

INTRODUCING Dabur Heart Care Oil with POWER OF ARJUNA

Dabur®

HEART CARE

Heart healthy oils infused with ARJUNA



Suggested Usage

Co-Created with Ayurveda & Food Experts

Competition and Category context (800 Cr+)

Growing @ 14%, split into Blended & Single Seed oils



Blended Oils (blend of more than 1 single seed oils)

- Saffola Gold/Total, Fortune Xpert Range

Single Seed Oils

- Rice Bran, Mustard, sunflower, groundnut

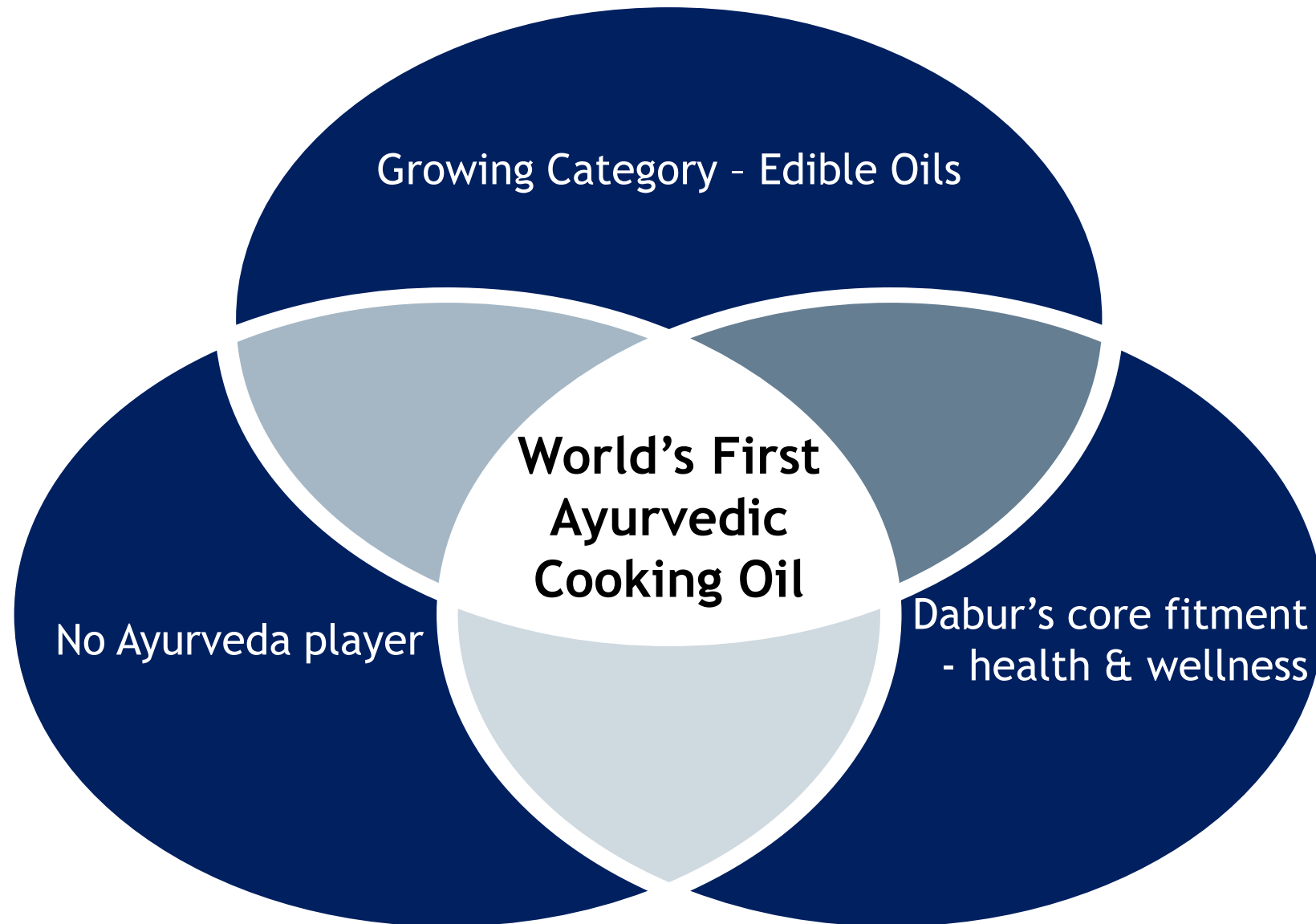
National players like Saffola, Fortune and Emami hold major market share

Major claims:

- Oryzanol
- Antioxidants
- MUFA-PUFA
- Cold Pressed

No direct heart benefit

Why launch Heart Care Oil?



