

A Study on Performance Evolution of Indian Eco-friendly Cosmetic Brand: Mamaearth

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ABSTRACT

Purpose: *Mamaearth as a non-toxic personal care brand has kept its promises about goodness inside. It is a well-known brand with the mission of making the lives of mothers and pregnant moms look better and more attractive. The company's products are safe, toxin-free, and of standard quality for every parent and baby from head to toe. Mamaearth is a digital-first FMCG company with products available on D2C Platforms. In addition to creating safe green space through a high-quality plantation, the company creates jobs, develops infrastructure, conducts educational programs, and provides rural development programs to improve the standard of living in communities.*

Design/Methodology/Approach: *This qualitative research study is primarily based on secondary data. Research data is collected from the research papers published in reputable journals using search engines such as Google Scholar and Research gate, as well as newspapers, books, and articles.*

Findings/Result: *The study key findings are: Mamaearth needs to extend its business operation in the retail business, increase franchisees, and collaborate with local players to match international standards. The company is not sufficient at offering customer-oriented services, survey need to be conducted to know the consumer's needs and wants. The company focuses more on a low-income group and developing a new product to diversify its product range and target demographic segment.*

Originality/Value: *This paper highlights the company's overall performance analysis and takes up many green initiatives for the environment. Using digital channels, Mamaearth Company distributes green products to a customer.*

Paper Type: Research case study

Keywords: Green concept, Green products, Marketing mix, Marketing strategies, SWOC analysis, Corporate social responsibility

1. INTRODUCTION :

Environmentally sustainable products and services are vital. Green product manufacturing and development to minimize the environmental impact on a production line and promote cleaner production [1]. Nowadays green technology solutions are accessible in the cosmetic industry. These solutions can be used to create environmentally friendly natural cosmetics [2]. Green marketing is a holistic marketing concept in which product manufacture, marketing, consumption, and disposal are done in the most environmentally friendly way possible. Green marketing is indicated by words like recyclable, natural, chemical-free, and phosphate-free [3]. Cosmetics made from natural ingredients, eco cosmetics, such as galenic, animal, or mineral, and a mix of them are called ecological cosmetics. It is also known as eco-cosmetic or bio-cosmetic. Cosmetics are active agents to change our physical appearance. A cosmetic is a substance that enhances a person's appearance. In modern society, physical appearance has become quite important to customers. They are typically a blend of chemical ingredients used to enhance the appearance of the body. In the Twenty-first century, the cosmetics industry has undergone considerable change [4]. Mamaearth global ranking has 13,241 ranks in the cosmetic industry. Second most visited beauty and cosmetic website in India. Country-wise cosmetic

rank Mamaearth has 891 ranks [5]. Consumers attitudes and behavior towards natural products will determine the development of the natural cosmetic market. However, a positive attitude towards environmental issues does not necessarily lead to actual eco-friendly purchasing [6].

2. RELATED WORKS ON ORGANIC COSMETICS :

Mamaearth leading cosmetic company, it strives to make the lives of mothers and expectant mothers easier and more beautiful. Creating a world of healthy and safe environments for all infants. Many research conducted associated works of cosmetics under multiple areas while going through literature from associated studies. Table 1 lists some of the scholarly papers in green product and cosmetic sector along with the area of study, focus of the research and references.

Table 1: Research publications related to green products and organic cosmetics.

