

**A Project Report On**

**“Marketing strategies followed by Modicare”**

**Submitted to:**

**G.S College of Commerce & Economics, Nagpur.**

**Affiliated To:**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**In partial fulfillment for the award of the degree of**

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted by**

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**Under the guidance of**

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**G.S. College of commerce & Economics, Nagpur**

**NAAC Re -Accredited "A" Grade Autonomous Institutions**

**Academic Year 2022-23**



**G.S. College of commerce & Economics, Nagpur**  
**NAAC Re -Accredited "A" Grade Autonomous Institutions.**  
**Academic Year 2021-22**

**CERTIFICATE**

This is to be certify that the project entitled “Marketing strategies followed by Modicare prepared by Harshwardhan Bagaddeo submitted in partial fulfillment of BACHELOR OF BUSINESS

ADMINISTRATION degree examination, has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has completed his project as prescribed by BBA Department (Autonomous), G.S. Autonomous College of Commerce & Economics, Nagpur. Affiliated To Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place- Nagpur



**G.S. College of commerce & Economics, Nagpur**  
**NAAC Re -Accredited "A" Grade Autonomous Institutions.**  
**Academic Year 2021-22**

**DECLARATION**

I here-by declare that the project entitled “Marketing strategies followed by Modicare”  
has been completed by me in partial

Fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination  
as prescribed by BBA Department (Autonomous), G.S.College of Commerce &  
Economics, Nagpur. Affiliated To Rashtrasant Tukadoji Maharaj Nagpur University,  
Nagpur.

And has not been submitted for any other examination and does not form the part of any  
other course undergone by me.

Harshwardhan Bagaddeo

Place: Nagpur

Date:



**G.S. College of commerce & Economics, Nagpur**  
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**Academic Year 2021-23**

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Date:

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**CHAPTER-1**  
**INTRODUCTION**

## **Introduction to Marketing**

Marketing refers to the process of promoting and selling products or services to customers. It involves identifying customer needs and wants, and then creating products or services that meet those needs.

Marketing also involves communicating the value of products or services to customers through advertising, sales promotions, and other forms of messaging. In order to be successful, marketing requires a deep understanding of consumer behavior, as well as an ability to create compelling messages that resonate with customers.

Marketing also includes analyzing market trends, identifying target audiences, and developing strategies to reach and engage those audiences. This can involve researching market segments, tracking customer behavior, and conducting market surveys and focus groups to gain insights into customer preferences and needs.

## **Marketing Strategy**

A marketing strategy is a comprehensive plan of action that a company or organization uses to promote and sell its products or services to target customers. The purpose of a marketing strategy is to identify the most effective ways to reach and engage potential customers, as well as to create tactics for building brand awareness and loyalty.

An effective marketing strategy involves a deep understanding of the market, the target audience, and the competitive landscape. It also takes into account the company's unique strengths and weaknesses, as well as its overall business goals and objectives.

The process of developing a marketing strategy typically involves several key steps, including market research and analysis, target audience segmentation, competitive analysis, and the creation of a marketing mix that includes product, price, place, and promotion.

Once a marketing strategy has been developed, it needs to be executed effectively through a range of marketing tactics, including advertising, public relations, sales promotions, and digital marketing.

A successful marketing strategy can help companies achieve their business objectives by enabling them to build brand awareness, generate leads, and drive customer engagement and loyalty. By developing a comprehensive and targeted marketing strategy, companies can increase their chances of success in the marketplace and build a strong foundation for long-term growth and profitability.



The table below defines the key components of a marketing strategy:

Components	Purpose
Marketing Goals	Define a set of time-bound and measurable <a href="#">marketing goals</a> that support your overarching business goals.
Marketing Initiatives	Capture the high-level efforts needed to achieve your marketing goals and the timeline for completing them.
Target Market	Identify segments of customers who share common characteristics and the marketing approach for each one.
Market Analysis	Determine the external market factors that could impact the success of your business.
Marketing Mix	Make better marketing decisions based on your strengths, weaknesses, opportunities, and threats.
SWOT Analysis	Articulate where your product fits in the market, what sets it apart, and why customers should care about it.
Positioning Strategy	Define the right marketing mix to promote your product (often using the 9Ps model).
Creative Belief	Guide the implementation and delivery of a marketing program or campaign by defining the goals, customer truths, and brand voice.
Buyer Personas	Create a detailed description of your ideal target customer so you can develop relevant market campaigns and content.
Competitor Analysis	Identify other companies competing in your market and rank them based on their strengths and weaknesses.

## **What is Beauty & Personnel care**

Beauty and personal care refer to products and services that are used to enhance a person's appearance or maintain their hygiene. This can include skincare products, makeup, hair care products, fragrances, grooming tools, and more.

Beauty and personal care products are typically marketed towards women, although there is a growing market for men's grooming products as well. These products are designed to help individuals feel more confident, improve their self-esteem, and take care of their physical appearance.

Beauty and personal care also extend beyond just physical products, as it includes services such as spa treatments, haircuts, manicures, and other services that are designed to improve one's appearance and wellbeing. The industry is vast and constantly evolving, with new products and services being introduced regularly to cater to changing consumer preferences and trends.

## **What is Consumer goods**

Consumer goods are products that are intended for personal or household use and are purchased by individual consumers or households. These products are typically sold through retail stores, supermarkets, online retailers, and other outlets that cater to the general public.

Consumer goods can be categorized into two broad categories: durable goods and non-durable goods. Durable goods are products that are expected to last for an extended period, such as appliances, furniture, and electronics. Non-durable goods, on the other hand, are products that are consumed or used up relatively quickly, such as food, beverages, and personal care products.

The consumer goods industry is vast and includes a wide range of products, from everyday essentials like groceries and household items to luxury goods like designer clothing and high-end electronics. The industry is highly competitive, with companies constantly striving to introduce new products, improve their existing offerings, and stay ahead of their competitors.

