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Brand Analysis on Zindatilismath

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ABSTRACT

The current research study is a brand analysis on “Kharkhana Zindatilismath”, one of the oldest brands in India to sell unani products. This widely recognized products in the Deccan region of India is a must have in every household, this study will help us understand the why zindatilismath did not loose its ground even in todays market and continues to stay relevant. Through this paper the author will dwell into the various strategies and tools implemented by Zindatilismath that made it a success story and the brand gaining a large pool of loyal customers in the market. Further, this paper will study the past, present and the future prospects of this brand.

Keywords: Zindatilismath, brand analysis, strategies, market competition.

I. INTRODUCTION

To conceptually understand brand it maybe a name, symbol, design or term that differentiates one seller’s goods from another’s. A Brand analysis is basically done for 3 things; to analyse where the brand is in the market, where it wants to or is headed in the future and what the competitors are doing. It includes analysing the primary audience, key influencers, trends, needs, existing perceptions, competitor analysis, future of the company and many other important components. A brand analysis enables the business to formulate a viable business plan which will would play a significant role in the success of the company.

This research study is a detailed brand analysis on “Kharkhana Zindatilismath” (herein after referred to as Zindatilismath). Zindatilismath is one of the oldest brands of India, it was established during the Nizams time almost a 100 years ago. A brand analysis on this would help us understand how it sustained the markets for so many years and how it is and how it will in the coming years with tools and strategies that will strengthen the brand.

(A) Objectives

This research study has the following objectives:

- To analyse the market and discover the potential opportunities and threats in the market for the brand.

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- To examine the competitors of the brand in the market.
- To find out the target customers of Zindatilismath and to analyze it's brand and the positioning of Zindatilismath.
- To examine the future of the brand.
- To find out the external factors that affect the brand.

(B) Sources of Data

There are two types of sources of data namely primary and secondary data. The former includes first hand collection of data, for example personal interviews, statutes, surveys, etc. and the latter includes data from magazines, newspapers, articles, etc. This research study uses the secondary sources of data by collecting information through personal interviews, online websites, social media pages, advertisements, and other sources.

II. BRAND ANALYSIS

Brands are very complex entities and it cannot be assessed by just one parameter. A brand must be looked from both inside and outside to be analysed. The following I the brand analysis on Zindatilismath

(A) Background or History of the Brand

Hakim Mohammed Moizuddin Farooqui of Hyderabad the founder of Zinda Tilismath first concocted this brand in the year 1920 under the Nizam regime, a period when new industries emerged and prospered in Hyderabad. The Late Hakeem founded the “Kharkhana Zindatilismath” located in Amberpet, Telangana and formulated 3 products, namely- Zinda Tilismath, Zinda Balm and Farooky Tooth Powder. It is one of the oldest brands in Hyderabad that is manufacturing 100% herbal Unani medicine and today they are known internationally as the best Unani medicine. The brand claims to cure 64 different kinds of ailments with no side effects. The then Nizam was impressed by the products that he allowed the business to register a trade mark under his *dastar*. Since then till date Zindatilismath did not re-brand itself nor did it change its packaging and continues to sell the product in the same package. Even today it is the same Zindatilismath that people bought years ago, no matter how many changes occurred externally or the market trends, the products remain the same just like when they were first manufactured.

(B) Target Market

A target market means the particular set of customers. The brand targets customers who use and prefer 100% herbal and natural unani medicine. This brand is even known internationally

as one of the best unani medicine producing businesses.

(C) Market Segmentation of The Brand

This particular brand uses a combination of types of segmentations. It uses a combination of behavioural and psychographic segmentations. The users belong to all age groups who use herbal and unani medicine for different ailments.

(D) Positioning Of The Brand

The brand positions itself as a cure to all ailments, “*har marz ki dawa*” since 1920. It is also known as the “home doctor” as it claims it has solution for almost 64 different types of ailments unlike any other competitors in the market.

(E) Market Analysis

The main object of doing a market analysis is to know to determine the attractiveness of the market and to analyse/understand the opportunities that the market can provide and threats to the business along with the business strengths and weaknesses. There are many factors that may affect the business internally and externally. An analysis of such factors will help the business and act as tools for better decision making and making a good business plan. The internal factors maybe the management, employees, etc. whereas the external factors may be political, social, technological, etc. the following is the market analysis of the Brand.

