

## **Impact of Premium Packaged Drinking Water in Mumbai Area**

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### **Abstract**

Regular bottle water like Bisleri, Aquafina and kinley market is facing severe competition to tackle the issue many companies comes with premium natural mineral water category to serve to the premium location and channels. India is also in top 10 countries in consumption of bottle water and foreign brands coming in India and looking their market in tourist places, restaurants, airport, gym and many areas. In this article, it will examine the impact of premium packaged drinking water in Mumbai region and identify the various influences in the purchase of premium packaged drinking water in the study area.

**Keywords:** Premium bottle water category, package drinking water, consumer purchase and preferences, regional and international player

### **INTRODUCTION**

India is a top 10 country in bottle water industry. Premium bottle water introduced in India to diversify industry and satisfy the growing consumer needs by introducing value adding to the drinking water. It is expected to serve as a refreshing alternative to regular bottle water, soda and colas. A health conscious generation preferring premium water category. There is historical evidence that Indian Maharajas drunk water with Indian herbs to stay healthy and fit. High PH level means highly alkaline water almost as much as green tea, Himalaya water contain PH 7.3, Vedica PH 7.9and

Mulashi PH 7.8 less acidity in water help to detoxify your body and also lose weight naturally good for healthy skin.

**List of the premium water which pre dominantly present in Mumbai market:**

SR. No.	Brand Name	Category
1	Himalaya	Mountain water
2	Mulashi	Mountain water
3	Vedica	Mountain water
4	Evian	Mountain water
5	Aeronar	Mountain water
6	Perrier	Sparkling water
7	San Pellegrino	Sparkling water
8	Blue Pine	Artesian water
9	Veen	Sparkling water
10	Voss	Sparkling water

**Indian market size (By Volume in billion liter)**

Category	2015	2016
Bottle water	5.6	6.8

(Source:-Economics Times, 16 August 2016)

**OBJECTIVE**

To study the market of Premium bottle water in different channels awareness in premium market and in end consumer, also how it is positioning with competition of regular water.

**Four P's of the premium bottle water:-**

**Product:-**

In Mumbai, premium water products are available into four categories.

- 1) Regular Bottle water:-** Regular bottle water is a treated water , It is biggest segment includes brands like Bisleri, Aquafina and Kinley. Regular water originated from any type of water supply (including Municipal water) subjected to any treatment that modifies the original water in order to comply with chemical, Microbiological and radiological requirements for prepackaged water.

- 2) **Mountain water or Natural mineral water:**-Natural mineral water is defined as water obtained directly from underground sources protected from pollution risks. Packages close to its source and meet the quality standards without processing. It contains at least 250 parts per million total dissolved solids minerals and traces elements must come from the source of the underground water which cannot added later. Examples:- Himalaya, Vedica and Mulashi.
- 3) **Artesian Water:**-It is water from a well that taps an aquifer-layers of porous rock, sand and earth that contain water which is under pressure from surrounding upper layers at rock or clay. Example: Blue pine.
- 4) **Sparkling water or carbonated water:**-Sparkling water into which carbon dioxides gas under pressure has been dissolved which is also naturally carbonated both the water and natural carbon dioxide gas are captured independently then water is purified and during bottling the carbon dioxide gas is re-added so that the level of carbonation. Example:-Perrier, Voss and san Pellegrino.

**Prices:-** It has large difference in prices of premium water bottle compare to regular bottle water where factor include most of the brands are imported from outside India and outside state which goes through many taxes and extra travelling cost.

SR. No.	Brand Name	Source	MRP
1	Himalaya	India(Rudrapur)	55/liter
2	Mulashi	India(Sahyadri)	35/liter
3	Vedica	India(Rudrapur)	40/liter
4	Evian	Switzerland	115/liter
5	Aeronar	India(Shivalika)	77/liter
6	Perrier	France	200/750ml
7	San Pellegrino	Italy	110/200ml
8	Blue Pine	India	35/500ml
9	Veen	Finland	1500/750ml
10	Voss	Norway	746/800ml

**Place:-**Most preferable target market for premium water are five star to three star fine dine, QSR(Quick service restaurants), Modern Trade, Tradition trades( on high earning area of the Mumbai), airport, Gyms, Health clubs, direct sales to the film celebrities and business person and a major supplier in beverages and restaurants.