S. No.	Area of Study	Focus	Reference
1	Green marketing	The term green marketing or environmental marketing refers to any marketing that generates and facilitates any exchange that satisfies human needs or wants so that these needs and wants can be satisfied without imposing excessive environmental damage.	Polonsky, M. J. (1994). [7]
2	Green Product	Green products are made to reduce the environmental impact of their design, manufacturing, usage, and disposal.	Berchicci, L., & Bodewes, W. (2005). [8]
3	Green in cosmetic industry	Environmentally friendly products are becoming increasingly popular in the cosmetic industry and are used to mitigate the negative effects of chemical product consumption and production.	Wilson et al., (2017). [9]
4	Green consumption	Customer Environmental attitude has been positively impacted by their environmental knowledge, environmental consciousness, and social norms, much as their environmental knowledge and social norms have an impact on their sense of well-being. Both consumer intention and behavior lead to a preference for green products.	Lin, S. T., & Niu, H. J. (2018). [10]
5	Green purchasing behavior	Green purchasing is not likely to result in instant personal benefit or satisfaction. It indicates a long-benefit, such as a cleaner environment. It is frequently favorable to society as a whole.	Young et al., (2010). [11]
6	Female attitude towards Green cosmetic industry.	The study reveals, there are various challenges that discourages female customers from purchasing green cosmetic which includes the absence of availability, high price, inadequate information, bad prior experience, misleading marketing tactics, and product dissatisfaction these factors play a significant role.	Singhal, A., & Malik, G. (2018). [12]
7	Brand Image and loyalty	A study found that overall satisfaction influence consumer loyalty and markers should focus on brand image benefits to build loyalty.	Upamannuy et al., (2014). [13]
8	Service industry transformation into green business industry.	The effects of being green on the sustainability of the service industry through the adoption of technology are also explored. Green businesses that employ green products and services are explored to be sustainable owing to their capacity to maintain a clean and sustainable environment.	Aithal, P. S., & Jeevan, P. (2016). [14]
9	SWOC Analysis	It helps to forecast/predict emerging trends by analyzing the firm's operating environment and	Aithal, P. S., & Kumar, P. M. (2015). [15]

		incorporating them into its decision-making process.	
10	Company Analysis Process	A study emphasizes the significance of research-based company analysis in the business management field. Also addressed the process of carrying out company analysis, benefits, and advantages of doing company analysis.	Aithal, P. S. (2017). [16]

2.1 Description on summary of the review:

Green marketing is the promotion of environmentally secure products. To reduce the harmful impacts of chemical product usage and manufacture environmentally friendly products. Organic products are growing in popularity in the cosmetics business. Green purchasing actions prove a long-term benefit, such as a cleaner environment. It frequently benefits society as a whole. Female customers prefer green cosmetics brands more and encounter numerous difficulties when buying organic cosmetics. The development of strategic goals is aided by SWOC analysis, which shapes present and future activities. This study emphasizes the value of using eco-friendly products and provides a corporate overview of Mamaearth.

3. RESEARCH GAP :

Customers are more interested in sustainable and eco-friendly products. Therefore, several companies promote green-based products and practices in their business. In India, Mamaearth is one of the reputed companies that produces products that are toxin-free and has received "Made Safe" certification. Moreover, customers of the present era desire organic cosmetics, but very few enterprises produce green cosmetics. Therefore, this study emphasizes on the importance of using green products and an overview of Mamaearth company which focuses its production based on the health, wellness, and fitness of its customers by using SWOT analysis.

4. RESEARCH AGENDAS :

- (1) To investigate green concepts and conceptual framework of green cosmetics for upcoming research.
- (2) What are the various marketing strategies employed by the Mamaearth company?
- (3) What are the company's SWOC analysis and marketing mix?
- (4) What is the current financial status of Mamaearth and its competitors?
- (5) Which products are available to customers from the Mamaearth Company?
- (6) How is the Mamaearth company maintaining corporate social responsibility?
- (7) What suggestions does the company need to make to improve performance?

5. OBJECTIVES :

The paper is limited to performance analysis of the Indian environmentally friendly cosmetic brand: Mamaearth. The main objectives are:

- (1) To overview green concepts and green cosmetics.
- (2) To analyze the company's marketing mix.
- (3) To assess the marketing strategies employed by the company.
- (4) To analyze the company's SWOC Analysis framework.
- (5) To identify Mamaearth competitors, products, and services.
- (6) To the analysis of the financial position of the company.
- (7) To access the corporate social responsibility of the company.

