



The typical Indian housewife has always believed that sweeping and mopping twice-a-day is the key to keeping her house clean. She finds it hard to accept the fact that sweeping simply repositions the dust particles and mopping hardens the dust so that some of it neatly fills cracks and crevices. It is this peculiar conviction that Euroclean has had to fight off. Although the war is still a long way from being won there are indications that the little champion will ultimately prevail. Here is the evidence – since its launch, Euroclean has sold more than 5 million vacuum cleaners and controls over 87%\* of the market.

**Market**

India is a blistering, muggy and dusty country. Its temperatures vary from the insanely hot to the insanely cold and its rain patterns vary from the wettest in the world to amongst the driest in the world. There can then be no surprise that Indian homes which try and be both heat insulators and heat dissipaters actually achieve neither. Caught in a kind of no-man's land they are, in fact, dank, dusty and highly inefficient heat conductors. In houses like these, it would seem that the ideal shield would be a vacuum cleaner. The truth is that it isn't. In its place, the omnipresent bai – or the all-weather maid – rules the roost. She sweeps, mops and dusts and does these with patented inefficiency.

But because of a deadly combination of inertia and poor knowledge, less than 10% of potential homes own a vacuum cleaner. This otherwise very versatile machine is fighting an ingrained belief that sweeping and mopping with disinfected water is a solution that has satisfactorily worked for several centuries and will continue to perform so for several more. There are two more ostensibly compelling reasons: the familiar maid requires no capital expense and possibly costs less; the other, more latent reason is the researched fact that poor electricity supply is an inhibiting factor.

In the Indian mindset, the home that appears clean is assumed clean. It is hard to explain that at best the maid has simply removed a very small part of the original dust on the floor; the rest has simply been rearranged. But that mindset is changing with the industry growing each year. And the unsurprising truth is that a majority of the new products sold bear a common name:

Euroclean – a brand that has already sold more than 5 million vacuum cleaners and controls over 87%\* of the market.

Launched more than three decades ago, this brand was singularly responsible for developing the market. It was able to break resistance by effectively demonstrating the truth: sweeping and mopping weren't just working. Besides, the vacuum cleaner was more than just a dust remover; it was a versatile machine and a

Euroclean has a customer satisfaction rating of



complete cleaning system that could also clean curtains, get to hard-to-reach crevices of sofa sets and suck up the dust trapped between the fibres of a carpet.

**Achievements**

The success achieved by Euroclean is a direct result of a deep understanding of the Indian market and the housewife, who dominates the Indian home.

It was from an analysis of this that Euroclean developed a marketing strategy and created the vehicle that could deliver it to potential customers. The strategy was to demonstrate that the house that looked squeaky clean was actually teeming with microscopic dust mites – an explosive architect of allergies, respiratory ailments and asthma. The vehicle that carried this strategy was the Eurochamp – the direct sales executive of Eureka Forbes.

Covering more than 500 cities and towns going from door-to-door he created one of the single-largest direct selling sales force in Asia. The Eurochamp is now a case study in the Harvard Business School.

While this unique sales force has the distinction of writing its name in marketing history books, Euroclean itself has been honoured as Mera Brand in a nationwide survey conducted to poll customer choices.

It also happens to be the only brand endorsed by the Asthma and Allergy Resource Centre, a premier international body, championing this cause.