**Packaging:-**with its shape and colors packaging of the premium bottle is considered to be more attractive compare to regular bottle water. It is available in different SKU(stock keeping unit), Vedica (in 1 liter, 250ml and 500ml), Himalaya(1liter), Perrier (300ml and 600ml). Bottle like Perrier, Voss san Pellegrino are in glass bottle which is ecofriendly packaging.



#### **Necessity of Premium bottle water:-**

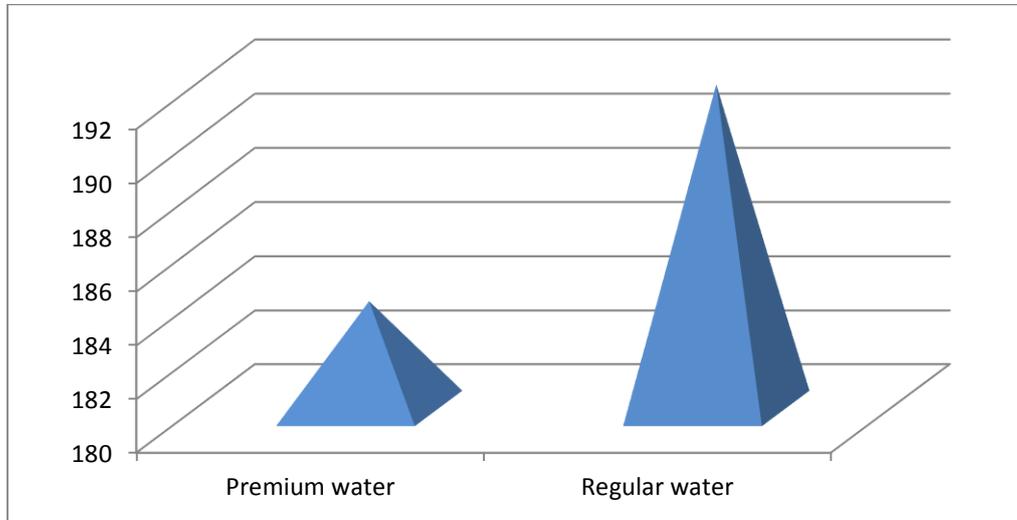
- A. Tourism and international trade of Mumbai and India increases significantly. NRI and foreign consumer prefer only their own country bottle water or international standards bottle water to avoid any water change which can affect their health.
- B. Because of the heavy local competition in regular water brands like Bisleri, Coca cola and PepsiCo reasons to enter into the premium water category.
- C. Boom in Hotel and retail industry resulted into the introduction of premium water which is one of the profits making process of the business.
- D. More health conscious and increased purchasing power of Indian prompting them towards the experimental with products also prefer natural Mineral water compare to external doses of the minerals makes them uncomfortable.

