

CHAPTER – 2

SCENARIO OF CONSUMER DURABLES AND NON-DURABLES

2.1 CONSUMER DURABLES AND NON-DURABLES PRODUCTS

a) Consumer Durable products:

The name itself suggests that the durable products are long sustainable goods that are able to last really, for a longer duration without leaving its original functionality for which it is meant. In nut shell, **“The goods which remain for a longer time are known as consumer durables.”** The consumer durable product are categorised as several times or repeatedly used consumer goods say car, furniture, consumer electronics goods, machinery, motor bike etc. The durable product or goods are not to be purchased oftenly as more expensive. These are typically purchased over a long period of three or more years between successive purchases.

b) Consumer Non-Durables products:

Unlike consumer durable products, the non-durable products are not meant for repeated use and are consumed once it is used. The non-durable goods are thus, intended to consume for shorter period of time. In nut shell **“Generally Non-Durables are the goods which are consumed within a short time”** The non-durable goods are typically a single used or consumed goods expected to be consumed or used within three years or lesser period hence, are repeatedly purchased as low expensive, say toothpaste, tea, cosmetics, house hold cleaning products, soaps, drinks, foods etc.

The consumer non-durable goods are generally characterised by:

- Consumer non-durable goods refer as FMCG (Fast Moving Consumer Goods) required daily or frequent consumption of products.
- Hence, non-durable product sales fastly at the shops/ counter.

- Generally, consumer takes less time and effort for deciding the goods to be purchased, Band loyalty dimensions effects here.
- Non-durable goods are relatively high volume consumption pattern and having low cost value.
- Mainly the non-durable goods segment contains households products, personnel care products, food items etc.

2.2 NON-DURABLES PRODUCTS MARKET (SOURCE: INDIAN BRAND EQUITY FOUNDATION: SEPTEMBER, 2021)¹

- FMCG market will be boosted by high level of income.
- Considering the Indian economy, the fourth largest sector is the FMCG sector.
- FMCG market will be the fifth largest market by 2025.
- By 2025, US\$220 billion, the FMCG market is expected to reach.
- Rural segment share in revenue is accounted for 45%.
- FMCG market is going to be driven by Rural Consumption.
- The FMCG sector revenue growth is increasing day by day.

2.3 ADVANTAGE INDIA – NON-DURABLES SECTOR

- Growth of Demand: FMCG companies are increasing in rural areas as demand rise in quality products is there in rural areas.
- Investments Rise: Companies have started investing in FMCG sector.
- Attractive Opportunities: A room for growth is been offered due to the low penetration levels in rural market. Direct cash transfer scheme in Rural India has increased disposable income.
- Policy Support: US\$100 million in India is the minimum capital investment requirement for foreign FMCG companies.

2.4 MARKET OVERVIEW OF NON-DURABLES SECTOR

GROWTH DRIVERS FOR INDIA'S NON-DURABLES SECTOR

- Moving towards standardized market: People are attracted towards standardized products as the awareness of brands has increased.
- Piercing Increase: All the year round, demand for non-durable products exists, so investors are investing in this market.
- Increase in Demand of Branded Products in Rural Markets: High ambitions of rural people have increased the demand for branded products.
- Quick Approach: Online Marketing has also started selling of FMCG products.

2.5 DURABLES MARKET (SOURCE: INDIAN BRAND EQUITY FOUNDATION: SEPTEMBER, 2021)¹

In FY 15, CAGR of 14.8% to US \$ 12.5 billion of consumer durables is expected to enlarge further. A CAGR of 25% to US \$ 6.4 billion in FY15 is forecasted to enlarge as the rural and semi-urban demand is increasing.

2.6 ADVANTAGE INDIA – CONSUMER DURABLES

As the Indian economy is growing; one of the quickest thriving industries is Indian consumer durables industry.

2.7 MARKET OVERVIEW OF CONSUMER DURABLES

The rural market sector offers the tremendously vast market potential for the consumer durable products in India. It is evident from the fact that about 70 per cent of the total population lives in the villages of rural area. The rural market is growing faster than the urban markets. In spite of higher annual growth rate of rural market about 25 per cent against the urban market of 7-10 per cent. The penetration level for rural area is minimum, which indicates the huge untapped potential at rural areas. Owing to the increasing consumption trends and potentially higher rural market size, the rural area market generates the attractive investment opportunities to the consumer durable product marketing companies, which evident from the fact that some of renown largest consumer

durable product companies in India tapped at least one-third rural consumers particularly in the product segment of television, refrigerators, mobiles and two wheeler market.

