

Dabur Honitus®

Legend has it that centuries ago, the Gods themselves passed on medical knowledge to Indian sages. This was called Ayurveda – the science of life. Its holistic approach treats illnesses caused by the imbalance of the three elemental Doshas or body principles – Vata (air-ether), Pitta (water), Kapha (water-earth). With its newfound status as a wellness practice, the resurgent global Ayurveda market grew to US\$ 4.6 billion in 2019. Standing tall in its midst is Dabur India, a world leader, with a portfolio of 250 herbal and Ayurvedic products. A star performer in this folio is Dabur Honitus – India’s No. 1* Ayurvedic cough remedy.

Market

Ayurveda 2.0 refers the recent comeback of this ancient science – with nearly 80% of Indian households having used Ayurvedic products in 2019. The burgeoning Indian Ayurveda market is expected to touch US\$ 8 billion by 2022, growing at a CAGR of around 16%.

What is driving the resurrection of this 5,000-year-old form of medicine is a quest for a healthier, chemical-free lifestyle and a preference for natural ingredients. Rather than its traditional role as a provider of specific remedies to cure illness, Ayurveda now offers solutions for lifestyle and wellness-related issues. Global acceptance of traditional herbal treatments has also opened up Ayurveda tourism in India.

Increased expenditure on natural healthcare products has positively impacted the Ayurvedic products market. With distribution networks for these products improving significantly, accessibility has increased in both urban and rural areas. While Dabur’s initial footprint and equity were more rural, the company is seeing urbanisation drive growth through modern trade and e-commerce.

In 2014 the Indian Government set up the Ministry of AYUSH – Ayurveda, Yoga, Unani, Siddha and Homeopathy, with the clear objective to upgrade, strengthen and promote Indian systems of medicine. It also actively promotes the usage of Ayurvedic products through awareness programmes and subsidies. In this environment, Dabur decided to rebuild its image as India’s first Ayurvedic company – making Ayurveda the core of its marketing strategy.

What gives Dabur India an edge is its strategic approach to new product development. The advantages of launching Dabur Honitus, a range of Ayurvedic cough and cold solutions, were two-fold. Firstly, it met the growing need for natural cough remedies. Secondly, it helped Dabur get a foothold in the OTC cough syrup market. The Indian cough syrup category is valued at ₹2,426 crore and is dominated by Rx products. Around 15% of this category is contributed by OTC cough syrups – amongst which Dabur Honitus is the No. 1* Ayurvedic remedy.



leading FMCG companies and the world’s largest Ayurvedic and natural healthcare company.

Dabur’s products also have a significant presence in over 100 countries and its overseas revenue accounts for over 27% of the total turnover. Be it setting record turnovers decade after decade, foraying into

Achievements

By placing all its faith in the science of Ayurveda, Dabur India has come a long way from its origins in Kolkata. Its most laudable achievement has been to successfully transform itself from a family-run business into a professionally managed enterprise – to set new standards in corporate governance.

Dabur India’s tactical diversifications into new product categories – hair care, oral care, healthcare, skin care, home care and foods – have further embellished its corporate status. Today, the US\$ 1.2 billion conglomerate is one of India’s

organised retail or its acquisitions of new categories – Dabur has never complacently rested on its laurels. With its ear to the ground and eyes set firmly on the future, the company is always looking for its next challenge.

For its outstanding overall performance, accolades have been heaped upon the company. Not only has Dabur been ranked amongst India’s most Iconic Brands, it has also been dubbed the Most Trusted, Most Admired, Most Valuable and Best Healthcare Brand by various institutions. No small wonder that Dabur features in Forbes’ list of India’s Super 50 Companies.

History

Almost 135 years ago, Dr. S. K. Burman, an Ayurvedic practitioner, created a small company called Dabur in Kolkata. He invented medicines for the killer diseases of that time – cholera, constipation and malaria. Buoyed by the success of his products, he set up a manufacturing plant in 1896 – thus laying the foundation for one of the biggest Indian-owned consumer goods companies, with the largest herbal and natural product portfolio in the world.