6. METHODOLOGY :

An analysis of the data based on secondary sources is conducted in this case study. Published sources are taken into consideration during the data collection process. This article address Mamaearth company's marketing strategy, green adoption in products, SWOC analysis, and corporate social responsibility. Using this information data obtained from journal articles, newspapers, and business websites including the Mamaearth official website, comprehensive evaluations are done.

7. GREEN CONCEPT :

There are several environmental problems on our planet. It includes deforestation, food waste, plastic pollution, and air and water pollution. Chemicals produced by factories are found everywhere and that is the reason many business organizations produce goods which is more favorable to the environment. The environmental problem has gained importance in both business and public life. Additionally, customer awareness of the environment is increasing, people are ready to buy eco-friendly products for more prices. The environment has a significant impact on the company in the modern world. Most nations were concerned about environmental issues. Environmentally sustainable development is now a major key issue. To accomplish this, companies adopted a sustainable marketing strategy. The term “Green Marketing” came into prominence during the late 1980s and early 1990s green marketing has developed in three stages:

The first stage was also called “Ecological” green marketing, in which all marketing activities involved addressing and solving environmental issues.

The second stage was “Environmental” green marketing focused on clean technology by designing innovative products that address waste and pollution concerns.

The third stage “Sustainable marketing” gained popularity in the late 1990s and early 2000s. It referred to meeting the present needs without compromising the ability of future generations to meet their own needs [17]. Green marketing is the application of marketing tools to facilities exchange that support organizational and individual objectives while safeguarding the environment [18].

7.1 Green Cosmetics:

In the Modern economy, green concepts play a more important role than ever before. More and more consumers eat green, drive green cars, use green electricity, wear green clothes and buy green cosmetics. As consumers become more interested in what they are taking into their bodies, they’ve also become more interested in what they’re applying topically to their bodies [19].

The cosmetic sector has been able to adapt to changing customer preference for chemical-free skincare product formulas by switching to natural and organic cosmetic components that replace harmful toxin chemicals across the supply chain. It is becoming increasingly eco-friendly and ethical for cosmetics companies. Cosmetic companies must shift to innovative formulas, use eco-friendly packaging, reduce waste and carbon emissions, and research alternative materials, as well as invest in social and ethical aspects. Human rights and animal welfare are among the social and ethical dimensions of sustainability. Companies should assure and certify their customers that they are going green based on several fundamentals. As a first step, they must explain what natural components are. A list of inorganic chemicals to be avoided when developing natural products should follow. As a next step, a clear labeling standard will be established in which natural products are categorized into four categories according to how many natural ingredients they contain.

According, the definition would be a distinction, the definition would be:

- “100% natural” products use only natural ingredients and contain no synthetic or prohibited ingredients.
- “Natural” contains natural ingredients that makeup at least 95% of the components.
- “Made with natural ingredients” 70% - 90% natural ingredients are contained in these goods.
- A product’s label can include natural ingredients without stating any of the other previously explained definitions if the percentage of natural ingredients used is less than 70% [20].

7.2 Mamaearth Profile:

This revolutionary product line was developed to address an important issue related to Indian parenting. In a country where most baby products are not up to international safety standards. Mamaearth delivers safe, quality products that make parenting easier. The company’s products are virtually free of most banned chemicals in most countries. It is the first Asian brand to receive the “MADE SAFE” certificate. Mamaearth products are manufactured with love and care, not just for commercial purposes. The company is headquartered in Gurgaon, India. It was founded by Ghazal Alagh and Varun Alagh in 2016. In December, Hosana Consumer Private Limited introduced the Mamaearth brand of toxin-free products. The couple founded the company to provide safe products to newborns in India. It now serves newborns, mothers, fathers, grandparents, and everyone else [21].

8. MARKETING MIX STRATEGY OF MAMAEARTH :

The phrase “marketing mix” refers to the combination of factors beneficial in achieving a specific marketing reaction. To enable the practical application of the marketing mix to specific operational challenges, early authors attempted to list the enormous number of variables affecting market response [22]. Based on the 4Ps (Product, price, place, and promotion) are enforced by marketing mix strategy [23].