Air conditioner market in India was estimated to be approximately. ₹ 12, 568 crore as of FY 20. Likewise, a ₹ 17,873 crore domestic appliances market and ₹ 5,976 crore electronics market existed. Washing Machines and Refrigerators import was 20% of domestic market. Air Conditioner's import during the year was 30% of the demand in FY20. In 2019, the market size was 145 lakh units while it was then anticipated to enlarge to 275 lakh units in 2025. In FY20 the refrigerator production was 122.70 lakh units which were anticipated to reach 275 lakhs by 2024-2025. By 2024, the India's television industry is estimated to reach 826 billion Indian Rupees and it was approximately 720 billion Indian Rupees in 2021. After Liberalization, the Indian two wheeler industry has grown at a faster rate. The prediction for the period of 2020-2025 is that by the end of 2025, the two wheeler's sale will reach to 26.6 million units, which were 21.2 million units in 2019. In 2021, the market size of smartphone was computed at US\$ 139 billion; by 2028 it is expected that it will increase to US\$ 281 billion leading to a 10.5 % boosting of CAGR.

As per National Family Health Survey (NFHS-5), in rural area the numbers household with mobile phones are 89 % and 97% in urban areas.

2.8 RURAL MARKET SCENARIO ACCORDING TO VARIOUS REPORTS

An Accenture report (2013)² masters of rural markets states, "India's rural markets represent an opportunity no company can afford to ignore". It says that rural markets are growing at rates faster than urban areas, and rural consumers are beginning to buy lifestyle products. Moreover, the purchasing preferences of rural consumers of India are more and more diverting to branded high quality products. "Between 2009 and 2012, spending in rural India reached US\$ 69 billion, significantly higher than the US\$ 55 billion spent by urban populations". Looking to this changing scenario of rural markets, the companies attempt to create advance strategies to build brand loyalty and trust of the rural consumers

to obtain the benefits of rapidly developing opportunities in Indian rural markets.

All India Sixth Economic Census Report (2013)³ states that 59.48% establishment were found to be located in rural area and about 40.52 % establishment were in urban area. During the period of fifth economic census (2005) to sixth economic census (2013), the growth rate of about 38.37% were recorded in rural area, agriculture establishment grew with the rate of 115.98%. In case of employment, 51.71 % were employed in rural areas and 48.29% in urban areas. In rural areas, 34.73% establishment were found engaged in agriculture activities, most of which maximum share were in Gujarat and followed by Maharashtra, where as 65.27% were engaged in non-agriculture activities. Regarding the employment, 51.71% employed in rural areas, out of which 31.01% employment in the agriculture activities and 68.99% worked in non-agriculture activities. The share of female employment out of total employment is about 25.17% and mostly from rural areas around 61.90%. In non-agriculture activities about 65%, major activities like retail trades, manufacturing and other service activities have their contribution majorly in rural areas.

A Deloitte (2014)⁴ report states “Rural and semi-urban areas will be key drivers of India’s economic strength in the coming years, providing markets for a wide range of products and services. The value of rural India’s consumer goods market is expected to rise to US\$ 100 billion by 2025.”

McKinsey’s report (2207)⁵ Bird of Gold expects incomes to triple by 2025, and while “the new wealth and consumption will be created in urban areas, rural households will benefit too.”

2.9 CHANGING TREND IN RURAL MARKET FOR DURABLES & NON-DURABLES PRODUCTS

Rural consumers in terms of upgrading to a better life due to increased purchasing power, the consumers are trending up in most of the durables and non-durable products categories. The survey of Accenture reported that mostly 42 per cent rural area respondents agreed for the product up gradation due to increased expenditure for branded product categories to satisfy their needs and desires of obtaining the better features product quality to improve life comfort and elevate the social status. The reason behind changing trend is that the rural consumers now understand the implications of penny non-branded purchase and hence not desires to compromise on reliability and quality of product.

The following figure shows the changing trends from traditional simple product to more life styled sophisticated featured products.

