

**K.J. Somaiya Institute of Management Studies & Research**  
**Course : PGDM (RM) – VI Trim End Term Exam**  
**Sub : RURAL RETAILING & SOCIAL MARKETING**

**Date of Exam:** 10/04/2019

**Time : ...3.. Hours**

**Marks : 50**

Note :

**I . Attempt the following Case Study (Compulsory)**

**(30 Marks)**

India is witnessing a boom in the cosmetic industry, which is growing twice as fast as the markets internationally. The Indian cosmetic industry has evolved over the years. Many international brands have entered the Indian market due to the response they have received internationally “Like Europe, where the number of new beauty and wellness shops exceeded that of any other type of retailing outlet, India is witnessing a boom in the fashion and beauty industries.

The country's cosmetics and cosmeceutical market is expected to register annual growth of 25 per cent touching USD 20 billion by 2025."The Indian cosmeceutical and cosmetics industry has an overall market standing of USD 6.5 billion from a global market of USD 274 billion. It is expected to grow to USD 20 billion by 2015 at a compounded rate of 25 per cent. The rising awareness of beauty products, increasing premium on personal grooming, changes in consumption patterns and lifestyles and improved purchasing power among women are expected to boost the industry. The market will maintain healthy growth due to rising preference for specialised cosmetic products such as organic, herbal and ayurvedic products. Principal areas that are expected to grow include colour cosmetics, fragrances, specialised skin care and make-up cosmetics. The Indian industry is growing rapidly at a rate of 13-18 percent, more than that of US or European markets.

Nykaa

In just three years, Nykaa has emerged as the largest beauty destination in India with half a million happy customers depending on us not just for their favorite brands but also for advice, updates, expert tips and videos on how to look and feel gorgeous always! With almost 850+ curated, well priced and 100% genuine brands and 1 lakh products, Nykaa prides itself for offering a comprehensive selection of makeup, skincare, hair care, fragrances, bath and body, luxury and wellness products for women and men. We aim to please, going to the farthest corners of the country to reach you! Today Nykaa ships across the length and breadth of the country to almost every zip code using the services of leading and reliable courier companies.

As the last word in all things beauty Nykaa goes beyond just being the biggest online beauty store. Derived from the Sanskrit word “Nayaka” that means actress or one in the spotlight. Nykaa.com is all about celebrating women, celebrating the star in you... We admire the confidence, strength and grace with which each and every one of you lives your life. We want to be your companion as you take on multiple avatars and discover your own identity and personal style. As your beauty buddy, we make your life a whole lot simpler by not only providing you with expert advice and guidance, but also by shipping products right to your doorstep. Nykaa has a must-read Beauty and Makeup Blog - Beauty Book, an ever growing Expert Portal section with 25 leading makeup stylists, skin, hair, personal care and wellness experts to answer any questions or concerns you may have related to beauty, health, nutrition and

personal care, a Virtual Makeover tool to ‘try’ and share different makeup looks and a beauty helpline. These services make Nykaa truly passionate about catering to your every beauty and wellness need. Because after all, Your Beauty is Our Passion.

Nykaa.com is the entrepreneurial dream of Falguni Nayar, the former managing Director Of Kotak Mahindra Capital Company, India’s leading investment bank. Falguni has received many accolades through her career including the FICCI Ladies Organization (FLO) award for the top woman achiever in the field of banking and the Business Today award recognizing her as one of the top 25 women in business. She was a Founding Member of the Asia Society in India. She is on several boards, including the Aviva Insurance Board, Dabur India and also serves as an Independent Member on the Tata Motors Board. In addition to being a successful career woman and homemaker, Falguni is a source of inspiration to every member of her young and ever growing team. Her attention to detail, involvement in every aspect of the firm and passion for the business are qualities that make her a great leader. A mantra she lives by is “retail is all about detail” and is often heard propagating the same. Assisting Falguni is a driven team of enthusiastic professionals drawn from myriad fields, all united in their common goal of changing the face of beauty in India. Through exclusive launches, product innovation, sharp communication and appealing design elements, the Nykaa Team aspires to reach new echelons in terms of their vision. The team has grown exponentially, with four offices (at last count). At the heart of Nykaa’s growth are its people, young men and women committed to bringing the magic and delight of beauty to your doorstep.

Nykaa is a huge success in e-commerce space and carved a niche for themselves. Now the brand wants to go rural to tap the huge potential in these markets and they have appointed Retale India as their retail consultant. Will they succeed in rural markets, only time will tell !

***Questions:***

1. Illustrate and explain the Rural Retail Strategies for Nykaa ?
2. What important factors should Nykaa take into consideration from the Consumer Behaviour point of view ?
3. How can Nykaa promote itself in Rural Markets of India ? Select any Two media which will be effective for the success of this brand in Rural Markets ?

**II. Attempt any 2 Short Notes out of the following**

**(2 X 10 = 20 Marks)**

- I. Green Marketing
- II. Advantages of Social Marketing
- III. Social Marketing Plan
- IV. Social Media Platforms for Social Marketing