

A silhouette of a family of four against a sunset background. On the left, a child is riding a bicycle. In the center, a woman and a man are standing, with the man holding a baby high in the air. On the right, there is a baby stroller. The sun is low on the horizon, creating a warm, golden glow.

FORBES

Living a **positive life**



***With its life improvement products,
FORBES helps people live a healthy & happy life,
take control and live a Positive life.***

“FORBES” is a catalyst for healthy and happy living.

Forbes Product categories

+FORBES



VACUUM CLEANER



**Trust of 50
Lakh families**

new



**HEALTH
CONDITIONER**

EUREKA FORBES 
Your friend for life

Legacy of Leadership



+FORBES

EUREKA FORBES 
Your friend for life

* Market Pulse Report Mar'18

Understanding **Today's** Consumers

Changing Needs of New Indian Consumer



New Indian: The Many Facets of a Changing Consumer



Increasing Affluence : Elite & Affluent the top 2 income class will be the fastest growing – 8% - 16% in 2025



• Time compression

- fast-paced work environment
- need to perform increasing amounts of work within a given time period

Shifting family structures

- nuclear-family to singles households.

Changing role of women

- Women Taking Their Rightful Place.
- increased individualism,
- shifting roles within families, and rising national pride.

Consumer Speak



**Helpless
!**

Neha Sharma's Story!

Young working mother
Likes her home clean but no time
for same

What is she doing right now :
Maids & Self cleaning

What she really wants :
*Easy, effortless & time saving
cleaning systems for a **Hygienic**
living*



**Cleaning
Fanatic**

Richa Thakkar Story!

House Wife
Obsessed with cleaning

What is she doing right now :
Vacuum cleaners, sanitizers & cleaning
agents

What she really wants :
*New cleaning equipment and new devices
for fast **Hygienic cleaning***



**Cleaning a
burden**

Sanjay Sharma Story!

Bachelor – Working staying alone
/friends

Unclean room even is not a taboo
What is he doing right now :
High dependency on maids

What he really wants :
*Cleaning systems which can sweep
and mop to deliver clean & **Hygienic**
home*

Consumer **Pain** points

Pain Point 1 : The invisible dust mites & germs



DUST MITES



GERMS

Pain Point 2 : Health issues



Allergies, Skin diseases, Aasthma, Diarrhoea etc...

Pain point 3 : Lack of Time



Different Equipment → time consuming



Cleaning is a hassle and No Time



Pain point 4 : Bowing Down to Clean

Removing or eliminating them completely is a painful task



A large percentage of Indian men and women suffer from back ache because of constant bending and kneeling while cleaning.

73% patients with spine problems have lower back complaint: Survey

tnn | Updated: Oct 19, 2017, 00:32 IST

✉️ 🖨️ A- A+



MUMBAI: Lower back pain is the leading cause of disability, yet people suffer for at least seven weeks before seeking help, according to a local survey released on the occasion of World Spine Day on Monday. The survey of 20,000 patients who sought help for back or neck problems showed that

HOW DO YOU CLEAN YOUR HOME ?

WITH BROOMS AND MOPS?



DOESN'T IT HURT YOUR BACK?
IS IT HYGENIC ENOUGH?

It's time to evolve to a better way of cleaning!



INTRODUCING

Forbes' New Generation Of Upright Vacuum Cleaners



MULTI CLEAN

EUREKA FORBES 
Your friend for life

MULTI CLEAN

NO MORE BOWING DOWN TO
DIRT.



DON'T
BEND DOWN
TO DIRT!

Multi Clean – A floor cleaner that transforms into a Multi-use cleaner.

MULTI CLEAN
Upright-cum-Handheld Cleaner

Key Features



Versatile and Lightweight for Quick and Convenient cleaning



Great to use on carpets and Hard Floors



Hassle Free Bag less Technology



Storage friendly design for convenient parking position

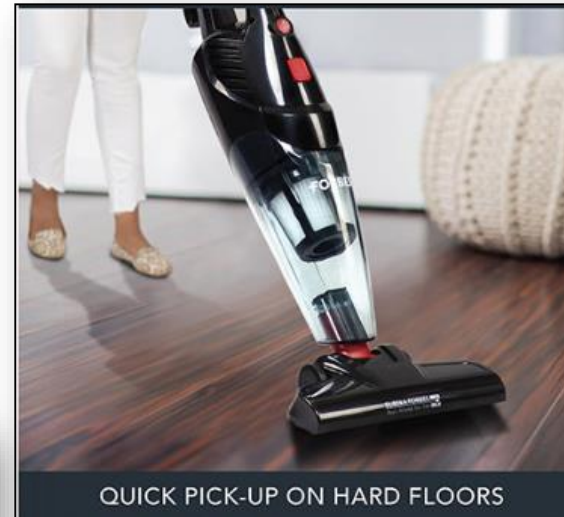


Technical details



Category	Stick Vacuum Cleaner - Corded
Surface	Hard Floors
Dimensions (W x D x H cm)	20 x 24 x 109 cm
Cleaning path	23 cm
Weight	2.05 kg
Wattage	360-450 W
Suction Power (aW)	Hand Vac: 83.4aW , Stick Vac : 60.9aW
Sound Level (dB)	78 dB
Hand Held Feature	Yes - Easily Converts to Hand Held Unit
Cord Length	5 m
Radius	6 m
Bag Type	Bagless
Bagless Technology	Yes
Capacity	0.5 L
Easy Empty Dirt Bin	Yes
Swivel	No
Washable Filters	Yes
Included in the Box	Body, Foot, Handle, Crevice tool, User Guide

Application






Competition details

1. Light weight

2. Less noise

3. Energy efficient
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Brand	Forbes	Philips	Kent
Product name	Multi-Clean	FC 6132	Crystal
Image			
Net Weight (In Kg)	2.05	2.8	2.95
Suction Power (In KPA)	16	15.5	18
Noise	76 DB	< 84 DB	< 85 DB
Input Power (In Watts)	350 - 460	900	850
Multi-purpose	Yes	No	Yes
Accessories	Floor / Carpet brush, Crevice nozzle	Floor brush	Crevice Nozzle, Floor / Carpet brush
HEPA filtration	Yes	Yes	Yes

Why Upright?



Basis	MOPS & BROOMS	Multi Clean
User Friendly	Difficult to maneuver	Very easy to use
User Health Issues	Mops and Brooms might seem like a great exercise, but can cause severe back problems.	Multi Clean allows you to get better results without hurting your back.
Life Span	2-3 months	Ever going

Upright and LVC's

Basis	LVC	Upright
Usage	Different attachments for different cleaning needs	Best suited for Floor cleaning
Blower	Blower option available	Only suction
Advantage	Best suited for in-depth cleaning	Suited for every day use

THANK YOU