Figure-2.1: Changing Trends of Consumer Durable Product in Rural areas

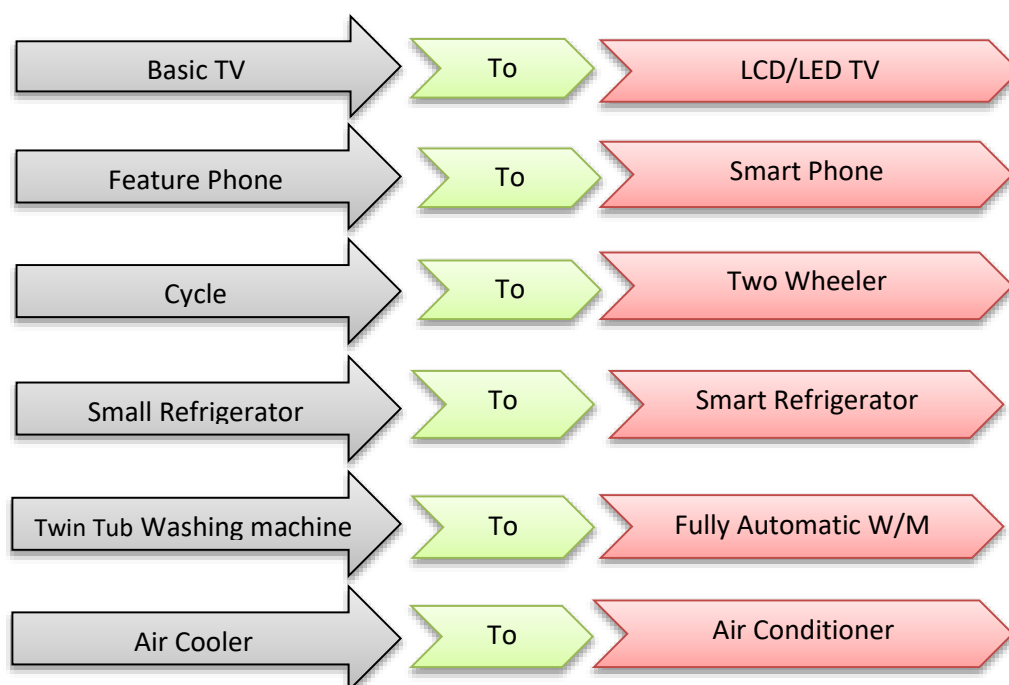
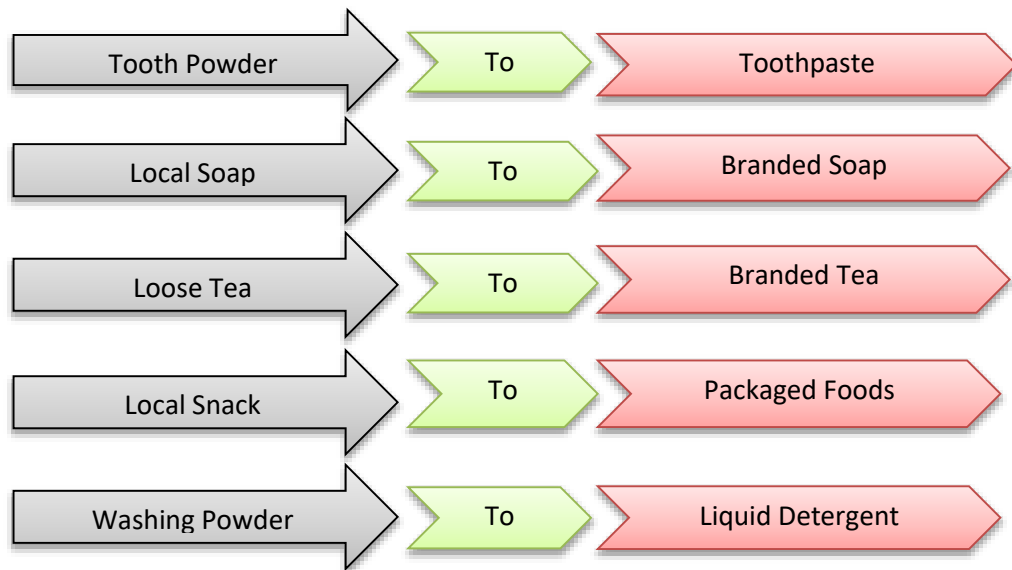


Figure-2.2: Changing Trends of Consumer Non-Durable Product in Rural areas



2.10 PROFILE OF THE RESEARCH AREA - WESTERN INDIAN RURAL MARKET

The rural market of western India includes the states of Gujarat surrounded by Maharashtra and Goa to the south west as per the Ministry of Home affairs. The state of Maharashtra is the third largest state in India.

