

of its ₹550 crore re-
business. The plan is
it over the next one
rs.

acquisition in South Africa. In
2016, it had earlier acquired a
South Africa-based Discaria
Trading (PTY) Ltd.

free from April 9.
The company's billboards

remove all references to the
Tropicana brand as well as

growing segment in the
beverages category.

171 complaints upheld in January

surveillance, com-
plaints against 130 advertise-
ments were upheld. Of the 99
complaints, 171 were upheld
by the general public
industry members, 41
complaints were upheld
by the CCI.
Of the total 130 ad-
vertisements, 148 advertisements,
130 advertisements
considered to be mis-
leading. Of the total 130 ad-
vertisements, 101 advertise-
ments belonged to
the education category, 15 to the educa-
tion category, one to food and
beverage category, two to per-
sonal care category and 11 to
other category.

other competitor products
and found it misleading by ex-
aggeration and implication.

It also pulled up Hindustan
Unilever's Dove environ-
mental defence shampoo ad-
vertisement claim was inad-
equately substantiated and is
misleading by implication
and exaggeration.

Learning app Byju's adverti-
sement was also upheld as
the claims were not substanti-
ated with supporting data
and were misleading by
exaggeration.

It pulled up Lotus Herbals
Youth Rx advertisement claim
of reverse ageing, 10 times
more geneplex youth com-
pound, and stop ageing, were
not substantiated with evi-
dence of product efficacy and
are misleading by gross
exaggeration.

RUTAM VORA

Ahmedabad, April 6

Zydus Group's personal care
and wellness arm Zydus Wel-
ness Ltd is looking at acqui-
sition deals in India and abroad
in the personal care and health
food segments.

The company is scouting for
a suitable buy of an emerging
brand having potential market
in West Asia, Africa, South-East
Asia and SAARC regions, be-
sides looking for an attractive
deal in India.

Tarun Arora, Chief Operating
Officer and Director, Zydus
Wellness, told *BusinessLine* that
the company is evaluating vari-
ous options that are in synergy
with its existing business and
company's growth strategy.

"The best fit geography (for
acquisition) will be India but
there are other potential geo-
graphies such as Middle East,
Africa, South-East Asia and
SAARC region, where we can



Tarun Arora, Chief Operating
Officer and Director,
Zydus Wellness

have increased access to these
markets. The acquisition will
be in the categories of health
and wellness products," said
Arora.

"Preferably, we may look at
the skin care and hair care
products in the personal care
segment in India. For geo-
graphies outside India, sugar
substitutes may be more rele-
vant," said Arora. In its latest in-

vestor presentation, Zydus
Wellness informed that the
company has maintained 13
per cent CAGR growth in sales
between fiscal 2009 and fiscal
2016, while its EBITDA margins
improved from 19.9 per cent in
fiscal 2009 to 21.2 per cent in
fiscal 2016.

Growth strategy

In early 2015, the company did a
trial of Sugar Free made from
natural leaves of stevia plant.
Arora admits to initial setbacks
to the product, but in March
2017 after the launch the Sugar
Free Green (made from stevia)
yielded desired results for the
company. Sugar Free com-
mands 94 per cent of the mar-
ket share in the sweetener cat-
egory with table-top liquid and
palettes variants.

The three categories of the
company include sugar substi-
tutes, skincare and health
foods.

Hotels to branded room aggregators to sell inventory

Today, 96 per cent
bookings come from
channel and about 4
per cent from external OTAs
like Airbnb, it would
be an additional distri-
bution channel for us," says
Arora.

Hotels, which has
100 hotels under its
brand, is also ready to list its
rooms without using its
own Airbnb. "Since
we have recently started
listing hotels on its platform,
we are ready to sell our hotels
on Airbnb. Today, we compete
with Oyo Rooms
and intend using the
platform," says Sid-
diqupta, Co-Founder,
tech-enabled budget
room aggregator.

Hotels, with 100 prop-
erties, have already been listing
rooms on Airbnb site without
using its brand.
The curated supplies



already offer security and
quality assurance, platforms
like Airbnb are more than
willing to offer our room in-
ventory. Currently, we have 10-
15 per cent of our sales com-
ing from this platform but we
cannot use our brand since
Airbnb rules do not allow it,"
says Ankita Sheth, Co-Founder
Vista Rooms.

Hotel technology and
travel distribution solution
provider, Axis Rooms, is

already helping Airbnb integ-
rate its platform to incorpo-
rate Oyo Rooms and Treebo Ho-
tels.

Anil Kumar Prasanna, CEO,
AxisRooms, said: "Airbnb is
emerging as a large global
sales channel for all accom-
modation including such
branded room aggregators.
They usually sell partial
amount of inventory and is
different from selling
through the traditional OTA

(Online travel agents). In
Airbnb, every room is a separ-
ate listing but in traditional
OTA's, hotels are one listing and
rooms come under that. Be-
sides, there is a lot more de-
tailing done on the accom-
modation in the case of
Airbnb."

AxisRooms is the connected
channel manager for Airbnb
and manages listing, price
and inventory for branded
room players like Treebo Ho-
tels and Oyo Rooms, who are
being listed on its platform.

Industry observers claim
that Airbnb is already threat-
ening to become larger than
any hotel company in the
next decade considering it
has been adding new types of
accommodation categories.

Amanpreet Bajaj, Country
Manager, Airbnb-India, ad-
ded: "Airbnb has always
evolved as a platform. What
started as a way to share air-

beds evolved to private rooms
and then entire spaces. In
more recent years, we've seen
dedicated vacation rentals,
B&Bs and boutique hotels join
the platform organically.
With over 30,000 listings in
the country, Airbnb listings in
India have grown by 115 per
cent over the past year. Also,
there has been almost 2x
growth in the number of
nights booked on Airbnb in
India since 2016."

BusinessLine

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