## **What is manufacturing**

Manufacturing is the process of producing goods by transforming raw materials into finished products using various tools, equipment, and labor. The manufacturing process typically involves a series of steps, including design, planning, sourcing of raw materials, fabrication, assembly, quality control, packaging, and shipping.

Manufacturing is a crucial component of the economy, as it creates tangible goods that are used in a wide range of industries and products, from automobiles and electronics to clothing and furniture. The manufacturing industry can be broken down into various sub-sectors, such as aerospace, automotive, electronics, textiles, and more.

The manufacturing process has undergone significant changes over the years, thanks to advancements in technology, automation, and robotics. These advancements have made manufacturing faster, more efficient, and more cost-effective, while also reducing the need for manual labor in some cases

## **History of Manufacturing:**

Manufacturing has been an essential part of human history, dating back to ancient civilizations. For example, the Egyptians were known for their ability to manufacture papyrus paper and textiles, while the Greeks were skilled in the production of pottery and metalwork. During the industrial revolution, manufacturing became more mechanized and centralized, with the introduction of machines like the spinning jenny and the power loom that revolutionized textile production. The 20th century saw further advancements in manufacturing technology, such as the assembly line and automation, leading to increased efficiency and productivity in the manufacturing process.

### **History of Consumer goods:**

Consumer goods have been around for thousands of years, with ancient civilizations trading goods such as textiles, spices, and precious metals. However, it wasn't until the industrial revolution that consumer goods began to be mass-produced and made widely available to the general public. The development of transportation infrastructure and the growth of department stores and supermarkets helped to increase the availability and accessibility of consumer goods, while improvements in manufacturing technology led to more affordable prices.

### **History of Beauty & Personal Care:**

Beauty and personal care have been important throughout human history, with ancient civilizations using natural ingredients like honey, olive oil, and plant extracts to care for their skin and hair. The ancient Egyptians were known for their elaborate beauty rituals, including the use of cosmetics like kohl eyeliner and henna hair dye. During the middle Ages, beauty products were often made by monks or apothecaries and were based on herbal remedies. In the 20th century, the beauty industry began to grow rapidly, with the introduction of new technologies and the development of new products like synthetic fragrances and chemical hair treatments. Today, the beauty and personal care industry is a multibillion-dollar industry that includes a wide range of products and services.



### **Features of Manufacturing:**

- Features of Consumer\_Use of Raw Materials: Manufacturing involves transforming raw materials into finished goods using various tools and equipment.
- Labor: The manufacturing process requires a skilled workforce to operate the equipment and machinery.
- Planning and Design: The manufacturing process involves planning and designing the production process to ensure efficiency and productivity.
- Quality Control: Manufacturing involves quality control processes to ensure that the finished product meets the desired standards and specifications.
- Assembly: The manufacturing process often involves assembling various components to create the final product.



### **Goods:**

- **Intended for Personal or Household Use:** Consumer goods are products that are intended for personal or household use.
- **Availability:** Consumer goods are widely available through retail stores, supermarkets, and online retailers.
- **Wide Range of Products:** Consumer goods encompass a wide range of products, from everyday essentials like food and household items to luxury goods like designer clothing and high-end electronics.
- **Constantly Changing:** The consumer goods industry is constantly changing, with new products and trends emerging regularly.

- **Price Sensitivity:** Consumers are often sensitive to the price of consumer goods and may choose cheaper alternatives when budgets are tight.

### **Features of Beauty & Personal Care:**

- **Aesthetics:** Beauty and personal care products are designed to enhance a person's appearance and make them feel more confident.
- **Personalization:** The beauty and personal care industry often provides products and services that can be customized to meet individual needs and preferences.
- **Hygiene:** Many beauty and personal care products are used to maintain hygiene, such as soaps, shampoos, and deodorants.
- **Wide Range of Products:** The beauty and personal care industry offers a wide range of products, from skincare and makeup to hair care and fragrances.
- **Innovation:** The beauty and personal care industry is constantly innovating, with new products and technologies being introduced regularly to meet changing consumer preferences and trends.

### **Role of manufacturing, consumer goods, beauty & personal**

#### **Products in the Indian Economy**

Manufacturing, Consumer Goods, and Beauty & Personal Care industries play a significant role in the Indian economy, contributing to economic growth, job creation, and export earnings. Here are some of the ways these industries impact the Indian economy:

**Manufacturing:**

- **GDP Contribution:** The manufacturing industry contributes significantly to the Indian economy, accounting for around 16% of the country's GDP.
- **Employment:** The manufacturing industry is a significant source of employment in India, providing jobs for millions of people, both skilled and unskilled.
- **Export Earnings:** The manufacturing industry is one of India's top export earners, with products like textiles, chemicals, and automobiles being exported to countries around the world.

**Consumer Goods:**

- **Consumption:** Consumer goods are an essential part of the Indian economy, as the country has a large and growing consumer market.
- **Employment:** The consumer goods industry is a significant source of employment in India, providing jobs for millions of people, both skilled and unskilled.
- **Export Earnings:** Consumer goods are one of India's top export earners, with products like textiles, handicrafts, and leather goods being exported to countries around the world.

**Beauty & Personal Care:**

- **Consumption:** The beauty and personal care industry is a significant contributor to the Indian economy, as the country has a large and growing consumer market for these products.
- **Employment:** The beauty and personal care industry is a significant source of employment in India, providing jobs for millions of people, both skilled and unskilled.
- **Export Earnings:** The beauty and personal care industry is one of India's top export earners, with products like herbal cosmetics, essential oils, and fragrances being exported to countries around the world.



## **OVERVIEW OF THE TOPIC**

Modicare is a leading direct selling company in India that offers a range of products across categories such as personal care, wellness, home care, and food & beverage. The marketing strategy of Modicare is aimed at building a strong brand image and establishing a loyal customer base through various initiatives.