- (1) **Product:** The products are toxin-free and fully safe. They started with baby and mama products and have now moved into the beauty and grooming sectors. Mamaearth is a safe certified brand which is 100% natural and all products are free of chemical, phthalates, PEG, DEA, perfumes, colors, formaldehyde and other ingredients which are not suitable for newborns. Additionally, retail representative provides extensive instructions and explanations about how to use the product at the time of purchase. Customers can also call the 24/7 helpdesk to learn more about how to use the product. The Mamaearth’s promises customers an ego boost, confidence, security and also offers to meet psychological requirements through product consumption.
- (2) **Price:** The company using a premium pricing strategy gives customers a positive perception of quality. Use of psychological pricing, the company offered a variety of product lines and product ranges is more beneficial. Using geographical pricing, the company can optimally enter distinct regional markets. Geographic pricing enables coverage of shipping expenses for offshore locations. Bundle pricing is used to enhance consumer trial rates, get more customers and increase brand value during sales.
- (3) **Place:** Operated stores are managed by Mamaearth company. This store connects directly with customers and acquires vital information about consumer behavior, as well as greater control over operations. Licensed stores also allow a customer to enjoy the company’s different product choices. It helps to quick expansion and market penetration integrating with local cultural value. To localize their product offerings to boost brand equity and brand image. E-commerce facilitates online order placement and order tracking via the Mamaearth website. Additionally, the company sells its products through online shops such as Amazon and Flipkart to promote sales. It also operates a mini-shop model on social media and receives orders through direct messages. The items are available in supermarkets and hypermarket across the country.
- (4) **Promotion:** Corporate profiles, which are viewable on all social media networks and portals, showcase company information and product information. The social media presence of digital marketing allows the company to engage directly with customers and gain a deeper understanding of their needs. When customers use Mamaearth products and purchase them frequently, they earn points towards their loyalty cards. These points can be exchanged for products or other attractive gifts as instructed by the company. To identify strong and confident individuals to be brand ambassadors in their communities, the company provides them with access to its product line and encourages them to try it for themselves to see what a difference it can make. In a consumer-related magazine, advertisements appear twice a year, twice a quarter. Television advertisement highlights the product's functional benefits.

9. MARKETING STRATEGY OF MAMAEARTH :

The marketing strategy of Mamaearth is developing along with the company growing presence in the Indian market. Marketing strategy is crucial in communicating the message. The marketing strategy of Mamaearth will be discussed below [24-25].

- (1) **Expanding Customer base:** The brand's first target audience was newborns and mothers, but it gradually expanded its consumer base. Initially, the brand sold infant care and pregnancy items. In addition to skin and hair care, the company has expanded into other market segments as well. It offers bathing ranges, skin care serums, creams, facewashes, shampoos, hair oils, and many more. The best thing about these items is that they are free from chemicals. Mamaearth provides face cleansers, aftershave lotions, beard and hair oils, and shampoos in its men’s product line.
- (2) **Focus on Digital Platforms:** Mamaearth’s marketing activities are carried out on digital media. Internet is becoming more popular; most customers are turning to these platforms for any information they may need. As a result, the brand marketing strategy makes use of these digital platforms to increase brand image and reach a wider audience. In addition, the brand is accessible