Five successive generations of Burmans then added to that legacy by expanding the Dabur empire – through diversification, setting up manufacturing units, improving distribution networks and keeping Dabur’s growth trajectory on the rise.

Cough and cold formulations have always had a large share of the Indian pharma market mainly because of self-medication. In 2004, Dabur India acquired Honitus Cough Syrup from its sister company, Dabur Pharma – a strategic move to strengthen Dabur’s position in the OTC segment.

Seeing the Indian consumers’ increasing propensity for natural medicine, it made eminent



*Source: ACNielsen RMS December 2018 data

sense to position Honitus on the Ayurveda platform. Thus, Dabur Honitus Herbal Cough Remedy was launched as the 100% Ayurvedic cough remedy.

Product

A cough is a cough is a cough. Not really. There are actually five different types of coughs – acute, subacute, chronic, productive and non-productive. Identifying the cough is vital to get the correct treatment. Usually the first line of treatment for all coughs is self-prescribed OTC allopathic cough syrups. These have antihistamines and decongestants that suppress the cough, but contain codeine and alcohol that cause drowsiness and have side effects.

Coughs and colds are the most common ailments that people suffer from. From time immemorial everybody has resorted to kitchen remedies – turmeric, honey, clove, ginger, tulsi, cinnamon and other natural ingredients. With irritants such as pollution, smoking and allergies causing more frequent coughing, consumers are looking for remedies that can be imbibed regularly without any fears of side effects. In a turnaround of events, people are seeking out products that contain familiar kitchen ingredients.

Cough in Ayurveda is known as a Vata Kapha disorder. Ayurvedic formulations correct the path of Vata and balance the other Doshas by treating the root of the problem. The Ayurvedic classics have listed several beneficial herbs under the chapter of Kasa or cough. Dabur Honitus Herbal Cough Remedy is a proprietary honey-based Ayurvedic cough solution. With soothing honey as a base, it combines the natural goodness of Tulsi, an anti-tussive, Mulethi, for sore throat relief, Banaphsa, an expectorant and Shunthi, for cough relief. This clinically proven formulation provides quick, effective relief from cough and throat irritation without any sedation or adverse effects.

Recent Developments

Dabur's in-house research laboratories are constant hives of activity with scientists creating innovative Ayurvedic products to meet consumer

डबलर हनीटस मधुवाणी खॉसी और जुकाम में जल्द असर दिलाये
सितोपलादि और शहद के गुणों से भरपूर

सितोपलादि के 4 शक्तिशाली आयुर्वेदिक तत्व और शहद का उत्कृष्ट मिश्रण जो दे जल्द और असरदार आराम

5 घण्टे में आराम

- दासपीपी - ज्वर कम करने से मदद
- सुसामेला - श्वास में मदद
- पिपली + मंत्रालोचन - खॉसी से मदद
- हनी - घबराहट से मदद

• आयुर्वेदिक दवा • लेबल पर दिए निर्देशानुसार ही खुराक लें • सभी प्रमुख दवाई की दुकानों पर उपलब्ध
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Changing weather along with pollution, dust & smog have made throat problems a day to day issue now. Everytime, I suffer from throat problem, I can't take medicine. Hope there was a natural remedy that gives me relief & build immunity too.

Replace Your Everyday Tea with **Dabur Honitus HOT SIP-T IN DIP BAGS**

With the power of 16 Ayurvedic Herbs

Use Honitus HOT SIP-T Ayurvedic Tea every morning to get:

- Relief from cough, cold, sore throat, throat congestion
- Refreshing & energizing drink
- Helps building immunity with everyday use

Dabur Honitus HOT SIP-T Relieves Cough | Builds Immunity



expectations. With Dabur Honitus Cough Remedy becoming so popular, the company introduced brand extensions in new formats.