Here are some key elements of Modicare's marketing strategy:

- **Direct selling:** Modicare's business model is based on direct selling, which involves selling products directly to customers through independent distributors. This allows the company to build a personal relationship with customers and offer personalized recommendations based on their needs.
- **Product portfolio:** Modicare offers a diverse range of products that cater to various consumer needs. The company constantly innovates and introduces new products to keep up with changing consumer preferences.
- **Brand positioning:** Modicare positions itself as a premium brand that offers high-quality products at affordable prices. The company's branding focuses on health, wellness, and natural ingredients, which resonates with health-conscious consumers.
- **Digital marketing:** Modicare leverages digital marketing channels such as social media, email marketing, and influencer marketing to reach a wider audience and promote its products. The company also has a dedicated e-commerce platform for online sales.
- **Loyalty programs:** Modicare has a robust loyalty program that rewards customers for repeat purchases and referrals. This incentivizes customers to remain loyal to the brand and encourages them to spread the word to their friends and family.

**CHAPTER-2**  
**“COMPANY PROFILE”**

## About the Company



Modicare Limited is a leading Indian direct selling company that was founded in 1996. The company is headquartered in New Delhi, India, and it operates in over 50 cities across the country. Modicare Limited is a subsidiary of Modi Enterprises, which is a conglomerate with diversified business interests in areas such as education, retail, entertainment, and real estate.

Modicare is one of the largest direct selling companies in India and is known for its high-quality products and ethical business practices. The company offers a wide range of products, including personal care, home care, health and wellness, food and beverages, and agricultural products. Modicare's products are manufactured in state-of-the-art facilities using the latest technology and adhering to strict quality standards.

The company's direct selling model allows individuals to become independent business owners and earn income by selling Modicare's products directly to consumers. This model provides individuals with a flexible and convenient way to earn a living while also promoting the benefits of Modicare's products.

Modicare's products are backed by extensive research and development, and the company has a team of scientists and experts who work tirelessly to develop new and innovative products that meet the needs of its customers. The company's products are also environmentally friendly and are manufactured using sustainable practices.

Modicare has a strong social responsibility program and is committed to making a positive impact on society. The company's CSR initiatives focus on areas such as education, health, and environment. Modicare has also established the Modicare Foundation, which works to empower disadvantaged communities and promote sustainable development.

Modicare has won numerous awards and recognitions for its products and business practices. The company has been awarded the Direct Selling Company of the Year award multiple times and has also been recognized for its customer service and ethical business practices.

Modicare's success can be attributed to its commitment to quality, innovation, and customer satisfaction. The company has a strong distribution network, with over 1.5 lakh consultants and distributors across the country. Modicare's products are available in over 3,000 retail outlets and are also sold online through the company's e-commerce platform

## Product Offerings

Modicare offers a diverse range of products across different categories, including personal care, home care, health and wellness, food and beverages, and agricultural products. Here's a brief overview of Modicare's product offerings:



- Personal care: Modicare offers a wide range of personal care products, including skincare, haircare, body care, oral care, and cosmetics. Some of the popular products in this category include:
- Fruit of the Earth: A range of skincare products made with natural ingredients like aloe vera, papaya, and cucumber.

- Essensual 20: A range of hair care products that nourish and strengthen hair.
- Schloka: A range of natural and organic cosmetics that are free from harmful chemicals.
- Home care: Modicare offers a range of home care products that are designed to keep homes clean and hygienic. Some of the popular products in this category include:
  - Washmate: A range of laundry products that are gentle on fabrics and tough on stains.
  - Fresh Moments: A range of air fresheners and room sprays that keep homes smelling fresh.
  - Sanjeevani: A range of cleaning products that are eco-friendly and safe to use.
- Health and wellness: Modicare offers a range of health and wellness products that promote overall health and wellbeing. Some of the popular products in this category include:
  - Well Amrit Shakti: A range of health supplements that are made with natural ingredients and boost immunity.
  - Cardio Active: A range of products that promote heart health and regulate cholesterol levels.
  - Fruit of the Earth Organic: A range of organic health supplements that are made with natural ingredients.
- Food and beverages: Modicare offers a range of food and beverages that are nutritious and tasty. Some of the popular products in this category include:

- Pulsate: A range of protein supplements that promote muscle growth and recovery.
- Altos Premium Instant Coffee: A range of premium instant coffee that is rich and flavorful.
- Unicity Nature's Tea: A range of herbal tea blends that promote digestion and detoxification.
- Agricultural products: Modicare also offers a range of agricultural products that promote sustainable farming practices. Some of the popular products in this category include:
  - Swayam: A range of organic fertilizers and pesticides that are safe for crops and the environment.
  - Kisan Utthan: A range of products that promote soil health and improve crop yield.
  - Gracious: A range of bio-stimulants and micronutrients that enhance plant growth and health.

### **Company Performance**

In terms of financial performance, Modicare has consistently shown steady growth over the years. In the financial year 2019-20, the company reported a turnover of Rs. 2,542 crores, which was an increase of 25% over the previous year. The company has also been profitable, with a net profit of Rs. 131 crores in the same year.

Modicare has also received several awards and recognition for its performance and contributions to the direct selling industry. In 2020, the company was ranked as the 13th

largest direct selling company in the world by the Direct Selling News Global 100 list. Modicare has also been recognized as a member of the Indian Direct Selling Association, which promotes ethical business practices and consumer protection in the industry.