#### **RESEARCH METHODOLOGY**

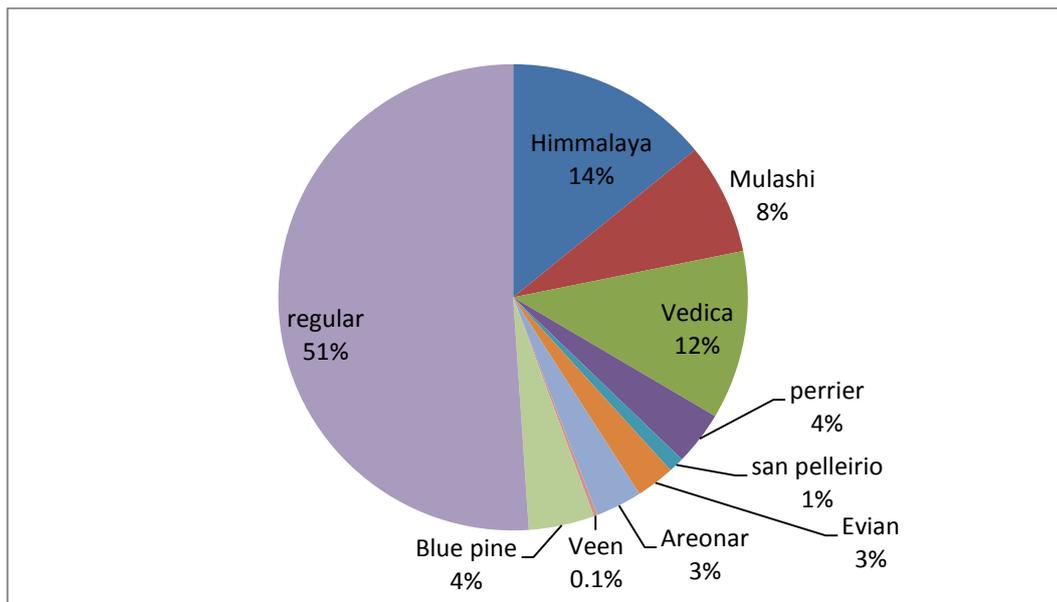
In this study both primary and secondary data is a structured questionnaire was used to collect the primary data. The questionnaire was prepared to collect primary data among the respondents who keep the premium mineral water in different channel. A total 10 questionnaires designs to ask the respondents together data the secondary data in this study is collected from various sources such as Journals, articles and websites.

**Sample Design:-**A sample collected from respondent residing in Mumbai city as sample size was collectively Fine dine (128 outlets/channels), Gym and health clubs (7 outlets /channels), Traditional trades(43 outlets) and Modern trades and online portal (14 outlets/channels).Total 192 outlet/channel .

**Table 1:**  
**Market Share and presence against premium and regular water**



**Figure 1.1**



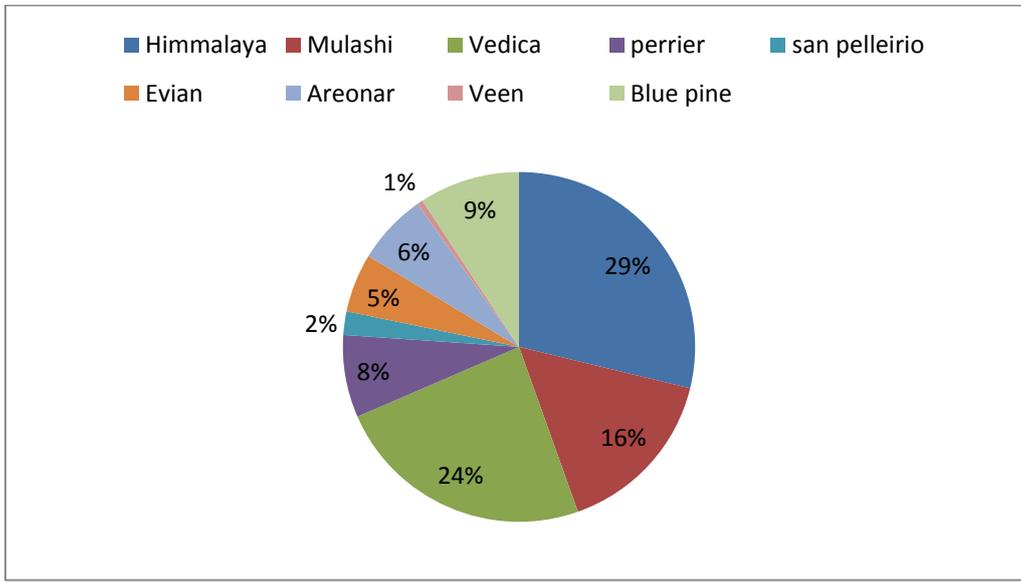
**Figure 1.2**

Explanation of table 1:- The above table shows that regular water have 51% market shares as yet customer are keeping with premium water they also keep regular package drinking water. Whereas premium water has 49% market share, this is contrary to consumption of entire India's 85% for regular water and 15% for premium