- on a variety of digital sites, including Mamaearth’s website, Flipkart, Amazon, Nykaa, and others. The company is establishing a strong presence on digital platforms.
- (3) **Brand Message:** The tagline “Goodness Inside” reflects the brand’s purpose. A brand with this certification does not negatively affect the health or well-being of its customers. It sells items that are toxin and harmful chemical free. These items are more expensive and also of superior quality. Mamaearth highlighted the best of nature by selling goods made entirely of natural components and products that are free of animal cruelty. On the package, the brand even shows all of its product ingredients. That is how the brand lives up to its objectives of ‘Goodness Inside’.
 - (4) **Word-of-mouth marketing:** World-of-mouth marketing is a key part of Mamaearth’s marketing strategy. The brand approaches parent bloggers to increase brand awareness. When a customer recommends a brand, it appears more realistic and trustworthy. The company believes in the power of mothers, it has concentrated on a word-of-mouth approach in which mothers may spread the news about the brand and how it is the best quality for their newborns.
 - (5) **Online marketing using social media:** The most effective way to reach potential customers is through social media. The brand is active on several social media sites such as Facebook, Twitter, and Instagram. Mamaearth’s primary strategy is influence marketing, which includes the use of hashtags on social media sites.
 - (6) **Influencer Marketing:** The Mamaearth team interacts with influencers via social media channels and pitches their audience specifically. Influencers have loyal followers who take their advice seriously. Mamaearth collaborates with 500 parent bloggers to spread word of mouth on digital media. It is commonly known that when an influencer promotes anything, their community members will follow the lead because their job is to influence people. These influencers support mamaearth by posting about their goods and their goodness.
 - (7) **Brand Endorsements:** Mamaearth’s growth expanded after popular actress Shilpa Shetty become an investor and brand ambassador. She is involved with the creation of a new product. The actress used social media to promote the brand. Shilpa Shetty’s digital presence for the company increased its reach. Partnership with such famous personalities helps to increase the brand’s worth.
 - (8) **TV Commercials:** In the beginning, Mamaearth didn’t believe in television advertising. In recent years it has truing to television advertisements for revenue. The company has just released its first television commercial for its onion hair oil and also promotes the benefits of onion hair oil in the advertisement. It also emphasizes how the lead actor learns about the brand via a coworker.

YouTube Marketing: YouTube has become one of the most powerful avenues for promoting brand awareness. Almost half of the people would rather watch YouTube review videos than read about them. There are numerous YouTube influencers with a large number of followers that can help to spread the word about the product. By reaching out to YouTube personalities, Mamaearth has improved its marketing strategy. In addition, its marketing costs are lower than those of traditional marketing campaigns.

10. SWOC ANALYSIS OF MAMAEARTH :

SWOC Analysis is the most widely used tool for analyzing and auditing an organization’s overall strategic position [26-27]. The company’s environment should be continually reviewed to forecast and predict evolving trends and incorporate the results into its decision-making [28]. In the Mamaearth company SWOT analysis, opportunities and challenges are the external factors, whereas the strengths and weaknesses are internal factors. Table 2 lists the strength, weaknesses, opportunities, and challenges faced by Mamaearth [29].

Table 2: The SWOC Analysis of Mamaearth company

<p>Strengths:</p> <ul style="list-style-type: none"> ➤ Reputable brand name ➤ Utilize brand equity to expand into a new market ➤ Position of market leadership 	<p>Weakness:</p> <ul style="list-style-type: none"> ➤ Poor at customer-oriented services. ➤ Decreasing revenue per unit. ➤ High levels of job stress cause retention problems ➤ The supply chain is not flexible enough.
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<ul style="list-style-type: none"> ➤ Favorable reputation on a worldwide scale ➤ Large base of customers ➤ Invest in research and development activities. ➤ the Culture that supports innovation ➤ Good financial status. ➤ Natural products ➤ Diversified product portfolio ➤ Innovative ad campaigns ➤ User-friendly and innovative packaging 	<ul style="list-style-type: none"> ➤ Few physical outlets. ➤ Mamaearth depends on outside manufacturers because it doesn't have production house of its own.
<p>Opportunities:</p> <ul style="list-style-type: none"> ➤ Consumer base expanding in the lower end of market. ➤ Opportunities to grow corporates through collaboration with local players ➤ The rising popularity of high-end products consumption. ➤ New competitors are finding it challenging to enter the industry because of strict government rules. ➤ Market shift towards natural products ➤ Expansion in the physical retail market. ➤ Mamaearth offers incredibly natural and non-toxic products, which help to enhance the world's footprint. ➤ New patterns in consumer behavior. ➤ Mamaearth may launch new products that appeal to a different segment of society. 	<p>Challenges:</p> <ul style="list-style-type: none"> ➤ Increasing criticism from environmental activist groups. ➤ Lack of qualified workers in the market ➤ Market saturation in metropolitan areas and rural markets. ➤ Increasing customer awareness of health ➤ High competition ➤ Raw materials are expensive ➤ The government enacts regulations and laws every year. ➤ A significant impact of climate change on raw material supply.