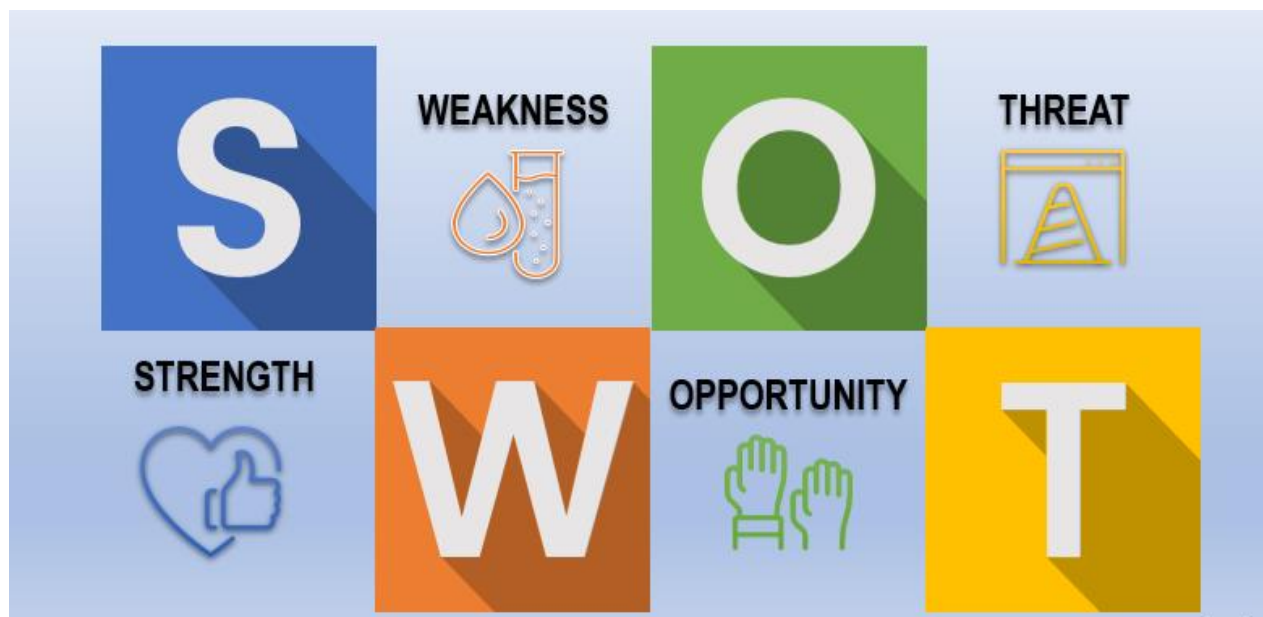
Industry	Beauty & Personnel care, Consumer goods and Manufacturing
Founded in	1996 (27 years old)
India Employee count	51-200
Global Employee Count	1k-5k
Headquarters	Delhi/NCR, Delhi, India
Office Location	Bengaluru, New Delhi, Jaipur
CEO	Samir Modi
Founder	Samir Modi
Types of company	Corporate
Nature of business	Product B2C
Ownership	Public
Registered Name	Modi care LTD
Company email ID	-----
Company Contact no	-----
Social Media Preference	Facebook, Instagram twitter
Website	Modicare.com





**MODICARE LIFESTYLE CENTRE**

## SWOT ANALYSIS



### Strengths

Strong brand reputation in the direct selling industry in India.

Wide range of health and wellness products, personal care products, home care products, and more.

Strong distributor network with over 4,000 distribution centers and over 1.2 million independent

direct sellers.

Robust training programs for direct sellers.

Strong customer loyalty and repeat purchase rate.

Strong financial performance, with reported turnover of INR 2,525 crore for the financial year 2019-2020

### **Weaknesses**

Strong brand reputation in the direct selling industry in India.

Wide range of health and wellness products, personal care products, home care products, and more.

Strong distributor network with over 4,000 distribution centers and over 1.2 million independent direct sellers.

Robust training programs for direct sellers.

Strong customer loyalty and repeat purchase rate.

Strong financial performance, with reported turnover of INR 2,525 crore for the financial year 2019-2020

### **Opportunities**

Strong brand reputation in the direct selling industry in India.

Wide range of health and wellness products, personal care products, home care products, and more.

Strong distributor network with over 4,000 distribution centers and over 1.2 million independent direct sellers.

Robust training programs for direct sellers.

Strong customer loyalty and repeat purchase rate.

Strong financial performance, with reported turnover of INR 2,525 crore for the financial year 2019-2020

### **Threats**

Strong brand reputation in the direct selling industry in India.

Wide range of health and wellness products, personal care products, home care products, and more.

Strong distributor network with over 4,000 distribution centers and over 1.2 million independent direct sellers.

Robust training programs for direct sellers.

Strong customer loyalty and repeat purchase rate.

Strong financial performance, with reported turnover of INR 2,525 crore for the financial year 2019-2020

### **Milestones**

- In 1998, Modicare launched its first health and wellness product, "Wellness Formula."
- In 2000, Modicare launched its first personal care product, "Essentials."
- In 2003, Modicare launched its first home care product, "Clean Up."

- In 2007, Modicare launched its "Flavia" range of premium perfumes.
- In 2013, Modicare launched "Fruit of the Earth," a range of organic and natural health and wellness products.
- In 2015, Modicare launched "Essentials for Men," a range of personal care products for men.
- In 2017, Modicare launched "Urban Color," a range of premium cosmetics.
- In 2018, Modicare became the first direct selling company in India to cross the INR 2,000 crore turnover mark.
  
- In 2019, Modicare won the "Direct Selling Company of the Year" award at the Indian Direct Selling Association (IDSA) Awards.
- In 2020, Modicare reported a turnover of INR 2,525 crore for the financial year 2019-2020.
- In 2021, Modicare launched "Salon Professional," a range of premium hair care products for salons.

**CHAPTER-3**  
**“LITERATURE REVIEW”**

Modicare is a direct selling company that offers a range of health, wellness, personal care, and home care products. The company was founded in India in 1996 and has since expanded its operations to several other countries. Modicare operates on a multi-level marketing model, where independent distributors are incentivized to sell the company's products and recruit new distributors. This literature review will examine various aspects of Modicare, including its business model, marketing strategy, and performance.

