

IVORY SOAP WORKS LTD.

PRODUCT PROFILE

Our products are supplied to leading multinationals as well as large Indian corporate and marketed under leading brands. We are in the business of providing optimized manufacturing services for superior quality products. Our optimized processes help make superior products cost effective and therefore viable. Over the years we have fully understood the key effects and benefits most sought by the end consumer and have successfully inculcated those in our products. The use of many natural ingredients has improved the performance of our products and their acceptability. Our products have consistently performed above expectations in laboratory tests and are smoother, clearer and creamier than their competition. Market segments in which our products are positioned have high barriers to entry mainly due to the excellent quality of our products. These factors have helped our clients develop their markets and establish themselves as dominant participants. These factors also make us an ideal choice for the outsourcing of manufacturing needs.

I. Clear Herbal Bath Bar

This is a transparent bathing bar with aromatherapy oils & herbal Inserts and is based on a mild cleansing formula for all skin types. Its **skin friendly pH** takes total care of the skin by keeping the skins natural oily ingredients at the desired level and contains special **moisturizers** and **skin conditioners** which help in solving dryness problems commonly associated with opaque soaps and most transparent soaps. This bathing bar is enriched with **aromatherapy oils** such as **neem oil** and **sandalwood oil** and free from any unwanted harsh chemicals such as synthetic surfactants, fillers and inorganic hardening agents. In addition this bar contains **herbal inserts** such as **sandalwood shavings/neem leaves** etc. Due to the high quality of **vegetable oils** used in the manufacture of this bar, its performance characteristics are superior to any other product in the personal care category. Our skin is an organic in nature and hence organic substances are more suitable for cleaning it. Hence this bathing bar is the most preferred formulation for the hands, face and body. Its total soluble character does not leave any irritating residue on the skin and leaves the skin soft and gentle to the touch.

Product Specifications

- a. **Appearance:** Transparent rectangular bar with or without insert in various colors
- b. **Packaging:** bath bar in shrink-wrap
- c. **Size:** 125 gm
- d. **Foam Height:** 400ml
- e. **pH (2% solution):** 9.3
- f. **Oven Volatile Matter:** 21.2%
- g. **Total Fatty Matter:** 79.7%
- h. **Free fatty acids (as oleic acid)%:** 2.3%

Market Segment: Transparent/translucent bathing bars

Competition: Pears of Unilever and Neutrogena of Proctor & Gamble

USP: This bathing bar is enriched with **aromatherapy oils** such as **neem oil** and **sandalwood oil** and free from any unwanted harsh chemicals such as synthetic surfactants, fillers and inorganic hardening agents.

II. Liquid Soap

Coconut oil or **Palm kernel oil** based **creamy** liquid soap or **transparent** liquid soap based on either of the two oils. These soaps are available in both **floral** and **fruit** fragrances and can be made in a variety of **colours** and **pastel shades**.

Product Specifications

- a. **Appearance:** transparent floral fragranced pastel hued soap or thick creamy opaque pastel colored soap
- b. **Packaging:** available in transparent bottle with dispenser. Is shrink wrapped
- c. **Size:** 250ml
- d. **Standards:** we produce as per BIS specifications (IS 4199)
- e. **pH (5% solution):** less than 10
- f. **Foam Height:** 250ml
- g. **Free fatty acids (as oleic acid)%:** less than 2%

Market Segment: We have produced liquid soaps for two diverse market segments for two leading brands in the FMCG category.

- A coconut oil based creamy opaque liquid soap in four floral and fruit fragrances with corresponding pastel colors - for Fem Care Pharma Ltd. under the “**FEM**” brand. This is high-end luxury soap in the beauty and personal care category.
- Palm kernel oil based creamy soap in the antiseptic and antibacterial category with germicidal properties for Reckitt & Benckiser (India) Ltd. for the “**DETTOL**” brand.

Competition: The **FEM** liquid soap was launched in 1987 and enjoyed near absolute monopoly in the Indian liquid soap market for the next 7 years until the launch of the **Dettol** liquid soap in the Indian market in 1994. The only other alternative was an unbranded watery inexpensive liquid soap made available in public places and sold in bulk for that purpose but not packaged and sold in bottles with dispensers. In 1996 Hindustan Lever Ltd (HLL) the Indian arm of Unilever Inc. launched an opaque liquid soap under their **Lifebuoy** brand, which is the largest selling cake soap brand in the country. However this product did not gain any sizeable market share. In 2003 Colgate - Palmolive (India) Ltd. launched the **Palmolive** transparent liquid soap. This soap is produced in Australia and sold in India. It is currently (2004-05) selling approximately one tenth of the volume of the Fem liquid soap. Finally in 2004 HLL re-launched the Lifebuoy liquid soap in a new 200ml bottle with dispenser and is positioned in the germicidal and antibacterial segment.

Market Share: About 50%

Growth in Market Share: Around 20% annually

Growth in Volumes: Over the last 7 years the Fem liquid soap has grown 184% while the Dettol liquid soap has grown 167% in volume sales.

USP: Made from pure coconut oil. Gently washes leaving hands feeling soft and clean.

III. Veterinary Soap

We manufacture coconut oil based veterinary cake soap for animals based on the specifications of our customer Glaxo SmithKline Pharmaceuticals Ltd. This is marketed under the brand name "PETMOSOL" and is specially formulated to clean, moisturize and condition your pet's coat. As per the latest laboratory findings our samples have performed better than our customers requirements. The monosulfiram in the soap helps to keep pets free from itch, lice and fleas.

Product Specifications

- a. **Appearance:** rectangular shaped, light green with logo
- b. **Aroma:** acrid
- c. **Size:** 75gm
- d. **% Free Alkali (as NaOH):** 0.02%
- e. **% Chloride Content:** Nil
- f. **% Total Fatty Matter:** 66.23%
- g. **% Moisture Content:** 12.24%
- h. **% Matter Insoluble in Alcohol:** 1.38%
- i. **Foam Height:** 510ml

Market Segment: Pet care product, popularly used for dogs.

Competition: Pet care is an evolving industry in India and currently there are relatively few products available.

USP: Pure coconut oil moisturizer

IV. Hotel Kit

Our high quality products are ideally suited for industries with an emphasis on luxury. To that end we have made a basic kit consisting of a soap, shampoo, conditioner and lotion that we supply to hotel chains.

Product Specifications of Hotel Kit Soap

- a. **Appearance:** White Opaque Cake
- b. **Oven Volatile Matter:** 13.3%
- c. **Total Fatty Matter:** 79.7%
- d. **Free Alkali (as NaOH):** nil
- e. **Free fatty acids (as oleic acid)%:** 1.8%

Product Specifications of Hotel Kit Shampoo

- a. **Appearance:** Clear viscous liquid
- b. **Oven Volatiles:** 86.6%
- c. **pH (2% solution):** 6.8
- d. **Active Matter (as SLES):** 10.7%
- e. **Alcohol Insoluble Matter:** 0.51%

Product Specifications of Hotel Kit Hair Conditioner

- a. **Appearance:** thick creamy lotion
- b. **Oven Volatiles:** 88.7%
- f. **pH (2% solution):** 5.2
- c. **Active Matter (as Cationic):** 2.8%
- d. **Total Petroleum Soluble:** 4.1%

Product Specifications of Hotel Kit Hand & Body Lotion

- e. **Appearance:** thick creamy lotion
- f. **Oven Volatiles:** 86%
- g. **pH (2% solution):** 8.3
- g. **Total Fatty Matter:** 8.9%
- h. **Polyhydric Alcohol:** 2.8%

USP: Vegetable oil based products

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