As per (Economic Survey of Maharashtra 2021-22) ⁶ and (census 2011)⁷:

- ✓ The Maharashtra state contributes 9.28% to populations of India.
- ✓ The state of Maharashtra presently consists of 36 districts, comprising of majorly 6 divisions.
- ✓ There are 42267 villages and 378 urban centres in Maharashtra.
- ✓ The geographical area covers about 3.08 Lakh sq. km, 2nd rank by populations and 3rd in terms of geographical area.
- ✓ The rural populations were 54.78 per cent out of which 51.24 per cent females and 48.76 per cent males. Urban population 45.22 per cent.
- ✓ Rural households of about 11.1million
- ✓ The department of rural development through the various district development agencies are implementing special rural development schemes.

- ✓ Agriculture and farming creates 12 lakhs employment.
- ✓ Most of the rural area is connected with the infrastructures and road facilities.
- ✓ The important infrastructure facility is the rural telecommunication which is sufficiently available.
- ✓ Moreover, the adequate network of power supply attracts the investments, supports development of various industries in rural areas.
- ✓ About 58.8 per cent of households have Television sets.
- ✓ About 69.1 per cent of households have Mobile.
- ✓ According to National Family Health Survey (NFHS-5) conducted during 2019-2021, the shares of households having two wheelers were 53.9 per cent.

As per (Statistical outline of Gujarat 2016)⁸ and (census 2011)⁷:

- ✓ The Gujarat a state contributes 4.99% to populations of India.
- ✓ The state of Gujarat a presently consists of 33 districts.
- ✓ There are 18618 villages and 242 urban centres in Gujarat.
- ✓ The geographical area covers about 1.96 Lakh sq. km, 9th rank by populations and 5th in terms of geographical area.
- ✓ The rural populations were 57.40 per cent (live in villages of rural area) out of which 48.76 per cent females and 51.30 per cent males. Urban population 42.60 per cent.
- ✓ Rural households of about 9.292 million
- ✓ The Rural development department are implementing sustainable and inclusive growth of rural areas of Gujarat through a multi-pronged strategy.
- ✓ Agriculture and farming creates 41.49% of total employment in 2020 as per ILO estimates.
- ✓ Widely, the rural area is connected with the infrastructures and pakka road facilities.
- ✓ The important infrastructure facility is the rural telecommunication which is greatly available.
- ✓ Moreover, the required connectivity for electricity creates the opportunities of industrial developments in rural areas.

- ✓ About 53.8 per cent of households have Television sets.
- ✓ About 59.0 per cent of households have Mobile. According to Cellular Operators Association of India (COAI), as on June 2019 there are 6.8 crores mobile users.
- ✓ According to National Family Health Survey (NFHS-5) conducted during 2019-2021, the shares of households having two wheelers were 61.1 per cent.

As per (Economic Survey of Goa 2021-22)⁹ and (census 2011)⁷:

- ✓ The Goa state contributes 0.12% to populations of India and geographical area of less than 0.11 per cent of India's total size.
- ✓ The state of Goa a presently consists of 2 districts divided into 12 talukas.
- ✓ There are 188 villages and 58 urban centres in Gujarat.
- ✓ The geographical area covers about 3702 sq. km, which covers 2937 sq. Km rural area and 765 sq. Km urban area.
- ✓ 37.82 per cent rural populations lives in villages, out of which 50.08 per cent females and 49.92 per cent males. Urban population 62.18 per cent.
- ✓ Rural households of about 12.80 million
- ✓ The Goa District Rural development department are implementing sustainable and inclusive growth of rural areas of Goa through a multi-pronged strategy.
- ✓ The gross value added by Agriculture and farming is 59.86 %.
- ✓ Most of the, the rural area is connected with the infrastructures and pakka road facilities.
- ✓ The important infrastructure facility is the rural telecommunication which is greatly available.
- ✓ Moreover, the required connectivity for electricity creates the opportunities of industrial developments in rural areas.
- ✓ About 81.00 per cent of households have Television sets.
- ✓ Goa about nearly 70% rural households have refrigerator.
- ✓ According to National Family Health Survey (NFHS-5), about 99.0 per cent of households have Mobile.
- ✓ According to (NFHS-5), the shares of households having two wheelers were 86.7 per cent.