### **Business Model**

Modicare's business model is based on a direct selling model, where independent distributors sell the company's products directly to customers. This model allows the company to reduce distribution costs and reach a wide customer base. According to Kapoor (2019), Modicare has over 50,000 independent distributors in India, making it one of the largest direct selling companies in the country. The company's distributor network is spread across several cities and towns, and the company provides extensive training and support to its distributors. Modicare's compensation plan is also designed to incentivize distributors to sell more products and recruit new distributors. This model has allowed the company to achieve rapid growth and expand its operations to several other countries.

### **Marketing Strategy**

Modicare's marketing strategy is focused on building brand awareness and promoting its products through a mix of traditional and digital marketing channels. The company uses television and print media to advertise its products, and also engages in social media advertising and email marketing. According to a study by Arora and Bhardwaj (2020), Modicare has successfully used social media platforms like Facebook and Instagram to engage with its customers and build brand loyalty. The company also invests in customer engagement initiatives like loyalty programs, personalized product recommendations, and customer service. This focus on customer engagement has helped the company to build a loyal customer base.

## **Performance**

Modicare has achieved significant growth in the direct selling industry in India, with the company reporting revenue of INR 2,200 crore (approximately USD 300 million) in fiscal year 2020 (Modicare, 2020). The company has also expanded its operations to several other countries, including Nepal, Bangladesh, and the United Arab Emirates. According to Kapoor (2019), Modicare is one of the fastest-growing direct selling companies in India, with a compound annual growth rate (CAGR) of 19.5% over the past five years. The company's success can be attributed to its focus on product innovation, customer engagement, and distributor training and support.

However, Modicare and other direct selling companies have faced criticism from consumer advocacy groups for their business model, which some have described as a pyramid scheme. According to Rastogi and Shukla (2021), direct selling companies like Modicare have been accused of luring consumers into becoming distributors with promises of easy money, while the majority of distributors end up making little to no profit. This has led to increased regulatory scrutiny of the direct selling industry in India, with the government introducing new guidelines to regulate the sector.

## **Conclusion**

Modicare is a successful direct selling company that has achieved rapid growth and expansion in the Indian market and other countries. The company's focus on product innovation, customer engagement, and distributor training and support has allowed it to build a loyal customer base and achieve strong revenue growth. However, the direct selling industry as a whole has faced criticism for its business model, and increased regulatory scrutiny may impact the growth and profitability of companies like Modicare in the future.



**CHAPTER-4**  
**“RESEARCH METHODOLOGY”**

## **Need of Study**

- Understanding the company's success: Modicare has been able to achieve significant growth and success in the direct selling industry in India. A study of its marketing strategy would help to identify the key factors contributing to its success, such as its product offerings, distributor network, training programs, and customer engagement initiatives.
- Identifying areas for improvement: A study of the marketing strategy would also help to identify any weaknesses or gaps in Modicare's approach. For example, the company may need to develop a stronger digital presence or explore new distribution channels to reach younger consumers.
- Keeping up with changing market dynamics: The direct selling industry in India is evolving rapidly, with new technologies and changing consumer preferences shaping the landscape. A study of Modicare's marketing strategy would help the company stay abreast of these changes and adapt its approach as needed.
- Benchmarking against competitors: Modicare faces significant competition in the direct selling industry in India, with several established and emerging players vying for market share. A study of the marketing strategy would help the company benchmark its approach against competitors and identify opportunities to differentiate itself

## **Objectives of Study**

Analyzing the company's marketing mix: A study of Modicare's marketing strategy would help to analyze the various components of its marketing mix, including its product offerings, pricing strategy, distribution channels, and promotional activities.

Understanding the target market: Modicare primarily operates in the health and wellness segment, and a study of its marketing strategy would help to understand the target market and their needs, preferences, and behavior. This would include analyzing the demographics, psychographics, and buying behavior of the target market.

Evaluating the effectiveness of current marketing efforts: A study of Modicare's marketing strategy would help to evaluate the effectiveness of its current marketing efforts and identify any areas for improvement. This could include analyzing sales data, conducting customer surveys, and reviewing promotional campaigns.

Identifying new marketing opportunities: A study of Modicare's marketing strategy would also help to identify new marketing opportunities, such as expanding into new product categories, exploring new distribution channels, or launching new promotional campaigns.

Benchmarking against competitors: Modicare faces significant competition in the direct selling industry in India, and a study of its marketing strategy would help to benchmark its approach against competitors and identify opportunities to differentiate itself

## **Future Aspects**

Modicare has been growing steadily over the years and has established itself as a leading player in the direct selling industry in India. Here are some of the future aspects of Modicare:

**Expansion into new markets:** Modicare is currently focused on the Indian market, but there are opportunities for it to expand into new markets, both domestically and internationally. The company may explore new product categories or geographies to grow its customer base and increase its revenue.

**Digital transformation:** With the increasing popularity of e-commerce and social media, Modicare may need to embrace digital transformation to stay relevant and competitive. The company could leverage technology to enhance its customer engagement initiatives, improve its distribution channels, and streamline its operations.

**Innovation and product development:** Modicare has been successful in developing a diverse range of health, wellness, personal care, and home care products. The company may continue to innovate and develop new products to meet changing customer needs and preferences.

**Enhancing customer experience:** Modicare may focus on enhancing the overall customer experience through initiatives such as personalized product recommendations, better customer service, and loyalty programs.

**Sustainability and social responsibility:** As consumers become more conscious of environmental and social issues, Modicare may need to focus on sustainability and social

responsibility. The company could explore ways to reduce its environmental footprint, promote ethical sourcing and manufacturing, and support social causes that align with its values

### **HYPOTHESIS OF THE STUDY**

H<sub>0</sub>: The marketing mix of Modicare (product, price, place, promotion) has no significant impact on its sales performance.

