

# **Super-Max: Strengthened By Consistency And Innovation**

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As the world's second largest manufacturer of razor blades, Supermax has earned the trust of millions of consumers in over 140 countries. A strong and consistent brand amalgamated with innovative, world class products has steered the company towards success. Uditha Costa, Supermax Country Manager for Sri Lanka and the Maldives elaborates on the company's products, brand positioning as well as its future plans.

By Chamindra Warusawitharane

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Supermax entered the Sri Lankan market in the year 2001 and since then it has recorded a steady growth in all segments of the market. Understanding what the consumer needs, maintaining high product standards and gaining brand loyalty are the core reasons behind the company's success in Sri Lanka. "We strive to understand and anticipate the consumer's grooming needs and to meet every expectation with innovative high-quality products at the right price," states Uditha Costa. On achieving worldwide recognition for providing quality and value-for-money products, he further adds, "we have developed an enviable reputation for providing our consumers with high quality personal shaving products. We believe that we are different, as we aim to develop brand awareness and provide the consumer with satisfaction every time. After all a shaving razor is not merely a razor, it is part of a lifestyle."

Supermax offers a range of products presenting complete quality shaving solutions to the consumer: pre-shave to post-shave solutions in personal grooming, marketing a range, from the premium to the value-for-money segments. Supermax product category includes shaving systems, disposable shaving razors, shaving blades and toiletries products, all of which are available to the consumers through the modern trade and down trade outlets. Supermax is the market leader in shaving blades and the triple disposable category in Sri Lanka and the Maldives.

Speaking about the market behaviour in Sri Lanka, Uditha added, "Sri Lanka is mainly a twin disposable market and consumers are switching to the triple disposables gradually since it is more economical and gives a fine shave with less number of shaving times." Supermax recently introduced Supermax Hattrick Disposable razors to the market.

In Sri Lanka, the value-for-money category is predominantly for the masses, the largest segment which generates highest revenue. Premium products are for the segments who

look for a lifestyle base, and are featured differently from the value-for-money segment in terms of quantity, additional features, and pack sizes.

While maintaining its steady growth, Supermax plans to further expand into total pre and post shave solutions. In addition to shaving razors and shaving blades, the Supermax product portfolio extends into toiletries products as well. Talking about the company's future plans Uditha explained, "in the coming months the company plans to launch new product lines such as shaving creams, aftershave lotions and balms with exciting variants. The company also hopes to introduce CellMax Alkaline Battery products to the market soon."

Developing the women's grooming product market in Sri Lanka will be yet another milestone in the company's roadmap.

Thus far the Supermax market in Sri Lanka has continued to grow steadily in volume and consumer base. Speaking about the challenges the company faced and the strategies used to overcome the challenges Uditha stated, "the shaving industry in Sri Lanka is a highly mature market and the market structure is monopolistic competition. There are three major players, which includes Supermax. We were the third to enter the market hence there were many challenges to enter the core market. It is natural that the first and second entrants will have greater opportunities. Explaining further he said, "Supermax's strategy is to focus on differentiation; while sales are centred at expanding the existing markets while penetrating new markets."

Speaking about the Maldives market, Uditha added, "the Maldives market is a very fast and lucrative business area. Supermax triple disposable is the market leader in the disposable category and became the popular razor among the consumers. Market share is growing at a speed and Supermax pre and post shaving applications products and Supermax women's products are growing steadily."

With both the market in Sri Lanka and the Maldives growing at a steady pace Supermax is striving towards becoming the trusted grooming partner. The company has lined up activities to strengthen the market share and introduce new products to enhance its market penetration.