



Vital Shampoo & Shower Gel
Country: India

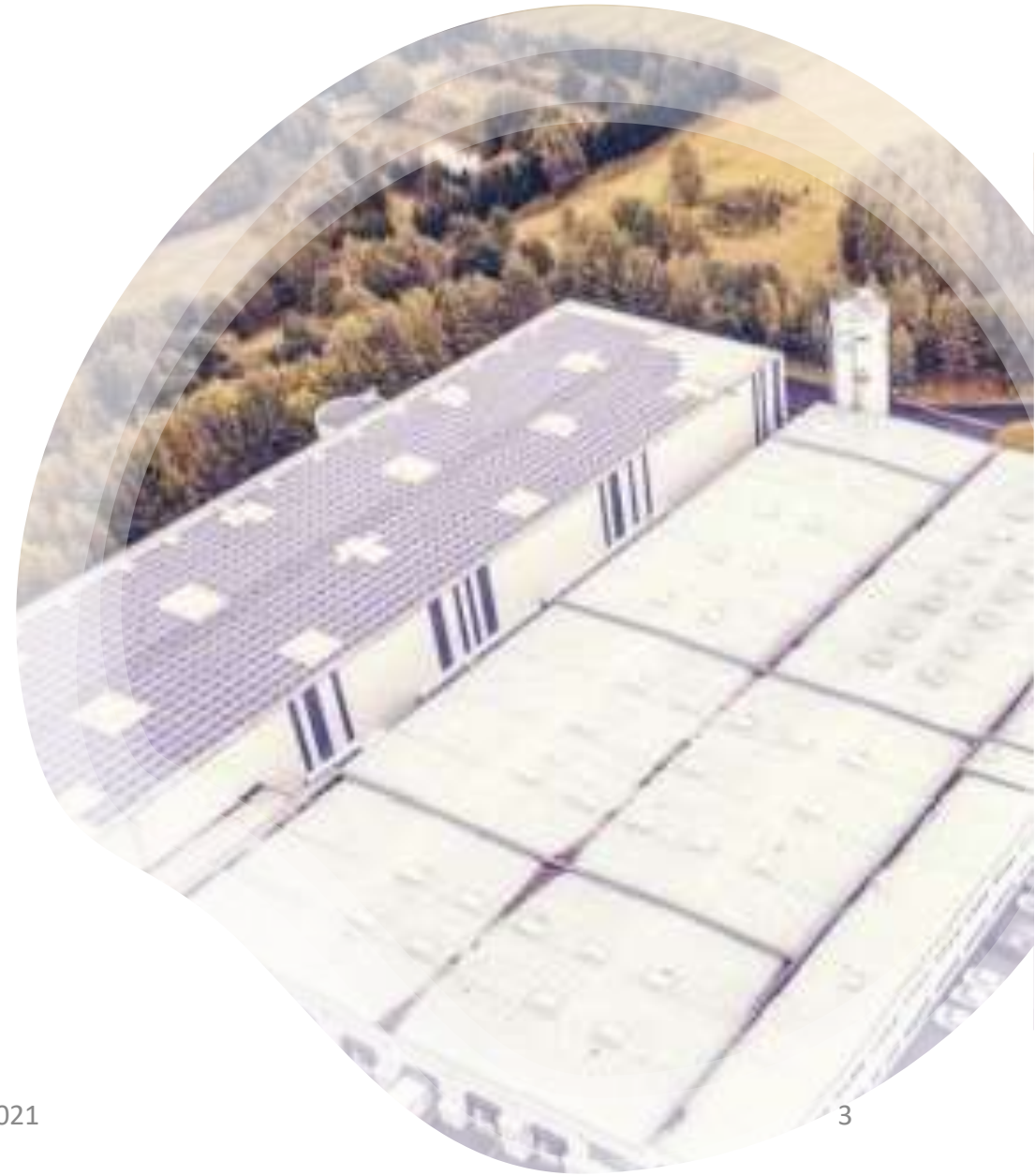
Gaurav Bhatia

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Introduction

- Founded in 1940, in Frauenwald (Thuringia/ Germany)
- Around 130 employees in total
- Launch of the brand ÜBERWOOD in 2015
- Green brand award in 2016/17 & 2019/2020.
- Their mission is **to protect and promote natural and organic cosmetics to the benefit of consumers worldwide.**
- ÜberWood stands for a holistic, sustainable approach - from the content to the packaging.



