

The Times of India

Title : HUL to push brands via hygiene centres in slums

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Location :

New Delhi:

Article Date : 11/07/2014

HUL to push brands via hygiene centres in slums

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New Delhi: At a time when consumer spending is down and the Swachh Bharat campaign is on the upswing, Hindustan Unilever (HUL) is planning an experiment with urban public toilets to take its Sustainable Living Plan to the next level.

Sanjiv Mehta, MD and CEO of HUL, the Rs 22,000 crore FMCG behemoth that makes products such as, Lifebuoy, Dove and Surf among others, said the company is in talks with the Municipal Corporation of Greater Mumbai to build hygiene centers in slums. The company has taken a piece of land on lease and has drawn a blueprint and construction will start in a month's time. "The hygiene center would have toilets, bathrooms, facilities for laundry and water recycling facilities. Users will have to pay. Once we can prove that this concept is successful, we would be able to roll it out to many other slum areas fast," Mehta said.

When asked how it is going to help the company, Mehta said all the brands that would be used in the centers would be HUL brands and the exercise would help increase

the stickiness of these brands in the minds of people. "Societal expectations from businesses have changed. We believe in responsible capitalism. You can't just focus on shareholders' value creation for growth. If you look after the interest of customers, employees and the community at large, shareholders' value will get created. Our brand

tion, the Sustainable Living Plan is the company's blueprint for sustainable growth. For instance, in the health and hygiene category, Unilever has committed to help more than a billion people to improve their health and hygiene through selling various brands including Lifebuoy, Pureit and Dove. However, according to the HUL website, while some



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Lifebuoy is one of the fastest growing brands, proof of the good work it has been doing in the society. Invariably, when we do the behavioural change program for Lifebuoy, people stick to the brand. This shows that what is good for the society is good for the business. A healthy India would buy more of our products."

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brands have reached their targets, Lifebuoy will not be able to meet its target date of 2015. An integrated approach across its brands — like presence of Lifebuoy, Pureit and Domex in hygiene centers, could help meet individual target.

The company says by tapping into existing local networks and expertise it will be able to reduce costs further and reach more people.