H<sub>1</sub>: The marketing mix of Modicare (product, price, place, promotion) significantly impacts its sales performance.

H<sub>0</sub>: Modicare's target market does not perceive its products as unique or superior to those of its competitors.

H<sub>1</sub>: Modicare's target market perceives its products as unique or superior to those of its competitors.

H<sub>0</sub>: Modicare's current marketing efforts are not effective in reaching and engaging its target market.

H<sub>1</sub>: Modicare's current marketing efforts are effective in reaching and engaging its target market.

## **Strategy of modicare Company**

**Direct selling:** Modicare primarily relies on a direct selling model where independent distributors sell the company's products directly to customers. This allows the company to reach a wide customer base and also provides employment opportunities to a large number of people.

**Diversification:** Modicare has diversified its product portfolio to include health, wellness, personal care, and home care products. This allows the company to target a broader range of customer needs and preferences, and also helps to reduce the risk of overreliance on a single product category.

**Innovation:** Modicare and other similar companies constantly innovate and develop new products to meet changing customer needs and preferences. This helps to maintain customer interest and loyalty, and also helps to differentiate the company from its competitors.

**Marketing and advertising:** Modicare invests heavily in marketing and advertising to promote its products and brand. This includes both traditional advertising methods such as television and print media, as well as digital marketing techniques such as social media advertising and email marketing.

Customer engagement: Modicare and similar companies place a strong emphasis on customer engagement and building relationships with customers. This includes initiatives such as loyalty programs, personalized product recommendations, and customer service.

International expansion: Some companies like Modicare may expand their operations internationally to tap into new markets and increase their customer base. This can be achieved through partnerships with local distributors or through setting up subsidiary companies in new geographies.

**CHAPTER-5**  
**DATA COLLECTION**  
**&**  
**INTERPRETATION**



## **Customer Relation**

Modicare places a strong emphasis on building and maintaining customer relationships. The company's direct selling model relies on independent distributors who interact directly with customers, and the company provides extensive training and support to ensure that its distributors are able to deliver high-quality customer service. Additionally, Modicare has implemented several initiatives to engage with its customers and build brand loyalty.

One way that Modicare engages with its customers is through its loyalty program, Modicare Loyalty Club (MLC). The program rewards customers for their purchases and provides them with access to exclusive deals and promotions. According to Modicare's website, MLC members can earn loyalty points on every purchase, which can be redeemed for Modicare products or other rewards.

Modicare also provides personalized product recommendations to its customers through its "Product Advisor" feature on its website. Customers can input their skin type, age, and other relevant information, and the feature generates a list of products that are recommended specifically for their needs.

In addition to these initiatives, Modicare also provides customer service through various channels, including email, phone, and social media. The company's website includes a "Contact Us" page with information on how to reach customer service, and the company also has a dedicated customer service team that responds to inquiries and resolves issues.

Student Of MODICARE

## Competition

Modicare operates in the highly competitive direct selling industry, where there are many established players and new entrants vying for market share. Some of the key competitors of Modicare include:

**Amway:** Amway is one of the largest direct selling companies in the world, with a presence in over 100 countries. The company offers a wide range of health and wellness, beauty, and home care products.

**Herbalife:** Herbalife is a global direct selling company that specializes in nutrition, weight management, and personal care products. The company operates in over 90 countries and has a large network of independent distributors.

**Avon:** Avon is a direct selling company that offers a range of beauty, personal care, and home products. The company has a strong global presence and operates in over 50 countries.



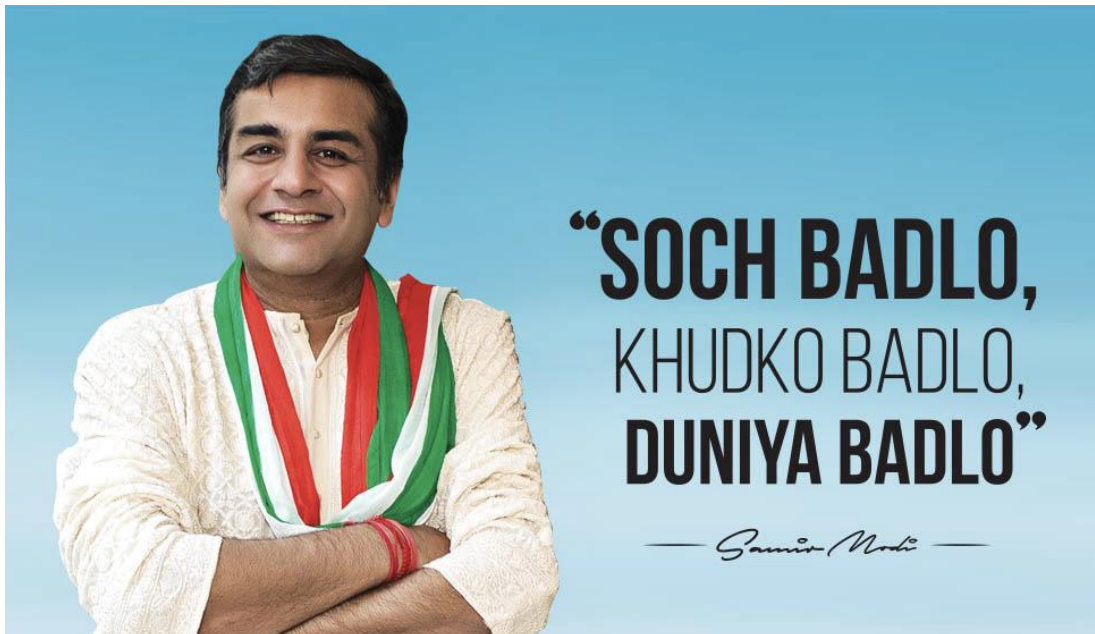
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Oriflame: Oriflame is a direct selling company that offers a range of beauty and wellness products. The company operates in over 60 countries and has a large network of independent consultants.