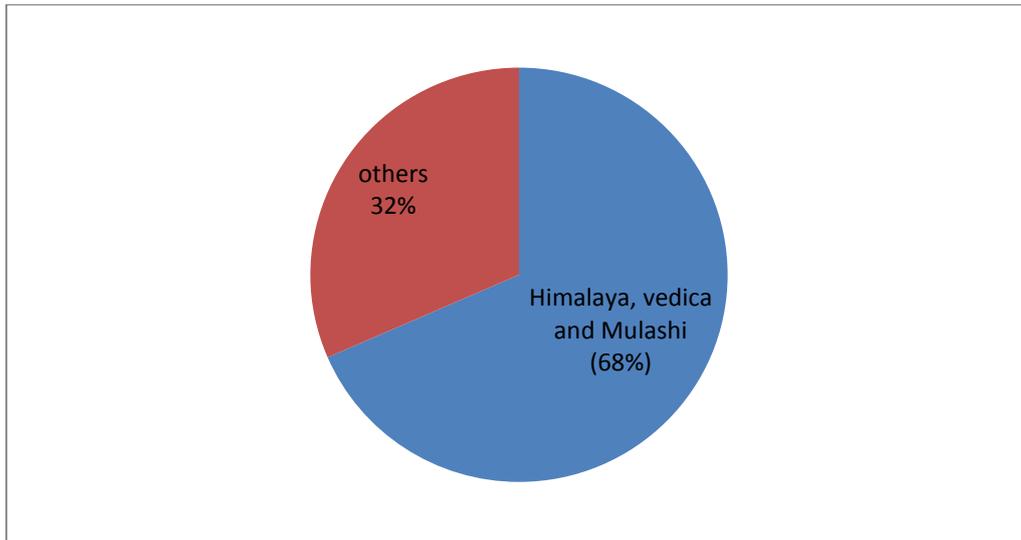
water category. Figure no 1.1 shows that Out of 192 sample size 184 consumers are a user of premium water where as all 192 consumer is the user of Regular water.