Table No- 2.1: Abstract of populations of western rural India

Sr No	State of Western India	Total populatio n (in `000)	Rural populatio n (in `000)	Percentage of total population s	Rural Village s	Urban Centre s
1	Gujarat	60439	34670	57.40%	18618	242
2	Maharashtr a	112374	61558	54.78%	42267	378
3	Goa	1459	552	37.82%	188	58
	Total	174273	96781	55.54%	61073	678

(*As per Census 2011)

2.11 INDUSTRIAL PROFILE OF TOP 10 CONSUMER NON-DURABLES PRODUCTS COMPANIES IN INDIA

Table-2.2: List of Top 10 Non-Durables Products Companies in India

Sr. No.	Company Name
1.	Hindustan Unilever Ltd
2.	ITC Ltd
3.	Nestle India Limited
4.	Britannia Industries Ltd
5.	Godrej Consumer Products Ltd
6.	Patanjali Ayurved Limited
7.	Dabur India Ltd
8.	Marico Ltd
9.	Varun Beverages Ltd
10.	GlaxoSmithKline Consumer Healthcare Ltd

Source: <https://indiancompanies.in> Accessed 16th April 2022¹⁰

1. Hindustan Unilever Ltd (HUL):



HUL is one of the India's largest consumers non-durable product company, with its historical Presence in our country since more than 80 years. HUL founded in 1933 with its headquartering at Mumbai, Maharashtra. Over 90%

of the Indian households consume HUL brands of non-durable products. HUL has 44 product brands with 14 categories. HUL manufactured its product according to the taste & preference of the consumers both urban and rural markets of India

Various product divisions:

- Home Care
- Personnel Care
- Beauty Care
- Foods Products
- Refreshments
- Tea & beverages

2. ITC Limited:

ITC Limited established in 1910 with its headquarter at Kolkata. The company is diversified across various industries like consumer non-durable products, cigarettes, paperboards, hotel, software, and agribusiness. Hence, the company has 13 businesses in 5 segments. Retails outlets about 6 millions.



ITC had annual turnover of 10.74 dollar billion as of 2019-20. Market capitalization of 35 dollar billion.

3. Nestle India limited:



The nestle India Limited company incorporated in 1959 with its headquarter at Gurgaon, Haryana. The company is having one of the

Largest number of consumer's non-durable product segment. The company has 9 manufacturing facilities at various locations of India. The company's product range includes:

- Chocolates
- Food products
- Beverages
- Confectionaries

4. Britannia Industries Ltd:

- Britannia Industries Limited Company is the India's top leading Consumers non-durable company with legacy of more than 100 years. Britannia brand products are most trusted consumers products. The most favorite brands are:
 - Good day
 - Tiger
 - Nutri Choice
 - Marie Gold
 - Milk Bikis



The retails outlets are about 5 million and reach more than 50% of household. The Product portfolio covers:

- Cakes
- Biscuits
- Breads
- Rusk
- Dairy Products

5. Godrej Consumer Products Ltd:



The Godrej Consumer Products Ltd (GCPL), a leading FMCG manufacturing company, founded in 2001 and headquarters at Mumbai, Maharashtra. GCPL has wide spread network of distribution in both segment of urban as well as rural market.

The major distributor's network named `Sampark` through ERP system covers around 6.50 lakhs retailers. The favorite categories of products are:

- Liquid detergent category
- Hair color category
- Soaps Category
- Saving cream category
- Talcum Powder category

2.

6. Patanjali Ayurved Limited:

Patanjali Ayurved Limited, a Manufacturing Company was founded in 2006 with headquarters at Haridwar, Uttarakhand. The main focus of the company is to develop a healthy society through Yoga and Ayurved particularly in Urban and rural areas. The company identifies agriculture and farmers as the assets and gives opportunities to rural market for herbal and organic products on contract farming, supporting to raise their income level.



