ARRIVED

WITH A LARGE PORTFOLIO OF PRODUCTS.

To make a meaningful presence in the kid's category, we did not merely make toothbrushes or toothpaste; we researched, designed and developed path-breaking with Kids' favourite characters that transformed the mundane brushing exercise into an exciting experience.

We offer the largest product range in the kids' segment that is available at multiple price points ranging from ₹20 upto ₹349, positioning aquawhite as the Brand of Choice in Kids' oral care.

We created an innovative, concept-based range of Toothbrushes with interesting value-ads:

- Aquawhite Flashhh & Buddy Best (with an in-built feature of 2 minutes flashlight-auto off.

- Aquawhite Watchha (2 minutes Sand Timer)
- Aquawhite Muzica (with an in-built feature of 2 minutes music-auto off)
- Aquawhite Jiggle Wiggle toothbrush (with 2D sticker Hygiene Cap)
- Aquawhite Tiffany toothbrush, Bestie toothbrush, Zig-Zag toothbrush

We developed fluoride-free Toothpaste in kids' favourite flavours namely Dubble Bubble, Sweet

Bubble, Chill-Gum, Strawberry, StrawberryBurst.

We crafted Tongue Cleaners shaped as Lollipops customised considering kids small mouth.



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WE HAVE ARRIVED

WITH THE MAXIMUM NUMBER OF KIDS' FAVOURITE CHARACTERS.

To graduate Aquawhite into the Brand of Choice for kids, we did not only make child-friendly products, but we also made kids' appealing products that would universally attract kids of all ages.

We have character tie-ups and exclusive licenses for all the most-watched kid's characters in India namely Chhota Bheem, Chutki, Shimmer & Shine, Pokémon, SpongeBob SquarePants, The Jungle

Book, PAW Patrol, Hello Kitty, Peppa Pig, Angry Birds, and Shiva. This positions Aquawhite as the sole player with the highest number of character-led products – improving their shelf pick-ups.



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