

### Student Corner

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Medimix is an Indian brand of Ayurvedic herbal soap manufactured and marketed by Cholayil, a Chennai based company. The brand was founded by Dr. V.P. Sidhan in 1969. Dr. Sidhan who belonged to a family of Ayurveda practitioners from Trichur, Kerala. His ancestors as Ayurveda practitioners had effectively practiced their profession for generations and the doctor took one of the old formulations that his ancestors used for treating skin diseases and successfully made it soap and a brand name came into existence. Late Dr. Sidhan worked as a physician with the Indian Railways. His education in allopathic medicine and his knowledge of his ancestral skill, combined to produce a performing brand that is Medimix is today

In 2011, Medimix was adjudged the 87<sup>th</sup> most trusted brand in India and the 15<sup>th</sup> most trusted brand in the 'personal care' category according to the Brand Equity Survey conducted by the Economic Times. Employees of AVA Cholayil Health Care Pvt. Ltd. starts their day with a 15-minute yoga session.

#### Ingredients of Medimix soap include:-

- Andropogon muricatus, Hemidismus indicus and coriandrum sativam prevent prickly heat.
- Plumbago resea and Berberis aristata prevent pimples. Holarrtiena antidysentrica, Cuminum Cyminum, Embelia ribes, Celastrus paniculatus, Zingiber Zerumbet, Nigella Sativa and Smilax china Deodorize and beautify the skin.

- Chitraka 225 mg, Vanardraka 108mg, Sariba 12mg, Chopchini 6mg, Nimba Twak 4mg, Dhuru Haridra 2mg, Vacha 2mg, Usheeram 2mg, Dhanyaka 2mg, Jeeraka 2mg, Vidangam 2mg, Yashtimadhu 2mg, Kutaja 2mg, Jyothismathi 2mg, Devadaru 2mg, Krishna Jeeraka 2mg, Bakuchi 2mg, Guggulu 1.75mg. In soap base made from coconut oil, natural oils, and perfume and approved color.
- Cedrus deodara and Melia azadiractita are Natural Antiseptics.
- Acorus Calamus, Psoralea corylifolia and Glycyrrhiza glabra prevent dandruff.

#### Benefits of Medimix Soap:-

- Prevents skin infection.
- Protects skin from problems like lack heads, pimples, itches, prickly heat.
- Controls dandruffs.
- Controls body odor.
- Safe, effective skin and hair cleanser.

#### Medimix Poised for Pan-India presence:

The cholayil group, manufactures of Medimix and Cuticura talcum powder, is working out a new business strategy to increase the market share of its brands.

The company plans to enter into newer product categories in the skin – care domain by using the brand extension option for both Medimix and Cuticura.

Mr. MC Anand Kumar, Senior Vice- President , Sales and Marketing, Dorcas Market Makers, A cholayil company that markets Medimix, said: “We are working out an expanding our product offering beyond soaps. We would look to introduce new products in the skin care category in the Ayurvedic domain by the next fiscal.”

Recently, the company re-launched Medimix in a new packaging after 36 years. The objective, Mr. Kumar said, was to make the soap brand contemporary so as to appeal to the younger generation and other consumers, and also to be able to leverage on the brand to include variants and extensions.

The company has also launched a glycerin variant of the Medimix soap, for “dry skin”, in the northern and eastern markets.

Cholayil is also planning a pan- India launch of its products. “We have stepped up distribution of our products in the markets where we have a

relatively smaller presence, mostly the north and east,” Mr Kumar said while Medimix would be made available across the country by July, Cuticura would be rolled out nationally in the next three months.

Presently, Cuticura is available largely in the southern region and in select retail stores in Mumbai, Delhi and Kolkata.

Cholayil’s turnover last year was Rs. 16 crore, of which Medimix soap alone contributed to Rs. 140 crore to its overall business. The company is, however, aiming to make Medimix a Rs. 240 crore brand in the next two years. The rise of ava cholayil health private limited, a traditional business house of South India into one of India’s trusted brands has been phenomenal. This is also an example how traditional companies which are deep rooted in culture offering traditional solutions can also utilize their core competencies and prove that their product is also a successful business proposition.