**Table 2.**

**Market share of the Premium water category:-**



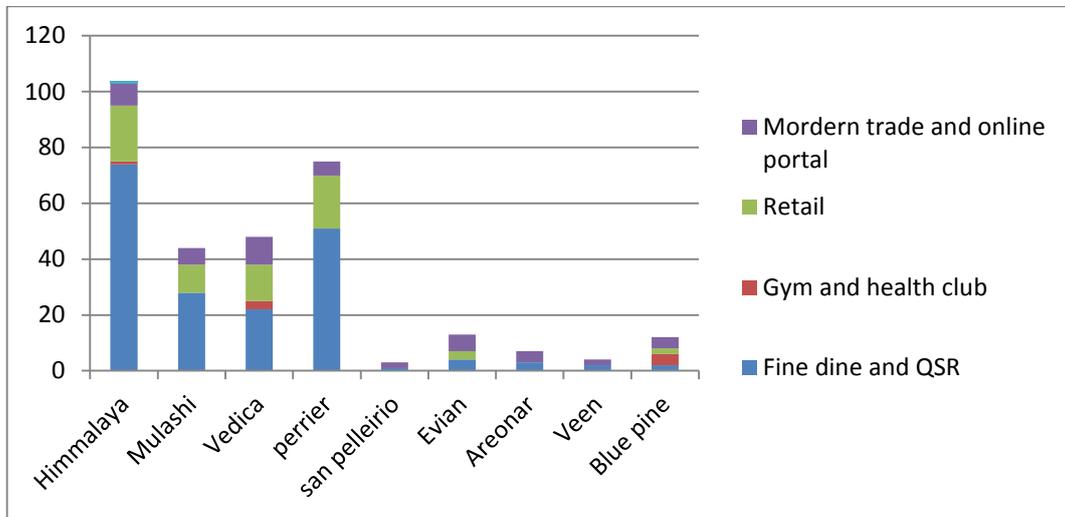
**Figure 2.1**



**Figure 2.2**

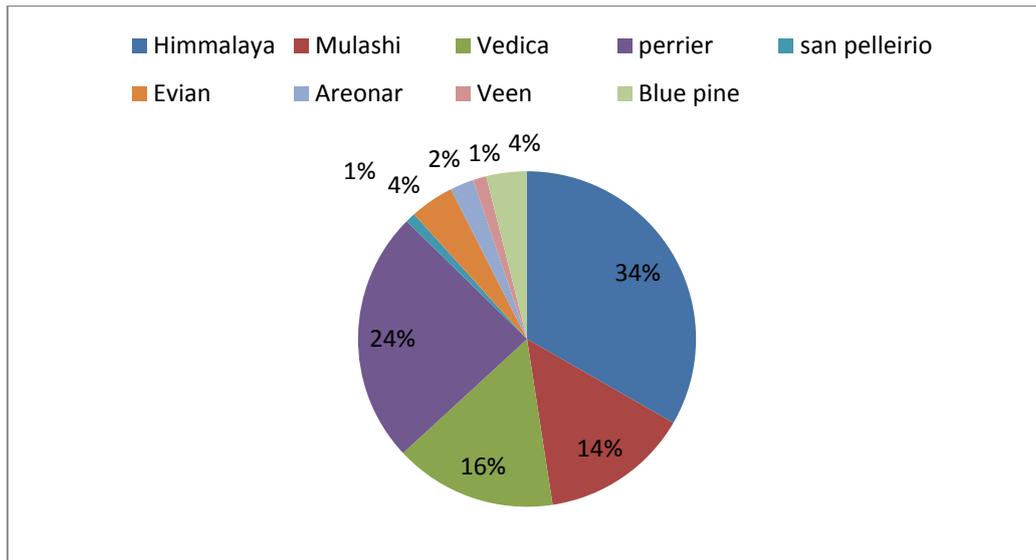
**Explanation of table 2:-**The above table indicates that Himalaya, Mulashi and Vedica are showing two digit market shares also contribute 68% market share in Mumbai whereas other brand contribution is only 32%. Except Mulashi, Himalaya and Vedica belongs to the big brands like Aquafina and Bisleri.

**Table No 3:**  
**Attractive packaging, fair MRP and good quality**



**Figure 3.1**

(Above table shows that brands against population of respondents)