Tupperware: Tupperware is a direct selling company that specializes in food storage and preparation products. The company operates in over 100 countries and has a large network of independent sales consultants.

To compete in this crowded market, Modicare has developed a range of products that are competitively priced and differentiated from those offered by its competitors. The company has also implemented a strong marketing and promotional strategy to increase brand awareness and drive sales. Additionally, Modicare provides extensive training and support to its independent distributors, which helps them to deliver high-quality customer service and build lasting relationships with their customers. By focusing on these key areas, Modicare has been able to carve out a niche for itself in the highly competitive direct selling industry.

## Impact on Society



Modicare's marketing strategy has had a significant impact on society, particularly in India where the company is based. The company's direct selling model has created employment opportunities for thousands of people across the country, particularly in rural areas where job opportunities are limited.

By empowering independent distributors to sell its products, Modicare has helped to create a new class of entrepreneurs who are able to generate income and support themselves and their families. The company provides extensive training and support to its distributors, which helps to improve their business skills and enables them to succeed in the competitive direct selling industry.

In addition to creating employment opportunities, Modicare's products have had a positive impact on society. The company offers a range of health and wellness products that are designed to improve people's quality of life. For example, Modicare's range of Nutraceuticals includes products that support healthy aging, promote digestive health, and support cardiovascular health. The company's wellness products include personal care items, dietary supplements, and weight management products that are designed to help people lead healthier and happier lives.

Modicare's marketing strategy has also had a positive impact on the environment. The company has implemented several initiatives to reduce its carbon footprint and promote sustainable practices. For example, Modicare's manufacturing facilities use renewable energy sources and the company has implemented a waste management program to reduce its impact on the environment.





**CHAPTER 6**  
**COMPANY STRUCTURE**



## **Company Structure is divided into five parts**

- Top-level leadership
- Functional areas
- Business units
- Culture and values
- External factors

### **Top-level leadership**

Samir Modi - Founder and Managing Director: Samir Modi is the founder of Modicare and has been serving as its Managing Director since its inception in 1996. He has more than 30 years of experience in the direct selling industry and is responsible for guiding the overall strategy and growth of the company.

A. Modi - Director: A. Modi is a Director on the Board of Modicare and has been associated with the company since its early days. He has extensive experience in the direct selling industry and is responsible for overseeing the company's operations and ensuring its compliance with regulatory requirements.

Arvind Arora - Chief Executive Officer: Arvind Arora joined Modicare in 2016 as the CEO and has more than 25 years of experience in the consumer goods industry. He is responsible for leading the company's day-to-day operations and executing its strategic vision.

Sameer Jagga - Chief Operating Officer: Sameer Jagga joined Modicare in 2018 as the COO and has more than 20 years of experience in the consumer goods industry. He is responsible for overseeing the company's sales and marketing efforts and driving its growth in the Indian market.

## **Functional areas**

**Marketing:** Modicare has a strong marketing team that is responsible for creating and executing marketing campaigns that promote the company's products and services. The marketing team uses a variety of channels, including television, print, digital media, and events, to reach out to its target audience.

**Sales:** Modicare has a large sales force that operates on a direct selling model. The sales team is responsible for promoting and selling Modicare's products to customers across India.

**Operations:** Modicare has a robust operations team that manages the logistics, distribution, and supply chain activities of the company. The operations team is responsible for ensuring that Modicare's products are delivered to customers on time and in good condition.

**Finance:** Modicare has a strong finance team that manages the company's financial operations, including accounting, budgeting, and forecasting. The finance team ensures that the company's financials are in order and provides support to other functional areas of the company.

**Human Resources:** Modicare has a dedicated human resources team that manages the recruitment, training, and development of employees. The HR team also ensures that the company's policies and procedures are in compliance with local regulations.

**Information Technology:** Modicare has an IT team that manages the company's technology infrastructure and systems. The IT team is responsible for developing and maintaining the company's websites, mobile apps, and other digital platforms.

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Research and Development: Modicare has a research and development team that is responsible for developing new products and improving existing ones. The R&D team works closely with other functional areas of the company to ensure that the products meet customer needs and preferences.

### **Business units**

Personal care: Modicare offers a wide range of personal care products, including skin care, hair care, oral care, and grooming products. The personal care business unit is focused on meeting the beauty and personal care needs of customers.

Home care: Modicare offers a range of home care products, including cleaning solutions, air fresheners, and pest control products. The home care business unit is focused on meeting the household cleaning and hygiene needs of customers.

Nutrition: Modicare offers a range of nutritional supplements, including protein powders, vitamins, and minerals. The nutrition business unit is focused on meeting the health and wellness needs of customers.

Food and beverage: Modicare offers a range of food and beverage products, including health drinks, instant mixes, and snacks. The food and beverage business unit is focused on meeting the dietary needs of customers.

Agri inputs: Modicare offers a range of agricultural inputs, including fertilizers, pesticides, and seeds. The agri inputs business unit is focused on meeting the needs of farmers and agricultural businesses.

## **Culture and values**

Integrity is a key value at Modicare, and the company expects all of its employees and distributors to adhere to high ethical standards in all of their interactions with customers and other stakeholders. The company also encourages innovation and continuous improvement, and it invests heavily in research and development to create new and innovative products.

Customer satisfaction is another core value at Modicare, and the company is committed to providing exceptional customer service and support. The company believes that satisfied customers are the foundation of its success, and it works tirelessly to ensure that all of its customers are happy with their purchases.

Teamwork is also a key value at Modicare, and the company encourages collaboration and communication among its employees and distributors. The company believes that working together is essential to achieving its goals and delivering value to its customers.