Geographic Factor: Zindathilismath has its wings wide spread when it comes to distribution channels, i.e. it is available to its users in a kirana store, drug store, supermarkets, etc. the product is widely available in all the places but such availability is restricted to geographically to Telangana region (offline purchase) and it has a scope for expansion into other states as well. Though the online availability of this product in websites like amazon, flipkart, Patanjali, etc. has fuelled the sales of the product but it could not fill the gap of offline availability of the same in other parts of the country.

- **Demographic Factor:** irrespective of the age the products of this brand can be used by everyone. Irrespective of the season or the age there is a demand for this product. The age ranges from infants to old people.
- **Psychological Factor:** This brand has been there in the market for over 90 years now and it enjoys a strong customer loyalty among its users. This is one of the most important psychological factors that has been in the brands favour since many years now.

- **Economic Factor:** The rates of the products manufactured are very affordable and produces one of the best products curing around 64 ailments, there is no close substitute for this product that cure or claim to cure so many ailments at this price, this is a major advantage.
- **Political Factor:** The Government of India is promoting the make in India campaigning which gave a major positive boost to the Indian manufacturers on all scales.
- **Social Factor:** The consumers internationally are shifting towards natural and herbal products with no side effects. The demands for such products have increased immensely due to the rise in awareness of the consumers regarding the harmful side effects that chemical and artificial products have on them. the demand for such products is high and will keep increasing in the near future. Zindatiismath being a 100% herbal-unani medicine with no side effects can tap on this and expand its wings in the market.

In the recent ages social media has been playing a key role in marketing a product or a brand. The traditional conventional methods that have been in use since ages alone are not sufficient to be used as tools in today's extremely competitive industry. Various social media platforms like facebook, Instagram, snapchat, etc. can be used for creating an awareness about the brand and its products. Zindatilismath still has not tapped this properly and can use this platform as a powerful tool. Even advertisements in televisions, etc can be employed, though the brand uses advertisements to promote its brand they are not sufficient and not aggressive as compared to what the competitors are doing. Competitors like Zandu Balm, Volini, Vicks VapoRub, etc utilise this to the fullest extent. An aggressive marketing drive is required to create awareness about the products and to make sure it gives a tough fight to its competitors.

(F) Competitor Analysis

This brand has many competitors in its field and some of which are analysed are: -

1. Amrutanjan

Amrutanjan is a 120-year old brand with the most famous yellow balm valued at almost 115 crores today offers solutions to cold, pains, aches and other ailments is a tough competitor as it also promises to provide 100% natural balm made of herbs to its users. Though it diversified itself into many other products like hand sanitizers, sanitary napkins, corn caps, etc the balm it produces still gives a tough competition to Zindatilismath.

2. Emami

Emami's famous mentho plus balm and zandu balm are one of the leading brands in the FMCG

sector is also made of 100% natural ingredients with an ayurvedic formula. Both the pain relief ailments have a huge user base and pose a tough competition to Zinda balm, a product of Zindatilismath.

3. Vicks Vaporub

Vicks has been dominating the markets of India in the vaporub industry since many years. Due to its marketing strategies and popularity it has become a household name over the any years and has a wide base of users. The use of this products is similar to what Zindatilismath has to offer and giving a hard-hitting competition.

Even though the competitors of the brand have similar products to offer, none of them are close to what Zindatilismath has to offer as it claims to be a solution for almost 64 ailments and none of its competitors have products that claim to cure at least half of what this brand claims. With aggressive marketing strategies and tapping on the opportunity of the new market trends (shift of consumers to natural and herbal products) ZIndatilismath can dominate the market in the future.

(G) SWOT Analysis

SWOT analysis is a way of analysing the business's internal strengths, weaknesses, opportunities and threats. It is an excellent tool if conducted properly for the business to make a good business plan. The following is the SWOT analysis of to dive into the inner workings of Kharkhana Zindatilismath.