Dabur Honitus Cough Drops are handy candies in tasty natural flavours that provide anytime, anywhere relief to sore throats and coughs.

Warm water has always been a go-to option for sore throats. Adding further value to warm water is Dabur Honitus Hot Sip. When stirred into hot water, these granules, formulated with fifteen powerful Ayurvedic herbs, provide soothing relief. Inspired by the age-old traditional cough formula of Sitopaladi churna, Dabur Honitus Madhuvaani is a blend of five herbs that

SMOG IS HERE. ARE YOU READY?

India's No.1 Ayurvedic Cough Syrup

effectively controls cough, throat irritation and reduces chest congestion.

Promotion

Dabur Honitus being an OTC product meant that the company could promote it through advertising – making it a household name and building brand affinity among consumers. For increased brand visibility, Dabur Honitus aired short fifteen and five second edits to maximise media spends and stay on top of consumers' minds.

The insightful communication created by Dabur Honitus depicts a clear understanding of the dichotomy in its key consumers' minds. A mother wants quick relief for her family's coughs and colds and relies on allopathic syrups. At the same time, she is wary of chemicals and their side effects and looks for natural remedies that are suitable for children.

Positioned as the Cough and Cold Expert, Dabur Honitus tackled the sedative side effects of allopathic cough syrups. By featuring children, the brand sent a clear message that the product was child-friendly. In an evocative TV commercial, Bachpan Zindabad, drowsy children are shown losing out on precious moments of their childhood. Dabur Honitus is offered as a natural solution which makes coughs go to sleep and not children.

Dabur Honitus also used the insight that consumers think natural remedies are slower to

act than allopathic solutions. A TV spot depicts a mother who is shown worrying about her family coughing and then gets rapid relief from the 100% Ayurvedic Dabur Honitus. The tag line states – Honitus De Poora Aaram, Khansi Ka Kaam Tamam, Naturally. The accompanying collateral material reinforced the benefit of speedy effectiveness – Tez Bhi, Asardar Bhi.

The Ministry of AYUSH was propagating natural ingredients to build immunity and resistance. Dabur used this opportunity to promote Dabur Honitus Hot Sip which had all these ingredients, by using a doctor as a spokesperson and likening it to a kadha – a homemade remedy

While the mother brand, Dabur, is active on social media with constant updates for all its brands, Dabur Honitus uses it tactically. On the occasion of Independence Day, the brand launched the #HonitusAwaazAzadKi singing challenge – linking clear voices with the brand.

The Dabur Honitus website works wonderfully to bring out the caring aspect of the brand's personality. The user-friendly site has a section dedicated to decoding coughs – classifying them, their causes and the Ayurveda approach to treatment. Useful links lead to articles about coughs, colds and remedies by various experts.

Brand Values

Dabur's brand vision is to be dedicated to the health and well-being of every household through its natural healthcare range. In line with this, Dabur Honitus does not just provide alternative medical remedies, but also enhances consumers' lives with natural health experiences.

The Dabur Honitus teams adhere to a set of principles – a sense of ownership, personal responsibility and accountability and a passion to win through excellence. The people-centric company places its human assets at the core of all development programmes.

Consumer focus plays a key role in developing new products. Team work in an environment of trust and transparency is advocated.

Dabur Honitus hoists its flag on the pole of innovation – which has brought the company all its success.

Things you didn't know about DABUR HONITUS

- * Dabur is a name derived from Dr. S. K. Burman's name. He was called Doktor or Doctor
- * Dabur Honitus Cough Drops are in the form of honey-based candy to appeal to children. They are available in lemon, ginger, menthol, mint and orange flavours
- * Dabur Honitus Madhuvaani has been inspired by kadha – a homemade cough remedy
- * Dabur Honitus being honey based, has antiseptic and anti-inflammatory properties
- * Dabur Honitus Cough Remedy is available in a mixed fruit variant as well

dabur.com/daburhonitus