11. THE MAIN PRODUCTS AND SERVICES OFFERED BY MAMAEARTH AND ITS COMPETITORS :

11.1 Competitors of Mamaearth Company:

Mamaearth provides organic and natural skin care products that are user-friendly and efficient. The demand for chemical-free and organic skin care products is rising, which has raised competition for Mamaearth. Table 4 shows a list of Mamaearth competitors based on their top-performing companies that offered comparable chemical-free skin care products [30].

Table 3: List of the Top performers in 2022

S. No.	Company Name	Establishment year	Founder	Headquarters	Annual Turnover
1	Wow Skin Science	2016	Manish Chowdhary & Shradha Sharma	Bengaluru, Karnataka	\$ 4 B
2	Khadi Naturals	1963	Gaurav Singh	New Delhi	\$ 1.2 M

3	Biotique	1992	Vinita Jain	Noida	\$ 2.3 M
4	Forest essentials	2000	Mira Kulkarni	New Delhi	\$ 78.2M
5	Plum Goodness	2013	Shankar Prasad	Mumbai, Maharashtra	\$ 5.6 M
6	Patanjali Ayurved	2006	Balkrishna & Ramdev	Haridwar	\$ 4.02M
7	Himalaya Wellness	1930	Muhammad Manal	Bengaluru, Karnataka	\$ 10 M
8	The Body Shop	1976	Anita Roddick	London	\$ 1.1 B
9	NYR Organic	1981	Romy Fraser	Boston	\$ 39.42 M
10	Vicco Labs	1952	Keshav Vishnu Pendharkar	Mumbai, Maharashtra	\$ 0.50 M

11.2 Products and services provided by Mamaearth:

The company offers over 80% natural goods under its umbrella and focuses on newborns and others with a line of baby care products, hair care products, skincare products, and more. India's first bamboo-based baby wipes, a stomach roll-on and fennel for colic and digestive relief, and 100% natural plant-based toothpaste for children aged 0-10 years are among Mamaearth's most revolutionary products. It also offers skin and hair care products made from natural ingredients like onion, tea tree, vitamin C, argan, coco, and charcoal. It caters to both babies and their mothers, with products spanning from sunscreen to stretch mark removal serum to cater to different aspects of motherhood. Table 5 showcase the products and services offered by Mamaearth [31].

Table 4: List of products and services provided by mamaearth.

S. No.	Categories	Products and services
1	Skin care products for babies	Baby shampoo, Baby Lotion, Baby soap, Baby Body wash, Baby face cream, Baby oil, Baby dusting Power.
2	Skin care products	Face wash, Face mask, Face scrub, Face cream, Face serum, Face tonner, Face gel, Face Sheet Mark and Face Moisturizer.
3	Hair care products	Shampoo, conditioner, Hair oil, Hair Mask and hair serum.
4	Body care products	Body wash, Body Scrub, Hand Creams, Body lotion.
5	Gifts	Baby essential Hamper kit, Winter essential kit for babies, Welcome baby essential kit, Anit-hair fall spa kit, Essential Anti-hair fall kit, Damage repair kit, Acen marks reduction kit, Tan removal regimen kit, Vitamin C skincare regimen kit, Hair Fall control kit, Tea tree anti-dandruff hair regime kit, Intense hair treatment kit, Aqua glow skin refreshing kit, Skin Radiance body care kit, Wedding glow skincare kit, Organic bamboo-based bay wipes, etc.,

12. FINANCIAL STATUS :

The overview of the mamaearth financial statement for year ending 31 March 2021 [32]. Table 6 show the summary of financial status of Mamaearth company.

Table 6: The financial position for the year ended 31 March 2021.

