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Parachute, one of the leading brands in Bangladesh, started its journey in 1996. Synonymous with 100% purity, Parachute has set new standards of quality. It also pioneered the switch from the tin can packaging to a trendy plastic bottle in Bangladesh. Having grown by leaps and bounds today it has gone from 50% to 78% market share in the branded coconut oil segment in just a matter of two years.

Market

Parachute offers modernity to all who are embracing the new age with ease, as well as understanding newer and better means to personal care.

Today, Parachute is the undisputed market leader in the Branded Coconut Oil segment with 78% market share (source: Nielsen). Other key players in the market happen to be Jui, Lalbag Hanshmarka and Tibet.

The brand enjoys strong loyalty both in urban and rural markets and is available in over 4.5 lac outlets nationwide.

Applying Marico's corporate theme of "Uncommon Sense", the brand looked beyond the obvious.

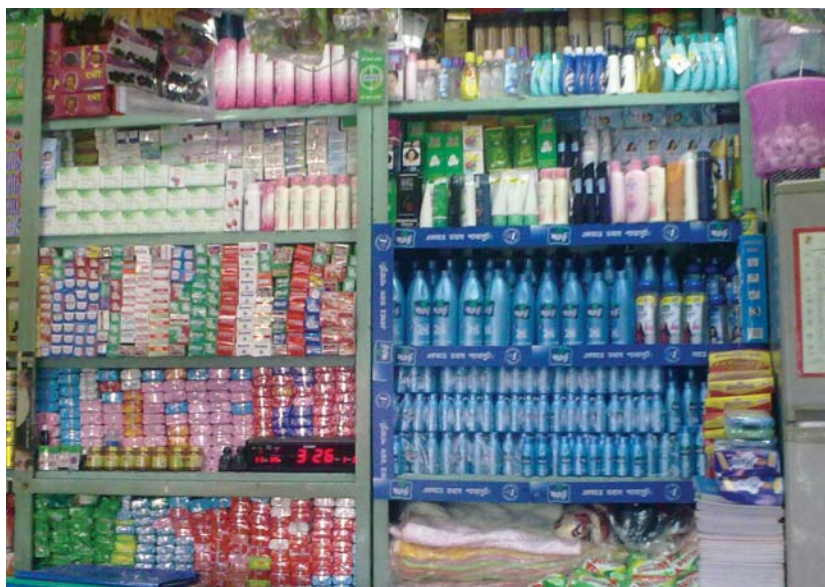
Rather than fishing for share gains in the branded coconut oil market, Parachute widened its source of business to the large, loose, adulterated coconut oil market. The main strategy included gaining understanding of the coconut oil consumers of key

areas contributing to loose oil.

Using these insights, the brand consistently held up its campaign supported by massive rural activation targeted at converting loose oil users.

Using such a persistent conversion strategy Parachute not only managed to increase the size of the branded coconut oil market by gaining share from loose oil but in turn also managed to increase its market share in total branded coconut oil market to almost double in less than two years!





Achievements

Parachute as a brand has flown high and has successfully landed some quite reputable accolades over the past few years:

2009: Awarded 2nd Best Trusted Brand in Bangladesh by Bangladesh Brand Forum

2008: Awarded 6th Best Trusted Brand In Bangladesh by Bangladesh Brand Forum

2008: Awarded the 3rd Best Brand position amongst FMCG brands by Bangladesh Brand Forum.

In the last 13 years Parachute has established its presence in Bangladesh and has emerged as a winning brand. This claim has been further cemented when Parachute achieved a Brand Equity Index score of 7.9 out of 10 as calculated from Nielsen's winning brand model. Brand Equity Index is calculated based on consumers' response to:

- 1) Favorite brand
- 2) Brand would recommend
- 3) Willingness to pay higher prices

Only about 6% of brands command a brand equity score of more than 3.0. This is arguably the highest score recorded till date in Bangladesh among major popular brands - a clear testament to the strength & acceptance of the brand.

Product

Parachute, in its pursuit of modernity, offers the

new age convenience and newer, better solutions. Whether from the aspect of user-friendliness or aesthetics, innovations in packaging have helped Parachute grow.

The plastic bottles have showed consumers a new, hassle-free way of using coconut oil. For basic nourishment, Parachute is available in convenient packs of 5ml, 20ml, 45ml and 100ml. The larger packs of 200ml, 400ml and 500ml are for family usage. To avoid warming in winter, Parachute also has the Easy Jar with a wide mouth for convenience.

For women who look for more than basic nourishment, Parachute Advanced was launched in late 2008. Parachute Advanced is a 100% pure coconut oil enriched with the do-good properties of lemon, henna, amla, and hibiscus. Regular usage of Parachute Advanced results in healthy and gorgeous hair. Parachute Advanced is available in 300ml packs in all leading stores.

Parachute Beliphool Lite is a jasmine-scented light coconut hair oil for those who want non-sticky hair and use oil to manage their hair. Enriched with Vitamin E it gives complete nourishment to hair and helps to increase blood circulation in the scalp, resulting in hair that is full of life.

Recent developments

In 2009, there was a relaunch of Parachute Beliphool Lite in new attractive packaging and formulation while the Parachute 90ml pack for

Khulna was launched. Then in 2010, Parachute Advanced was relaunched.

Promotion

Parachute pursuant to its strategy with its latest advertising, aimed at converting loose oil consumers, shows the owner of a loose oil factory believing in the 100% purity of Parachute and buying the same for his wife. Thus addressing a basic necessity that permeates through all SEC.

While Parachute Advanced pays tribute to womanhood by portraying how gorgeous they are throughout the day relishing every bit of their precious moments.

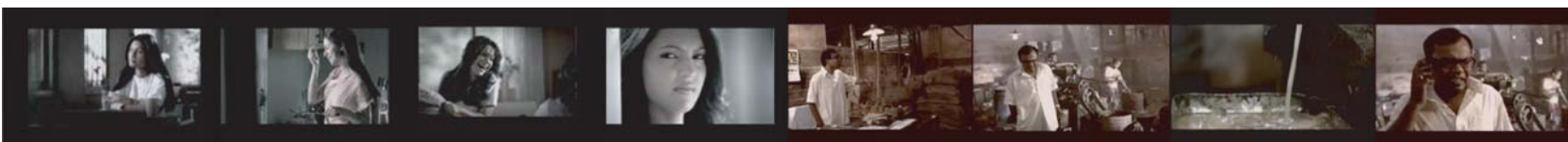
Brand Values

The essence of what the brand stands for in the eye of the consumer:

1. Purity
2. Natural ingredient
3. Innovativeness
4. Consumer Centric

Things you didn't know

1. 1 out of every 3 consumers is a Parachute consumer
2. Approximately 5 lakh bottles of Parachute are produced daily
3. Parachute is available in over 4.5 lakh outlets across Bangladesh



History

2000

Parachute went into commercial operation in Bangladesh

2002

Parachute started production from own factory in Gazipur

2006

Parachute inaugurated its own distribution depot at Bogra

2007

Parachute crossed coveted BDT 100 crore turnover

2008

Started copra crushing operation to strengthen supply chain

2009

Parachute completed 100% own distribution network (previously distribution was handled through Kolloi)

2009

Parachute ranked as the 2nd most preferred brand in Bangladesh by Bangladesh Brand Forum