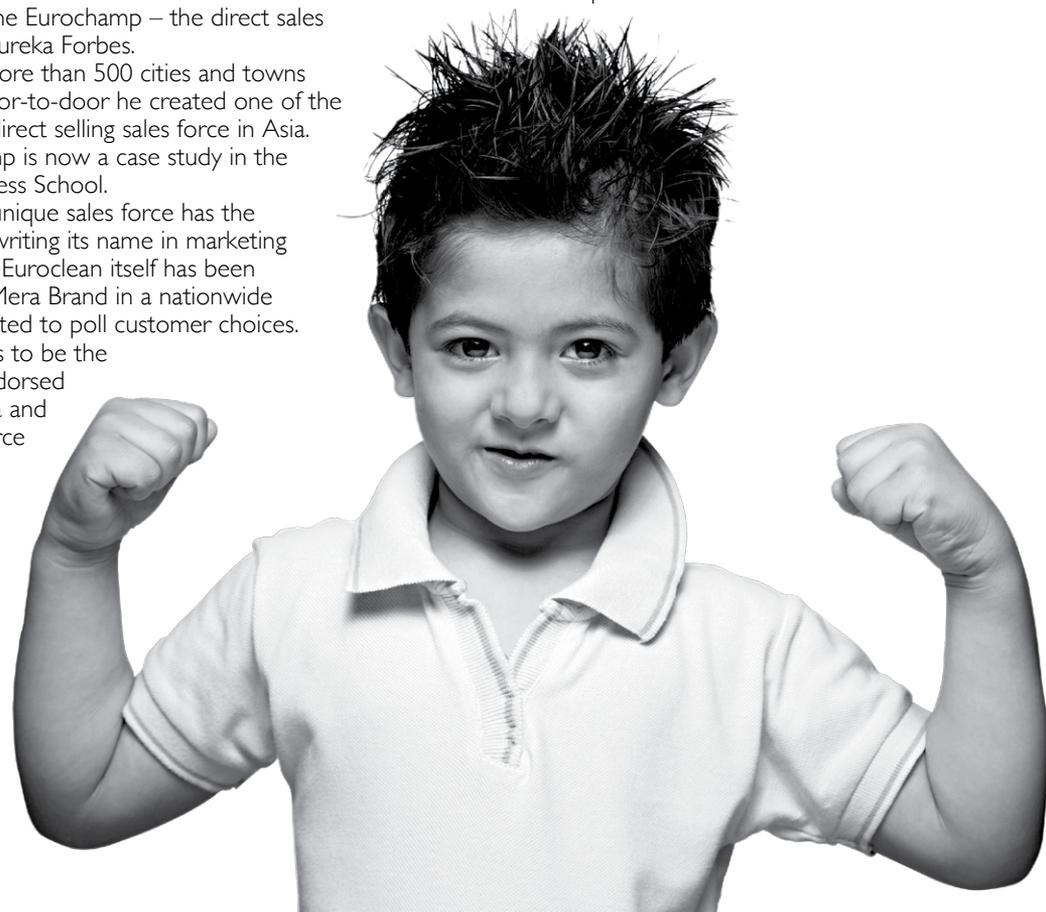
The stories of success about Euroclean and the Eurochamp

are not mythical. On the ground, an independent survey to determine customer satisfaction has given the brand a 95%^ rating.

**History**

The company took up the challenge of manufacturing and marketing a product that had no precedence in India, was virtually unheard of except in the most affluent homes and was expected to receive stiff competition from a product that was priced several hundred times cheaper. To make it into a successful enterprise, Euroclean had to break the perception of being just a carpet cleaner and turn prevailing sales wisdom on its head: the seller would go to the buyer instead of the other way around.

Direct selling gave the company a distinct competitive advantage over retailing: it enabled the brand to sell an all-new concept at the one place a customer had the time to listen and see – at his own home. This not only put the company in touch with the customers and their needs but also gave it the opportunity to change ingrained perceptions. This also led to the development of accessories for the vacuum cleaner that are unique only to Euroclean and not found in any other part of the world. The emphasis was also on training and re-training customers so that they could derive maximum benefit from their purchase.



\*Source: internal estimates

^Source: customer satisfaction survey reports of Eureka Forbes

The development of a number of new products and services necessitated the creation of more channels for customer outreach. Convergence became the new mantra. The organisation was restructured to harmonise the multiple avenues of interaction and allow every employee to fulfil a customer need. To start with, the company rechristened its offices as Customer Response Centres (CRCs) thus making them customer-centric, both in name and function.

To increase awareness that a spotless home is not necessarily a healthy home, Euroclean launched the Dust Tracker. This project was designed to educate prospective customers on how to measure the extent of dust deposited in the nooks and crannies of their houses. It was hoped that this plan would ultimately lead to the desired level of self-realisation and conclude a sale. The success of this initiative and the constant feedback from respondents has led to the company developing a series of new products and technologies – each reaching a higher level of delivery and meeting evolving needs.

In its endeavours to spread awareness and protect customers from harmful micro-organisms present in their homes, Euroclean launched the famous 3D Clean campaign – a campaign integrating digital and social media packed with on-ground activations and on-air promotions.