The company have a wider network of authorised Patanjali Stores and retail shops. The core specialize products are:

- Natural Food products
- Ayurvedic Medicine items
- Herbal Home Care
- Natural Personal Care

7. Dabur India Ltd:



The Dabur India Ltd is largest and leading Ayurvedic and Natural Health care manufacturing company with headquarter at Ghaziabad, Uttar Pradesh, established in 1884 with more than 130 years rich heritage and experience. Dabur fall under 7th top Fast moving consumer goods brands in India in 2019.

The mission of Dabur is to provide effective and affordable range of products to rural people of far flung villages.

The company has wider range of products a under:

- Health Supplement
- Hair Care
- Oral Care
- Digestive
- Skin Care
- Home Care
- Food products
- Energy products
- Ethical products

8. Marico Ltd:

The Marico is the consumer goods manufacturing company in wellness and beauty sector, founded in 1990. The company has escalated itself as a leading consumer non-durable product over a period of 25 years.

The Product portfolio expanded across:

- Skin Care
- Hair Care
- Edible Oils
- Healthy Foods
- Fabric Care
- Male grooming



The leading brands of non-durable products are:

- Saffola
- Parachute
- Hair & Care
- Nihar Naturals
- True root
- Livon
- Coco Soul
- Set Wet
- Kaya Youth

9. Varun Beverages Ltd:



The Varun Beverages are the India's largest carbonated Soft drinks and non- carbonated

Company carbonated beverages manufacturing company, under the trade mark of PepsiCo and leading beverage industry. Founded in 1925 and headquarters at Gurgaon, Haryana

The mission being a growth oriented organisation offering best quality & refreshing product to every consumers of India. The favourite brand of product:

- Pepsi, Seven-up, Mirinda
- Mountain Dew, Sting
- Nimboo & Evervess soda
- Dukes Soda
- Tropicana/ Slice/ Frutz
- Quaker Oat Milk
- Seven-up Nimbooz
- Packaged Drinking Water

10. GlaxoSmithKline Consumer Healthcare Ltd:

The GSK is one of the largest consumer health care companies. It is one of the leading Over-The-Counter (OTC) medicine company. Leaders in market specialist Oral care products. The mission of the company is to help people to do more, feel better and live longer. The company is older one and heritage of over 160 years.



The product range includes:

- Heart diseases
- Asthma Infection.
- Skin diseases
- Diabetes
- Oral care products

2.12 INDUSTRIAL PROFILE OF TOP 10 CONSUMER DURABLES PRODUCTS COMPANIES IN INDIA

Table-2.3: List of Top 10 Durable Products Companies in India

Sr. No.	Company Name
1.	Whirlpool of India Ltd
2.	Voltas Ltd
3.	Honeywell Automation India Ltd
4.	Crompton Greaves Consumer Electrical Ltd
5.	Blue Star Ltd
6.	Bajaj Electricals Ltd
7.	Dixon Technologies (India) Ltd
8.	IFB Industries Ltd
9.	Johnson Controls-Hitachi Air Condition India Ltd
10.	Amber Enterprises India Ltd

Source: <https://indiancompanies.in> Accessed 16th April 2022¹⁰

1. Whirlpool of India Ltd:



The whirlpool is popular consumer durable manufacturing company with headquarters at Guru Gram, Haryana and established in the year

of 1960. The company is having quality of product & brand leadership, Operational Excellence, Innovation expert, Diversity inclusion, Social responsibility and Environmental sustainability. The company is leading manufactures & marketers of major home appliances like:

- washing machines
 - Refrigerator
 - Microwave ovens
 - Air conditioner, for Rural & Urban population.
- The company is committed to serve the consumers with forward looking solutions.

2. Voltas Ltd:

The Voltas Limited is an Indian multinational consumer electronics and home appliances manufacturing company, headquartered in Mumbai, Maharashtra. The company was established in 1954. The company is supporting for rural electrification and infrastructure developments.

The company has leadership in following product:



- Air Conditioners
- Air Coolers
- Refrigerator
- Washing Machines
- Dish washers
- Microwave Ovens
- Air Purifiers
- Water dispenser

3. Honeywell Automation India Ltd:



The company is providing integrated software and

automation solutions, including building, environmental & process solutions. The company incorporated in 1984 and registered office at Hadapsar, Pune. The company is striving to make consumers product smarter, safer and more sustainable.