Dabur Heart Care Oil Proposition

Blend of heart healthy oils Infused with ARJUNA
(Rice Bran Oil + Sesame Oil + Flaxseed Oil)



Benefits of Arjuna: Ayurveda's Cardiotonic

Arjuna (*Terminalia arjuna*) is one of Ayurveda's quintessential herbs for supporting all areas of heart health:



Helps manage
cholesterol levels



Helps strengthen
heart muscles



Helps maintain healthy
lipid levels

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Arjuna Herb benefits

Arjuna also known as the “Arjun tree” is a widely grown tree in India. It has various medicinal properties like **antioxidant, anti-inflammatory and antimicrobial**. Its called a **cardiotonic** in a lot of ayurvedic texts.

Arjuna *helps reduce the risk of heart diseases*. It strengthens and tones the heart muscles and helps in proper functioning of the heart. Arjuna tree also has strong anti-hypertensive property and helps reduce high blood pressure.

- Reduced blood pressure, total cholesterol, triglyceride, and LDL (bad) cholesterol levels.
- High in antioxidants
- Lowers fasting blood sugar levels



Arjuna

Arjuna supports healthy functioning of heart muscles. It protects the heart against oxidative stress induced damage and helps maintain healthy lipid levels. It also promotes good cholesterol in the body and helps to maintain heart health. Arjuna is known to boost metabolic functions of the body, which helps in improving overall quality of life. It also helps in providing one with more energy.

Indication/Benefits-

- Promotes heart health
- Promotes good cholesterol
- Promotes healthy metabolism
- Helps maintain healthy lipid levels
- Antioxidant properties

Why switch to Dabur Heart Care?



