

Effectiveness of Sales Promotion of Pureit

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CITATION: Sharma, Palak and Das, Priti (2016), "Effectiveness of Sales Promotion of Pureit", *MERC Global's International Journal of Social Science & Management*, Vol. 3, Issue 3, pp. 99-105.

ARTICLE HISTORY: Submitted: January 09, 2016, Revision received: February 11, 2016, Accepted: February 18, 2016

ARTICLE TYPE: Research paper

ABSTRACT

This paper provides the insights of various promotional strategies adopted by HUL for its water purifier brand Pureit with respect to other major competitors in the market. The authors analysed that the company adopts a variety of promotional methods, in which the most common methods are a paper insertion, display stalls, participating in exhibitions, telemarketing, direct mail, presentations, and showrooms. The author has also found that though the brand names like Aqua guard, TataSwatch, Kent, Philips, Aqua sure, etc., came into the picture that the fact reveals that there are some other strong players in the market. Every player is vying with each other to capture a larger pie in the markets. The products are marketed through all promotional tools such as dealers, retailers, etc. are also involved in the marketing process so far.

KEYWORDS: Sales promotion, Pricing, Quality, Brand awareness, Promotional activities, Schemes.

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