

Dalda has been repositioned. It is now positioned as an edible oil rather than vanaspati. The re-branding includes a new logo design. The decades-old palm tree logo on a yellow backdrop has been replaced by a mother and child symbol which connotes the purity and caring nature of the brand, along with a golden border which signifies premium value and a seal of protection. The font style for Dalda has been made more contemporary. It has been positioned as the 'husband's choice'. And, it is being offered with more vitamins to make the oil healthier.

Though Dalda has been doing well since Bunge India acquired the brand from Hindustan Lever in 2003, Dalda still had a strong association with vanaspati or hydrogenated vegetable oils. In the present scenario, vanaspati is perceived as unhealthy, and thus, not preferred. For future growth of the brand, it was essential to remove its sticky association with vanaspati.

Research reveals that housewives are concerned about the health of their husbands. They feel that their husbands are overworked, stressed and often eat outside. The husbands want to eat tasty food and healthier alternatives are perceived as less tasty. The housewives feel the need to cook in healthy oil, but also want their food to be tasty. Consumers perceive that they are compromising on taste if they use edible oils for cooking. The upgraded product offering addresses these concerns and thus, Dalda is positioned as the 'husband's choice'. 'Husband's choice' conveys to the housewife that while Dalda oil is healthy, it will also help her provide tasty food for her husband. It is an attempt to connect better with the younger

generation. Television commercials, radio ads and retail activation exercises were done to reinforce the repositioning.

All edible oil brands are focusing on the health platform. Dalda is doing the same, but with a difference—it stands for health without compromising on taste. It is a big departure from its earlier positioning when Dalda was synonymous with 'vanaspati ghee', and when 'health' had not become a part of everyday lingo. The new product supposedly contains vitamins A, D and E and higher level of anti-oxidants. It has also launched Soybean, mustard, groundnut and sunflower oils under the same brand name. It has an active website [www.daldaindia.com](http://www.daldaindia.com), where it gives information about human health.

It still might be difficult to change embedded perceptions of consumers about Dalda as vanaspati. With a legacy as strong as Dalda's, it is very difficult to compete on the 'health' element, especially so when the category is ruled by pioneers like Saffola, which has a legacy of variants vouching for heart benefits and less sodium.

Bunge India has also introduced blended edible oils in a range of affordably priced packets. It is making Dalda more accessible to consumers. Edible oil is a key ingredient in cooking, and in small towns and cities, it is sold in loose form by local vendors who pour the oil into containers carried by their customers. This allows people to buy edible oil in affordable quantities. However, edible oil dispensed in this manner can be adulterated, and consumers may not always receive the desired amount. From the perspective of retailers, the new Dalda packs are easy to display and store and readily visible to consumers.