High
Smoke
Point



Power of
Arjuna



Rich in
Oryzanol



Benefits of
3 Oils in 1



Goodness
of MUFA
& PUFA



Rich in
Vitamin E



Perfect Blend of Heart Health, Taste & Aroma
Ideal for all types of cooking



Sauteing



Shallow Frying



Deep Frying

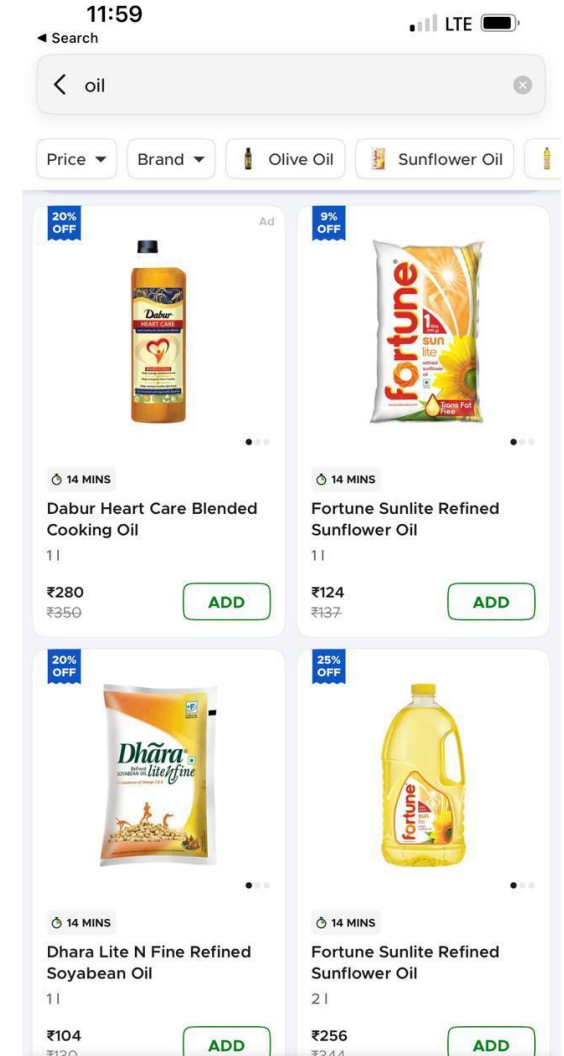
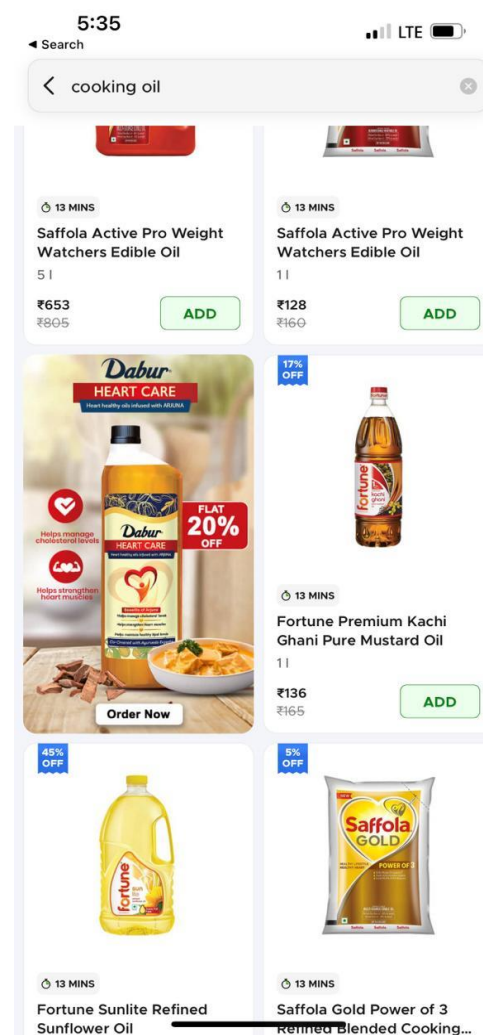
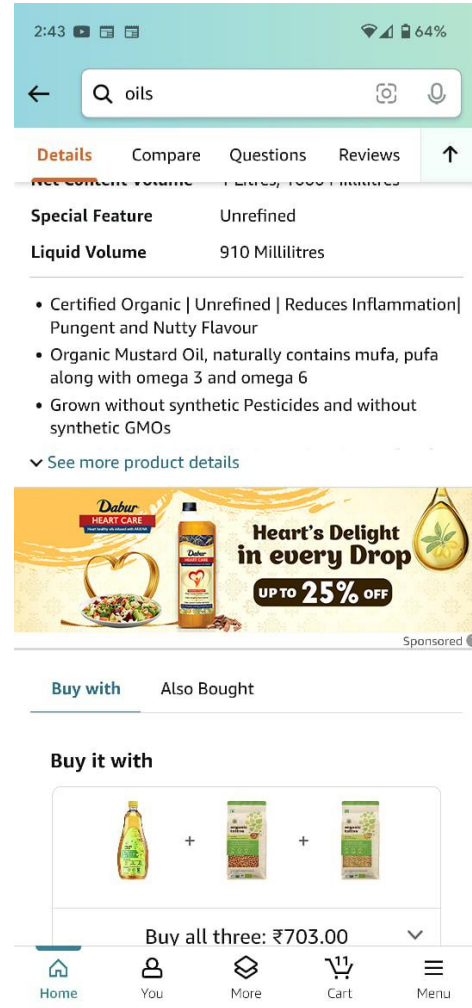
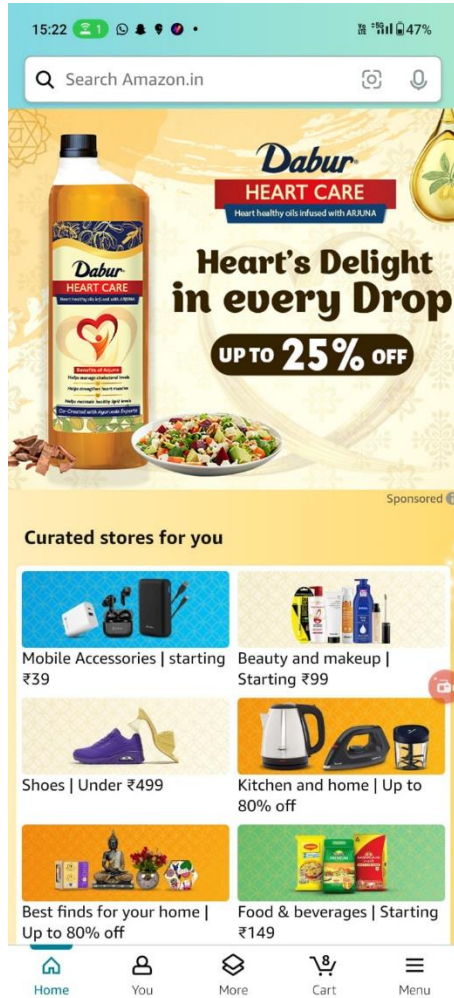