### Product

The maid must mop the floor for a truly clean house is a truism accepted by all Indians; it was, however, Euroclean which first responded to this maxim by developing the Euroclean Wet and Dry. This product offered the convenience of wet and dry cleaning and opened a whole new segment of customers who sought the wet cleaning advantage.

The Indian market has always been resistant to accepting vacuum cleaners as a tool for daily cleaning. But using customer-focused

research a new product was developed in early 2014 – Euroclean Iglide. Amongst its many features was one that many people sought; a machine that could be used without bending and could swipe and swab in one go. It was a revolutionary product and found ready acceptance in many homes.

The Euroclean HealthPro – India's first UV sanitiser – was introduced to combat disease-causing dust mites. The HealthPro is equipped with powerful suction and UV rays that not only destroy harmful dust mites but also remove the embedded dust from upholstery, mattresses, pillows and other soft surfaces. With its effective high-speed rotary brush, it dislodges the deeply embedded dust mites. It then sanitises and removes all

traces of micro-organisms with its powerful UV C lamp and finally passes the air through the HEPA filters ensuring entrapment of maximum particles and ensuring that the air expelled is ultra clean.

The latest product offerings include the WDX2 which is a powerful wet and dry vacuum cleaner; the iClean, with its unique design and cutting-edge triple 'I' technology and the Steem which is a steam sanitiser.

At the heart of Euroclean's operations is a commitment mission to deliver a dust mite-free home. This possibly explains why the brand incorporates high-efficiency particle absorbing filters, infuses the latest nano silver technology to harness the anti-microbial power of silver and inducts the cyclonic centrifugal technology. Given the commanding market share Euroclean vacuum cleaners enjoy in India, it is almost a foregone conclusion to assume that each was a first in its category.

In its most recent offerings, Eureka Forbes has launched a series of upright vacuum cleaners in both its retail and direct channels. The state-of-the-art products are equipped with cutting edge technology that helps customers upgrade to vacuum cleaners of the modern era where cleaning is not considered as a hassle. Zero Bend Series for Direct Sales and Forbes upright Vacuum Cleaners for the retail channel are going to revolutionise home cleaning in India.

### Recent Developments

To cope with growing demand Euroclean has set up factories in Baddi in addition to the one at Bhimtal. Built and designed in conformity with the most exacting Green standards, these facilities augment the Euroclean manufacturing base and help consolidate its market leadership.

### Promotion

A vacuum cleaner in the India of the early 1980s was a product category that had market resistance written all over it. The ice-breaker was the Eurochamp who was able to bridge the chasm and develop a bond of trust with customers. Over a period of time he came to be recognised as the 'friendly man' and his relationship became known as 'friends for life'. It was this special rapport that Euroclean leveraged in its communications.

But marketing cannot be all promise. On the ground, Euroclean fashioned a number of initiatives based on the feedback that was streaming in from the Eurochamp. This included educating consumers on how to get the most out of their vacuum cleaner; encouraging owners to allow domestic help to use their machines and teach domestic help the correct method of using, cleaning and storing the unit.

As the endeavour took effect, communications shifted to fulfilling another objective: the

task of creating awareness that the seemingly spotless home wasn't necessarily a healthy home. The company began to alert customers about the invisible threat posed by microscopic dust mites. It developed literature in the form of an allergy booklet and sought endorsement from the Asthma and Allergy Resource Centre.

Each of these further cemented its relationship with consumers. It did one more thing; it helped rechristen the Eurochamp as the dust and allergy controller. In its new avatar the Eurochamp has graduated to a higher calling.

### Brand Values

Euroclean lives by a code of ethics it established nearly three decades ago. Trust, quality and reliability have been built into the very fabric of the brand.

The evaluation of any technological development or a communications strategy hinges on these parameters and seeks answers to three questions: Will it improve quality perception? Is it a reliable platform to further the brands' interest? Will its implementation enhance trust?

Euroclean assiduously clings to these values.



## Things you didn't know about EUROCLEAN

- \* Euroclean has sold more vacuum cleaners in India than all other brands combined
- \* Amongst others, Nitish Bhardwaj and Amar Upadhyay, two celebrity models, have endorsed Euroclean
- \* In a nationwide contest, Euroclean customers have discovered over 100 uses for a vacuum cleaner such as spraying pesticides, drying hair, painting walls, blowing balloons and pressure massaging amongst others
- \* The Euroclean has over the years crafted more than fourteen different accessories that suit Indian conditions