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HUL launches digital platform for professional cleaning products

UPro to expand into tier 1, 2 cities; hopes to capture 'white space in homecare segment'



Deepak Subramanian, Executive Director – Home Care, HUL

Speaking about the total addressable market, he said, "The category of professional cleaning products is highly fragmented and unstructured. Hence, any assessment of an exact market share may not be accurate." Subramanian believes the category will allow HUL in capturing the white space that exists in homecare products.

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Hindustan Unilever has launched a full range of cleaning and hygiene chemicals, specially formulated for professional use under its newest homecare categories – Unilever Professional India (UPro). The company will be introducing a digital distribution channel for this product category to reach small operators.

"UPro will expand into tier 1 and 2 cities, and use the digital network to generate leads and capture demand," Deepak Subramanian, Executive Director – Home Care, HUL, told *Business-*

Line. UPro is targeting verticals such as food services, hospitality, laundrettes, offices and schools, hoping to be a one-stop online store for all cleaning needs.

One-stop solution

UPro will be extending its portfolio under CIF, Domex, Surf and Comfort brands to include products like glass cleaners, air fresheners, degreasers, kitchen hygiene products, kitchen sanitisers, laundry care detergent and fabric conditioners for commercial use, Subramanian noted.

Digital is the key

"The digital network will be a key element in our route to the market. Our objective will be to enable channels that are able to deliver products and solutions to our customers in the most effective way, and in the process, engage with consumers in a seamless manner. UPro plans to make the portfolio simple yet effective, and also ensure the chemical application and cleaning protocols are digitally accessible," Subramanian said.