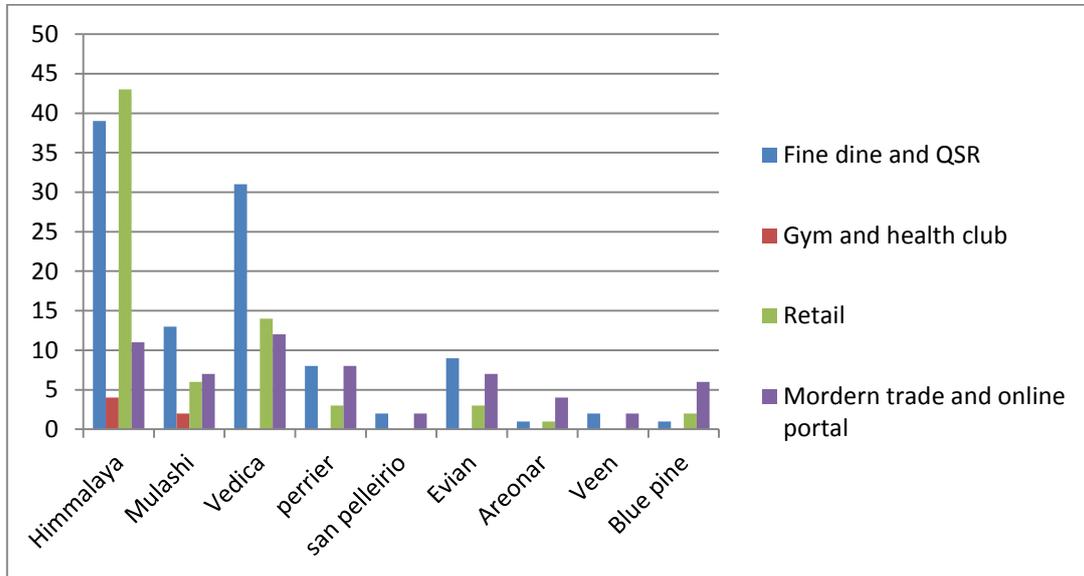
**Figure 3.2**

**Explanation of table 3:**

A contrary situation can show that yet Vedica and Mulashi have large share in market till Himalaya and Perrier leads in attractive packaging, fair MRP and good in quality.

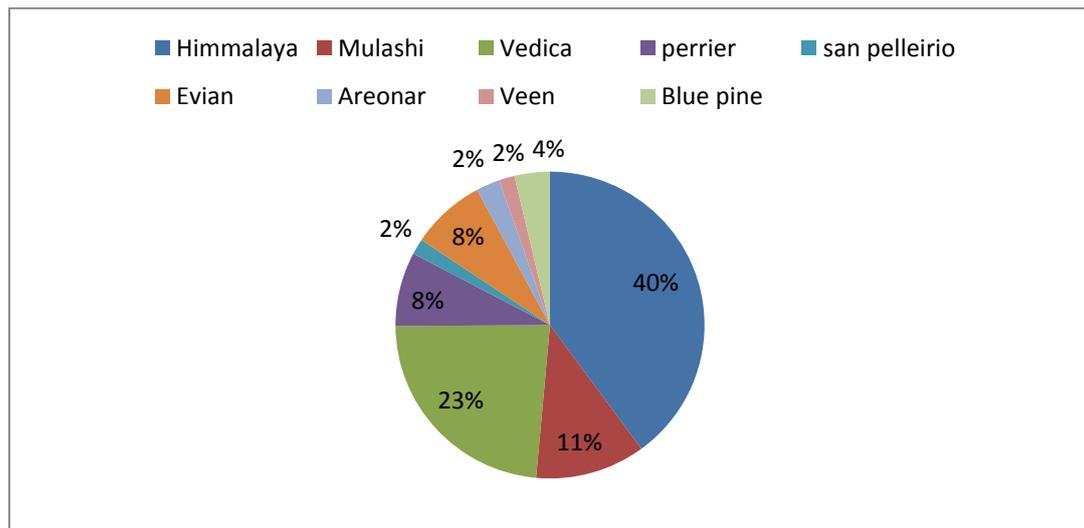
**Table No. 4:**

**End consumer preference informed by purchase department of the channel/outlet**



**Figure 4.1**

(Above table shows the brands against population of respondents)



**Figure 4.2**

**Explanation of table 4:**

The above tables shows that out of 192 channels/outlets 77 consumer prefers to keep Himalaya bottle water in their outlets because of the their end consumer preferences and acceptance on it, Vedica preferred by 44 consumer and Mulashi is 21 consumer.

## **FINDINGS**

- 1) Bulk order for premium water is very less because of the high landing price which is also not affordable for even for catering business high landing cost causes a high expense to bulk order consumer and most of the bulk order SKU is 250ml and 200ml bottle or pouch frequently caterer giving it on free of cost to any events.
- 2) Corporate uses only in upper management's meeting and events.
- 3) Except Himalaya, Vedica and Perrier customer are not loyal with other brands.
- 4) Customer is satisfied with service and availability of the products from most of the brands.
- 5) It is found that very less distributor for the premium package water in Mumbai.

## **CONCLUSION**

There is huge scope and competition in this field so that more no. of companies coming into this from inside and outside the India. To survive into this they need to work more on the supply chain, quality and Variety in SKU of the products. To increase with the distributor they need to run sale promotion and should give good margin.

This study is made a detailed report, shows that the impact of premium packaged drinking water. It will be useful in finding out the basis on which customers prefers buying packaged drinking water. All efforts have been put to make the report correct, genuine and fulfilling the objective of the report.

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