4. Crompton Greaves Consumer Electrical Ltd:

The company is leading durable consumers manufacturing with rich legacy of more than 90 years of brand, committed to superior quality, reliability, good engineering capabilities and inspires on immense amount of trust.



The company is mainly operates in two segments for electrical consumer durables and lighting products under the brand name of 'Crompton'.

5. Blue Star Ltd:



The company is leading manufacturer of consumable durable products and have wide spread channel partners of about 4000. The company is committed to offer after-sales services to the consumers and offers end- to- end

solutions its customers, which evident the significant competitive benefits to the company in the market place. The consumer durable product portfolio covers:

- Air-Conditioner
- Refrigerators
- Hot & Cold Water Purifiers
- Air-Purifiers
- Air Coolers

6. Bajaj Electricals Ltd (BEL):

The BEL is globally renowned and trusted company incorporated in the year 1960 corporate office at Mumbai, Maharashtra. The company serves consumers with



Approximate 500 customer care offices scattered in various parts of country. The mission of the

company is 'Enhancing quality of life and bringing happiness with sustainability and tagline is 'inspiring trust' is a value'.

The product portfolio includes wide range of appliances:

- Home comfort-Room Heaters, Air Coolers, iron, Water Heater.
- Home Essentials- Fan, Lightings.

- Food Preparations- Mixer Grinders, Hand Blenders, Juicer

7. Dixon Technologies (India) Ltd:



The Company is an Indian multinational providing electronics manufacturing service, corporate office at Noida Uttar Pradesh, established during 1993. The vision of the company is to emerge as the largest and most cost effective complete service provider for consumer electronics in the

Mixer Grinders, Food Processor, Chopper, Wet Grinder,

- Breakfast & Snacks- Coffee Makers, Juicers, Electric Kettles, Pop up Toaster, Air fryers, Sandwich Makers
- Cooking Essentials- Induction Cookers, Gas Stoves, Electric Cookers, Microwave, OTG, pressure Cookers, Pan and Tavas.

domestic markets. This company had been pioneer in manufacturing of colour television and had launched first colour television in India, under the brand name of Western. The companies contract manufacturing range of products includes:

- Smart Mobile Phones
- Smart Television
- Washing Machines
- LED lamps & bulbs
- CCTV Security System
- Air Conditioners

8. IFB Industries Ltd:

The IFB Limited Company is known to be as one of the top most



Consumer's durable companies in India. The company originally incorporates as Indian Fine Blanks Limited in the year 1974 with its headquarter at Kolkata, West Bengal. The company operates in two segments - Engineering and Home appliances. The company operates in franchise strategy and have about more than 650 franchises.

The major range of product includes:

- Washing Machines
- Air Conditioners
- Micro wave Ovens
- Chimneys & Hobs
- Dish Washers
- Clothes Dryers

9. Johnson Controls-Hitachi Air Condition India Ltd:



The Johnson Controls-Hitachi is the global air-conditioning manufacturers established as joint ventures of Johnson Controls and Hitachi home.

An appliance combines to have rich heritage of experience and innovative technologies. The company is committed to provide quality products and services solutions to the consumers of India. The company provides services to consumers with most divorced product portfolio particularly in residential as well as commercial air conditioning solutions.

10. Amber Enterprises India Ltd:

The company is a prominent service provider particularly in the field of Air-Conditioning industry in India. The company is operational since 1990 with corporate office at Gurgaon,



Haryana. The company is one stop solution providers in residential air-conditioners.

The company offers energy efficient Split and window AC and non-AC accessories.

