

Godrej Consumer on expansion drive

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Mumbai: Godrej Consumer Products (GCPL) has embarked on a go-to-market (GTM) mission to increase its distribution footprint to 1.5 million direct coverage outlets, from 1.2 million, and enhance indirect coverage to 7 million from 6 million in 2-3 years.

The objective is to achieve a vision of growing consistently in “strong double-digits over 3-4 years”, the company’s CEO (India & Saarc) Sunil Kataria told TOI in an exclusive interview. As part of its new GTM strategy, GCPL is leveraging emerging channels and using technology as a key differentiator to “stay ahead of

“ Today, the consumer is experimenting with buying across channels... While we are expanding coverage and going deeper in penetration in rural, we want to improve the quality of expansion in outlets in urban...

Sunil Kataria | CEO (INDIA & SAARC),
GODREJ CONSUMER PRODUCTS

“ Two years ago, e-commerce was 2% of our business. This year, it should grow to 5%. Going forward, I expect e-commerce to contribute 8-10% of our business...



the curve as changes disrupt the GTM ecosystem”, said Kataria. The shifts in consumer behaviour since the pandemic have accelerated the move by GCPL to transform its GTM and make it future-ready.

“ We are reinventing the way we operate in our existing channels in both urban and rural. While we are expanding coverage and going

deeper in penetration in rural, we want to improve the quality of expansion in outlets in urban,” said Kataria.

Even as eB2B has come into play, the biggest change that’s happening is the emergence of an omni-channel consumer. “This is the consumer who will shop across all channels. A consumer could read about a product and get detailed reviews

on an e-commerce site and could end up ordering it there or go to a neighbourhood store and buy it. The consumer may even end up ordering the same product on a different grocery channel on an app or walk into a modern trade store and buy it. This is where the big shift will happen for all brands in GTM,” he said.

While there will be overlaps currently, Kataria said in 18-20 months one would be able to reckon which channel — general trade, modern trade, e-commerce — will omni-channel get indexed towards. Since data will become the key differentiator in an omni-channel environment, GCPL is invested in building an analytics backbone.

Full report on www.toi.in