Regular Cooking



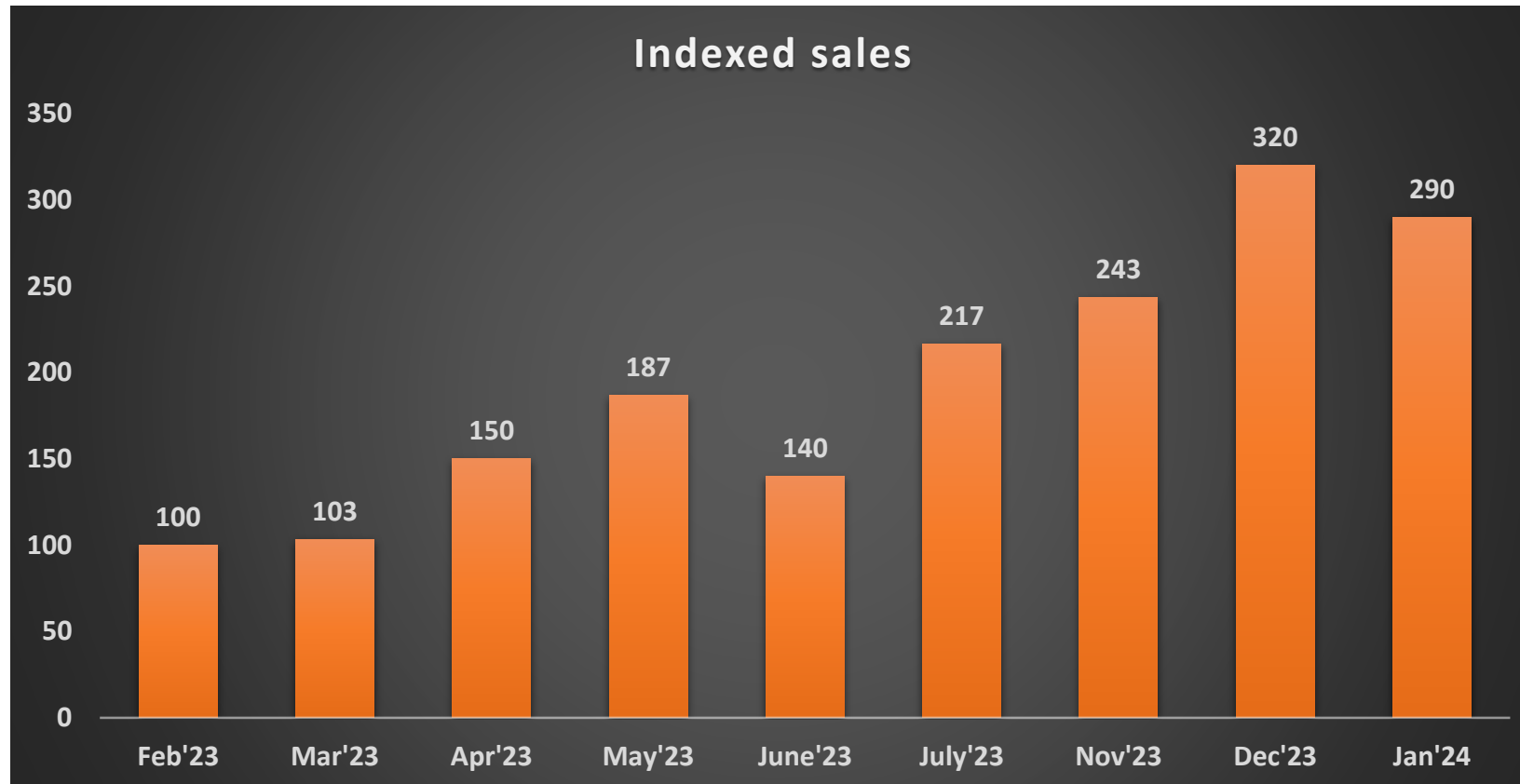
Grilling

Search & Display campaigns executed on Amazon + Blinkit



The story of sales growth

Total Indexed Sales on Ecom grew by **190%**

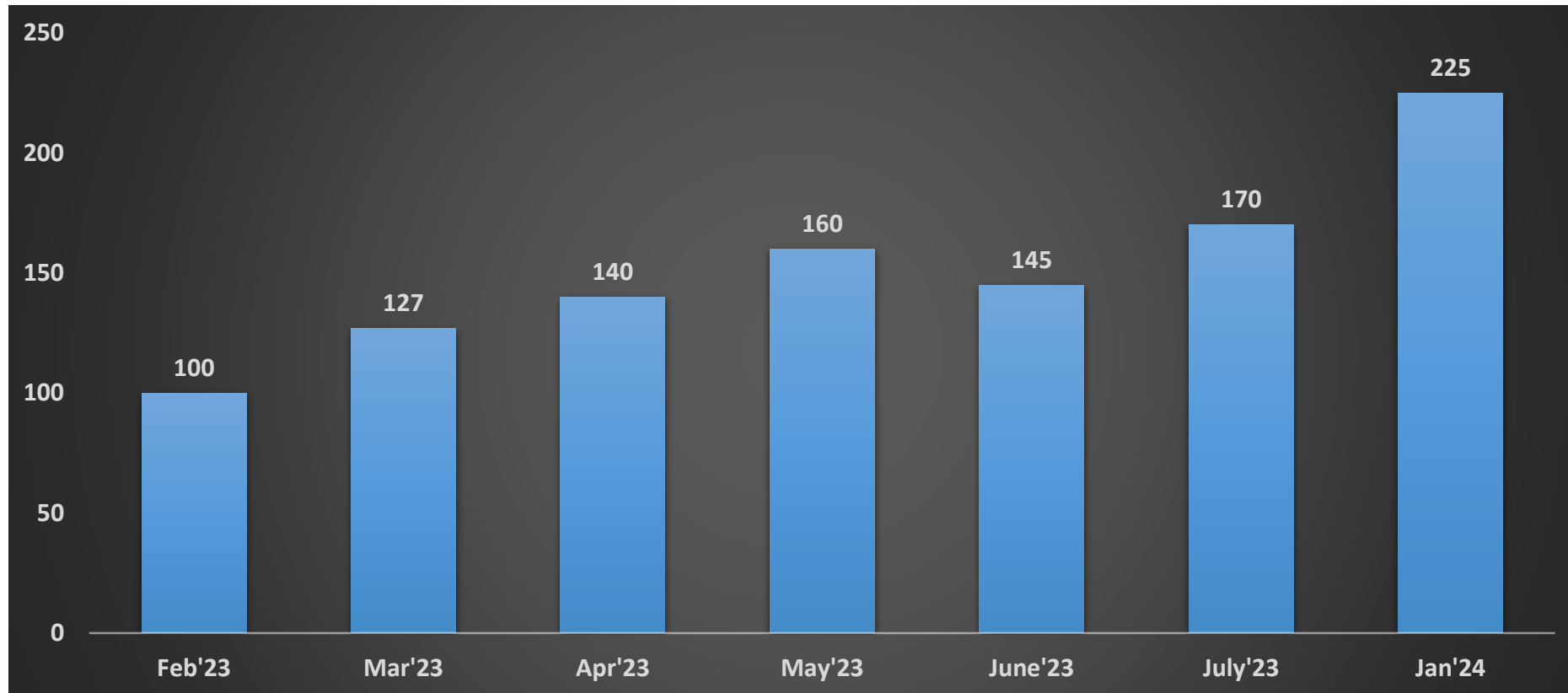


Internal sales data

The story of consumer base growth

Total Indexed Customers (Amazon) grew by **125%**

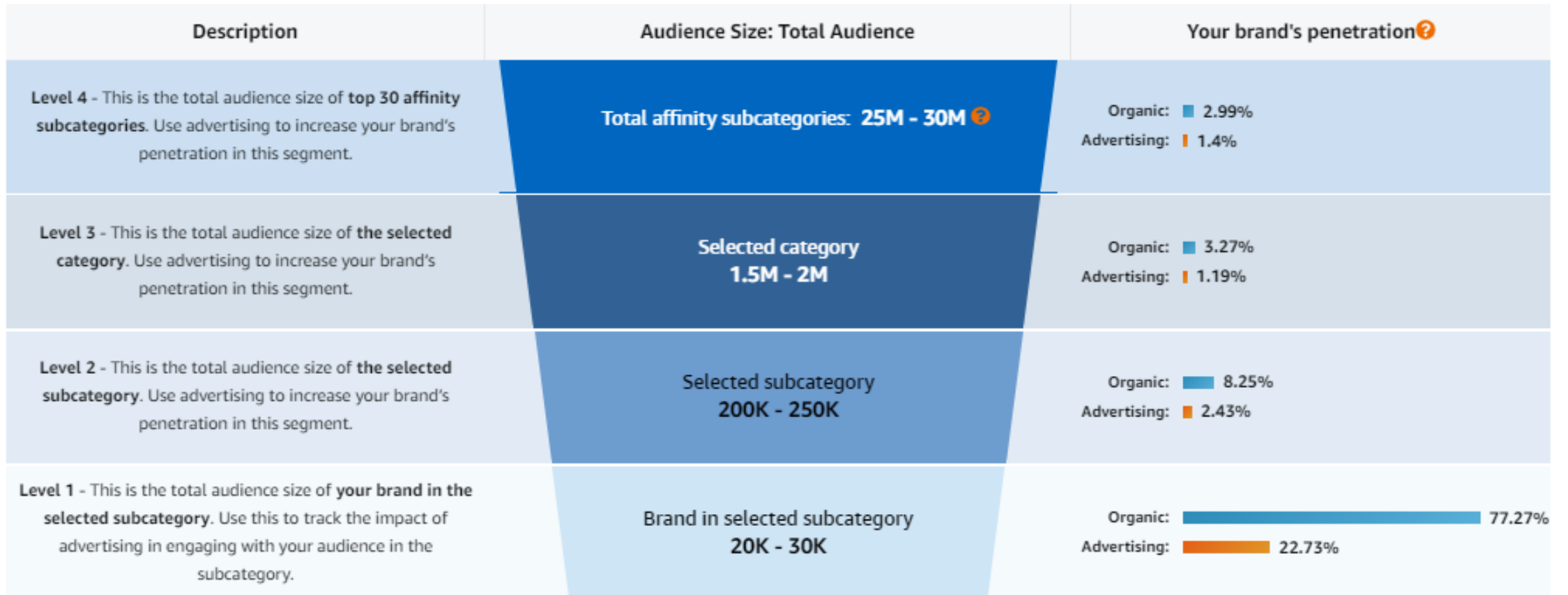
Google searches followed a similar trend for KW “Dabur Heart Care oil” by **150%**



Data from Amazon Pi

Advertising efficiency

Garnered a consumer base of 20K-30K overall for the brand (**10% consumer MS**)
Organic reach has gone upwards of 77%



Data from Amazon Pi



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CHOOSE
The Ayurveda
route to
Heart Health.