1. Strengths

- Zindatilismath is a 100% herbal and natural Unani medicine and claims to cure 64 ailments more than any other competitor can offer.
- It does not have any side effects and it has a unique feature to take the medicine both internally and externally.
- It is available in the market at a very affordable price.
- It has been in the market for more than 90 years which gives the brand loyal customer base.
- The product is available in all kinds of stores

2. Weaknesses

- The customer base of the brand is significantly restricted to the Telangana region.
- The strong smell of the product is not preferred by some people and they prefer other substitute products of the competitors.

- The marketing of the product is not in par with its competitors due to which there is a lack of awareness among the customers in the market in regard to this brand.
- The brand restricts itself to only a few products, a range of products can be researched and produced to sustain competition

3. Opportunities

- The sedentary lifestyles will create a fresh demand for pain relievers.
- The brand can tap on the wide shift/trend of the consumers for natural and herbal products in the market.
- There is a developmental potential in other parts of the country.

4. Threat

- Cheap imitation products of this brand.
- The preferences of allopathic medicines and products that give instant relief are giving tough competition.
- The many substitute products in the market pose a major threat.

(H) Future of the Brand

Zindatilismath is all set to enter the lozenges market by launching a new product "zint" in the future where it is going to slug it out with big names like Vicks, Halls and Strepsils. It also has plans to launch a roll-on version of Zinda Tilismath. It is also planning on manufacturing tooth pastes in the near future.

It is planning on a very aggressive marketing drive in the near future which will mainly be aimed at customer loyalty programmes at the younger generations. It intends to expand their business from the current twelve crore level. But the business is not keen on raising PE Funds.

The company is ardent in not tweaking the traditional image of its brand, irrespective of what it may do in the future.

III. INTERPRETATION AND CONCLUSION

Based on the brand analysis that the author has done the following interpretations are made by the author:

- One of the major aspect any company, business or a brand has to keep in mind is that **either the product should reach the user or the user should reach the product** which means that the product should be at an easy reach for the customer to buy (in terms of price, availability in stores and other factors) or that the customer should have

the capacity to buy the product (referring to the customers capacity to buy luxurious goods). Zindatilismath is a brand which manufactures cheap affordable products of good quality for all age groups which are available very easily. But this availability is limited to the region of Telangana, this is one of the major barriers for a lack of awareness among people and the product to seep into the markets of different states.

- The brand could use better tools and in more efficient ways to advertise the brand. The social media platforms like facebook, Instagram, etc are not used to the fullest. Even when it comes to advertising more and more advertisements should be played in televisions, digital hoardings, etc. more frequently to stay in the minds of potential users and to stay on par with the competitors. This is important because the products cure various kinds of ailments (64 kinds) without any side effects, using 100% natural ingredients which is rarely the case with its competitors and the brand should cash on this aspect.

Zindatilismath is a family-run business based in Hyderabad, Telangana. It manufactures Unani medicine products and has been in the market for nearly 100 years. The brand has been instilled in the customers minds for a long time and is known for the quality of its product and its availability at a low price helped it sustain for such a long time. It has a good brand image in the markets. The brand analysis was an eye opener for me to understand how analysing the brand internally and externally, its capability in the market and its competitors will help a brand to tread carefully in the future by making a viable business plan.

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(B) Appendices

- The brand has an interesting story behind the logo. The founder of Zindatilismath came from a very traditional family so he did not prefer and thought would not be suitable for a woman to be a part of the logo. It was established during the Nizam's time in Hyderabad, Nizam used to hire Africans as his personal guards because of their physique and health and in those days, they were a symbol of trust, protection and good health. These three hallmarks are the very essence of the product even to this date. Hence the founder Hakim Mohammed Moizuddin Farooqui decided that an African Male armed with a bow and arrow would be on the logo. Nizam was so impressed by the product of this brand that he permitted Hakim to use his *dastar* (cap) as a registered trade mark and this Nizam's *dastar* can be seen on the product's package even today.



ZINDA TILISMATH
Unani Medicine



Karkhana Zinda Tilismath
Since 1920

- The late Chief Minister of the State of Andhra Pradesh, Dr. Rajashekar Reddy openly promoted the brand by making a public statement urging the public to use Zindatilismath to cure Swineflu and other ailments. This gave a major boost to the sale of the products in the State.
- The free distribution of products of this brand in government hospital, to survivors during natural calamities shows the social responsibility taken up by the brand and this even increased awareness among people regarding this brand.