2.13 A LIST OF WIDELY USED CONSUMER DURABLE PRODUCTS:

The consumer durable industry is classified broadly in to two categories namely, Consumer Appliances group and Consumer Electronics group. The Consumer appliance group further, sub-categories into White and Brown goods segmented as under:

Table-2.4: Widely Used Durable Products

White Goods	Brown Goods / Kitchen Appliances	Consumer Electronics
Air Conditioners	Cooking Products Range	Televisions
Washing Machines	Chimneys	Electronics Accessories
Air-conditioning	Mixers and Grinders	Personal Computers
Refrigerators	Electrical Fans	Mobile Phones
Speaker and Audio Systems	Microwave Ovens	Digital Cameras
Other Domestic Appliances	Irons	MP3, DVD Players

2.14 A LIST OF WIDELY USED NON-DURABLE PRODUCTS:

Table-2.5: Widely Used Non-Durable Products

Eatables	Non-Eatables
Chocolates	Perfumes
Biscuits	Bathing Soap
Eatable Oil	Shampoo
Energy Drinks	Detergent Powder
Atta	Talcum Powder
Wafers	Tooth Paste
Chew Gum	Hand Wash
Juices	Hair Oil
Ready to Eat Packs	Hair Dye
Instant Noodles	Deodorants
Instant Pasta	Cold cream
Cookies	Face Wash
Pie Cakes	Agarbattis
Ice Cream	Safety Matches

Health Drinks	Note Books
Tea	Stationery Items
Coffee	Nail Polish
Soft Drinks	Hand Sanitizer
Ketchup	Fabric Softener
Jam and Jellies	Toilet Cleaner
Butter	Detergent Bar
Honey	Moisturizing Cream
Cheese	Floor Cleaner

2.15 A LIST OF SELECTED DURABLE AND NON DURABLE PRODUCTS FOR THE PURPOSE OF STUDY:

List of Selected Non-Durables Products

Table-2.6: Selected Biscuits Brands in India

Sr. No.	Company Name	Brand Name
1.	Parle Products Private Ltd	Parle
2.	Britania Industries Ltd	Britannia
3.	Priya Gold Industries Private Ltd	Priya Gold
4.	Windsor Foods Private Ltd	Windsor
5.	ITC Company	Sun feast

Table-2.7: Selected Tea Brands in India

Sr. No.	Company Name	Brand Name
1.	Tata Consumers Products	Agni Tea
2.	Gujarat Tea Processors and Packers Ltd	Waghbakri
3.	Somabhai Tea Processors Private Ltd	C. Somabhai
4.	Jivraj Tea Ltd	Jivraj
5.	Pataka Group	Pataka

Table-2.8: Selected Bathing Soaps Brands in India

Sr. No.	Company Name	Brand Name
1.	Hindustan Unilever Ltd	Lux
2.	Wipro Consumer Care and Lightning	Santoor
3.	Hindustan Unilever Ltd	Lifebuoy
4.	Hindustan Unilever Ltd	Pears
5.	Patanjali Ayurved Ltd	Neem

Table-2.9: Selected Toothpaste Brands in India

Sr. No.	Company Name	Brand Name
1.	Colgate Palmolive Ltd	Colgate
2.	Hindustan Unilever Ltd	Close Up
3.	Babool Products Private Ltd	Babool
4.	Dabur India Ltd	Dabur
5.	Patanjali Ayurved Ltd	Patanjali

List of Selected Durables Products**Table-2.10: Selected Refrigerators Brands in India**

Sr. No.	Company Name	Brand Name
1.	Samsung Electronics	Samsung
2.	Whirlpool Corporation	Whirlpool
3.	L.G Electronics	L.G.
4.	Videocon Industries	Videocon
5.	Godrej and Boyee Manufacturing Co. Ltd.	Godrej

Table-2.11: Selected Television Brands in India

Sr. No.	Company Name	Brand Name
1.	Samsung Electronics	Samsung
2.	Philips India Limited	Philips
3.	L.G Electronics India Private Limited	L.G
4.	Sony Corporation	Sony
5.	Panasonic Corporation	Panasonic

Table-2.12: Selected Two Wheeler Brands in India

Sr. No.	Company Name	Brand Name
1.	Hero Moto Corp Ltd	Hero
2.	Bajaj Auto Ltd	Bajaj
3.	Yamaha Motor Company Ltd	Yamaha
4.	TVS Motor Company	TVS
5.	Honda Motor Company Ltd	Honda

Table-2.13: Selected Mobile Brands in India

Sr. No.	Company Name	Brand Name
1.	Samsung Electronics	Samsung
2.	Micromax Informatics	Micromax
3.	Intex Technologies	Intex
4.	HMD Global Org	Nokia
5.	Lenova Group Ltd	Lenovo

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