In addition to these core values, Modicare also places a strong emphasis on social responsibility and giving back to the community. The company operates several charitable initiatives, including a program that provides education and nutrition support to underprivileged children.

## **External factors**

**Economic conditions:** The overall economic conditions of the country, including factors such as inflation, GDP growth, and consumer confidence, can impact Modicare's sales and revenue.

**Government policies:** Government policies related to taxes, import/export regulations, and direct selling regulations can also impact Modicare's operations and profitability.

Competition: Modicare operates in a highly competitive market, and the presence of strong competitors can impact the company's sales and market share.

Technological advancements: With the increasing use of technology in the direct selling industry, Modicare needs to keep pace with technological advancements to remain competitive.

Social and cultural factors: Social and cultural factors, such as changing consumer preferences and lifestyle trends, can also impact Modicare's sales and product offerings.

Natural disasters and global pandemics: Natural disasters and global pandemics, such as COVID-19, can impact Modicare's supply chain and operations, leading to disruptions in product availability and sales.

### **Limitation of Study**

- Limitation of time for Research study.
- Not having much information of Company.
- Their some information are which confidential in nature than cannot be availed for the purpose of study.
- The project is not provided to much marketing strategy of company

**CHAPTER-7**  
**“CONCLUSION”**

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The study of Modicare's marketing strategy has revealed that the company has developed a unique and effective approach to direct selling that has helped it to achieve significant success in the Indian market. The company's focus on empowering its network of independent distributors through training, support, and incentives has helped it to build a loyal customer base and achieve strong revenue growth.

The company's product portfolio is focused on health and wellness, which is a growing industry in India. Modicare's range of Nutraceuticals, wellness products, and personal care items are designed to meet the needs of a diverse customer base and provide them with high-quality, effective products that promote healthy living.

Modicare's marketing strategy is also notable for its focus on social responsibility and sustainability. The company has implemented several initiatives to reduce its carbon footprint and promote sustainable practices, which has helped to differentiate it from its competitors and build a loyal customer base that values ethical business practices.

**CHAPTER-8**  
**“RECOMMENDATION**  
**&**  
**SUGGESTION”**



## **Recommendations for Modicare's marketing strategy:**

Use a mix of traditional and digital marketing: Modicare can use a combination of traditional marketing methods such as print ads, billboards, and direct mail, along with digital marketing channels such as social media, email marketing, and search engine optimization (SEO) to reach a wider audience.

Focus on building brand awareness: Modicare should invest in building brand awareness through advertising and public relations campaigns. This can help the company stand out in a crowded market and establish itself as a trusted brand in the minds of consumers.

Leverage customer testimonials and social proof: Modicare can use customer testimonials and social proof in its marketing efforts to build trust and credibility. This can include featuring customer reviews and ratings on its website, as well as leveraging social media influencers to endorse its products.

Develop targeted campaigns: Modicare should develop targeted campaigns that focus on specific customer segments, such as women or health-conscious consumers. This can help the company tailor its messaging and product offerings to the needs and preferences of these audiences.

Offer promotions and incentives: Modicare can offer promotions and incentives, such as discounts, free samples, and loyalty programs, to encourage customers to try its products and remain loyal over time.

Emphasize the company's direct selling model: Modicare's direct selling model is a unique selling point that sets it apart from competitors. The company should emphasize this in its marketing efforts, highlighting the benefits of buying from a direct seller, such as personalized service and product knowledge.

Continuously monitor and adjust marketing strategies: Modicare should continuously monitor the performance of its marketing strategies and adjust them as needed based on consumer feedback, sales data, and market trends. This can help the company stay ahead of the competition and continue to grow over time.

### **Some additional suggestions for Modicare's marketing strategy:**

Develop a strong online presence: In today's digital age, having a strong online presence is critical for any business. Modicare should focus on developing a robust website and social media presence, including active engagement with customers on platforms like Facebook, Instagram, and Twitter.

Focus on education and product knowledge: Modicare's products are designed to promote wellness, personal care, and home care. As such, the company should focus on educating consumers about the benefits of its products and providing detailed product knowledge to help customers make informed purchasing decisions.

Build relationships with direct sellers: Modicare's direct selling model relies on a network of independent sellers who promote and sell the company's products. Modicare should focus on building strong relationships with these sellers, providing them with the resources and support they need to be successful.

Invest in influencer marketing: Influencer marketing has become an increasingly popular way for companies to reach a wider audience. Modicare should consider partnering with influencers in the health and wellness space to promote its products and build brand awareness.

**Leverage user-generated content:** User-generated content, such as customer reviews and social media posts, can be a powerful tool for building trust and credibility with potential customers. Modicare should encourage customers to share their experiences with its products on social media and other channels.

**Focus on sustainability and social responsibility:** Consumers today are increasingly interested in supporting companies that are committed to sustainability and social responsibility. Modicare should emphasize its commitment to these values in its marketing efforts, highlighting its eco-friendly packaging, responsible sourcing practices, and charitable initiatives.

**Use data to inform marketing decisions:** Modicare should use data analytics to inform its marketing decisions, tracking key metrics such as customer acquisition cost, customer lifetime value, and conversion rates. This can help the company optimize its marketing campaigns and improve overall ROI.

**CHAPTER-9**  
**“BIBLOGRAPHY”**

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- ✓ <https://www.modicare.com/>
- ✓ <https://www.quora.com/>

**CHAPTER-10**  
**“ANNEXURE”**

## Questionnaire

1. How satisfied are you with the quality of company facilities?

- Satisfy
- Moderate satisfy
- Not satisfy

2. How often do you purchase company products?

- Rarely use
- Many time use
- Do not use

3. What factors influence your decision to purchase company products?

- Quality
- Price
- Pattern

4. How would you rate the overall value of company products?

- Low
- Middle
- High

5. How likely are you to recommend company products to others?

- High recommended
- Not recommended
- Don't know