Operating revenue	INR 461 Crore
Total expenses	INR 435.6 Crore
Profit after tax	INR 24.59 Crore
Marketing Costs	INR 192.23 Crore
Cost of materials consumed	INR 133.1 Crore
Transportation and packaging cost	INR 62.7 Crore
Employee benefit expenses	INR 27.82 Crore
Other operating and admin expenses	INR 13.75 Crore
EBITDA Margin	-4.99%
Return on capital employed	-3.84%
Inventory Turnover Ratio	14.57 Times

13. CORPORATE SOCIAL RESPONSIBILITY :

It achieves long-term corporate success by lowering associated risk factors and pursuing community-building goals. The organization aims to achieve three main goals to enhance its social impact and influence on the environment and people's lives. Mamaearth practices basic principles such as trust, integrity, honesty, and responsibility. Enhancing community health and well-being by providing environmentally friendly products and services. The company manufactures and distributed its products with a strategy to reduce waste and increased recycling. The company intends to accomplish this by spreading nutritional facts and raising nutritional intake awareness. It also includes projects for job creation, infrastructure, and educational deployment. Additionally, it provides training and skill development workshops to everyone in the community, including people with disabilities and special needs individuals. To maintain environmental sustainability and to enrich the environment, the company creates green space with high-quality plantations. The company has checked all of its partners along the supply chain and for raw materials against predetermined ethical credentials to ensure that all raw sources and materials are obtained from those who conduct sustainable sourcing practices. In its business operations, the company ensures that all human rights are respected, including the protection of child labor, the protection of animals, and the inclusion of diverse viewpoints. Plants and production divisions at Mamaearth are equipped and authorized sanitation systems, consumption of little water. In addition to regular health check-ups provided at no cost to all community members, there is a strong emphasis on animal welfare for farmers [33].

14. FINDINGS :

- (1) The organization is poor at providing consumer-oriented services, detailed analysis and surveys must be conducted to determine the customer's needs and desires.
- (2) Company's Net income is not matching its forecasted income, it needs to improve its sales to increase its productivity and earnings.
- (3) The company has a restricted number of physical stores, which limits its market share. It should concentrate on expanding physical outlets in order to reach out to customers.
- (4) Mamaearth develops new products quickly to improve its product range, create flexibility in the value chain and establish positive relationships with value chain partners. The company can introduce new products to target certain demographic segments of society.

15. RECOMMENDATIONS :

- (1) Based on the above analysis, we recommend the following feasible enhancement suggestions.
- (2) The company must expand its franchisees to have a presence in every area of the city, as well as maintain efficient control over the business operations.
- (3) Mamaearth leads to improve the infrastructure expansion and development to match international standards and the company has opportunities for corporate growth through collaboration with local players.
- (4) Mamaearth needs to develop a new manufacturing unit to reduce costs and eliminate dependence on any other third party.
- (5) Innovative technology investments should be made by the company to enhance revenue and reinvest profits into disruptive technologies in the future.
- (6) Mamaearth can use cognitive advertisement techniques to influence the consumer.

16. CONCLUSION :

Green and eco-friendly beauty products are becoming increasingly popular and are regularly used to reduce the negative environmental impacts of chemical manufacture and consumption. The cosmetics sector has been able to shift consumer expectations for chemical-free skincare products by supporting natural and organic ingredients that are replacing harmful toxin compounds across the supply chain. Mamaearth is an Indian company that focuses on health, wellness, and fitness. The majority of baby products sold in this country do not meet safety regulations. Mamaearth is a rapidly expanding cosmetics company in India that a strong emphasis on the fitness, well-being, and health of its customers. After analyzing the company's marketing strategy, marketing mix, SWOC analysis, rivals, and financial status the study concluded that Company growing presence in the Indian market and its marketing strategies are successfully implemented. It took initiative towards corporate social responsibility and conducted many welfare programs for society. Mamaearth to grow, it needs to expand the retail business, and franchisees, offer customer-oriented services and focus on all income levels. To develop innovative products that diversify the market and minimize expenditures to create more demand for its products.

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