Brand Portfolio



Shampoo: 3 types



Shampoo &
Shower gel: 1 type



Conditioners: 1
type



Hair Support: 4
type





Baby and kids' oil
& Shampoo: 3 type

Price

- Vital shampoo and shower gel, 200 ml bottle, 2.75 €, Gross weight, 1.51kg
- Port to port transport: Hamburg to Mumbai


Hamburg > Nhava Sheva

 Germany  India

Estimated Transit Time: 20 Days

Quote Validity: 15 Aug 2021 ⓘ

EUR 2,017.21

 FCL

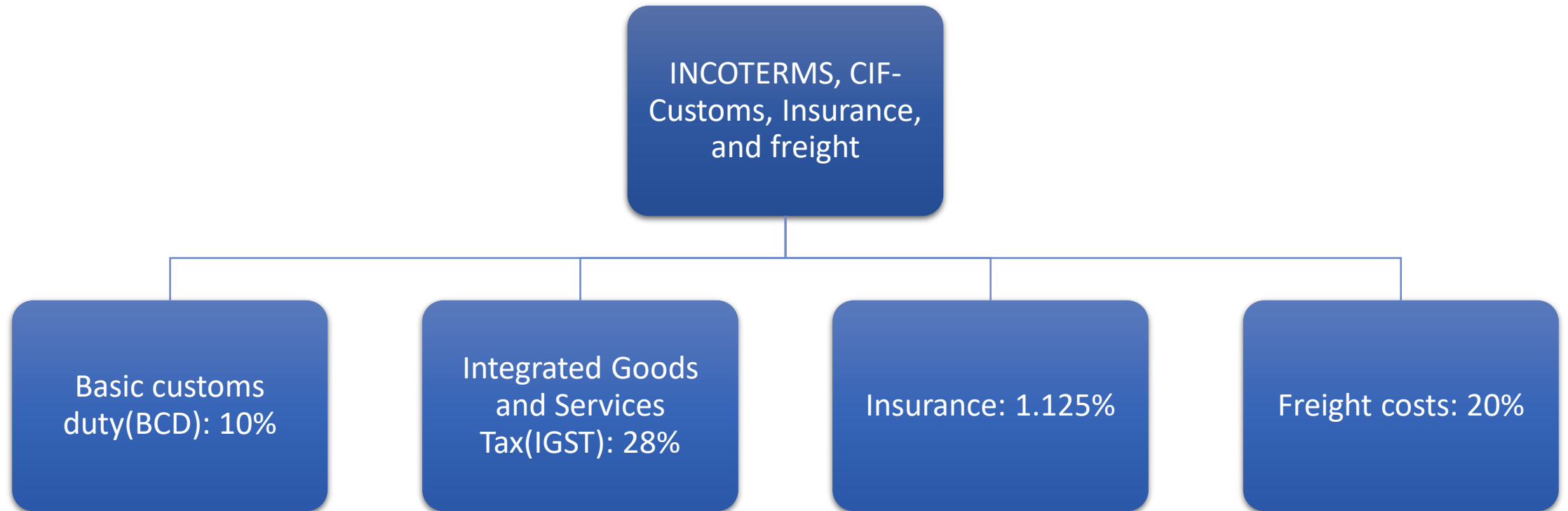
Port to Port

[Hide Detailed Charges](#)

Save Quote & Continue

Package Type	Quantity	Container Type	Cargo Description	CHARGES SUMMARY	
Container	1	20' General Purpose	General Cargo	Origin Charges	EUR 383.90
Total Gross Weight	CO ₂ Emissions			Destination Charges	EUR 0.00
19,000 KG	2,730.848 KG			International Freight Charges	EUR 1,633.31

Price



Including warehouse, distribution, registration and certifications, the shelf price will be approximately 3.5 the price of the bottle, i.e., **10 euros**.

Price Comparison

Brand	Net Price ₹
Überwood Vital Shampoo & Shower Gel, 200 ml	850
RITUALS Hair & Body Wash, 200 ml	3450.00
Numis + Med 2 In 1 Sport Shower Gel & Shampoo, 200 ml	1,219.00
Cosnature Shower-Shampoo Gel, 200 ml	599.00
WOW 2-In-1 Shampoo + Body Wash, 250 ml	349.00

Import Procedure



IEC number (Import Export Code Number)



Import registration certificate



Ensure **legal compliance** under different trade laws



Determine **import duty**



Customs clearance



Regulatory certificates

Registration Procedure

Import registration certificate with the Central Drugs standard Controller of India.

Application form central Drug
Authority for import of Cosmetics



Form-42



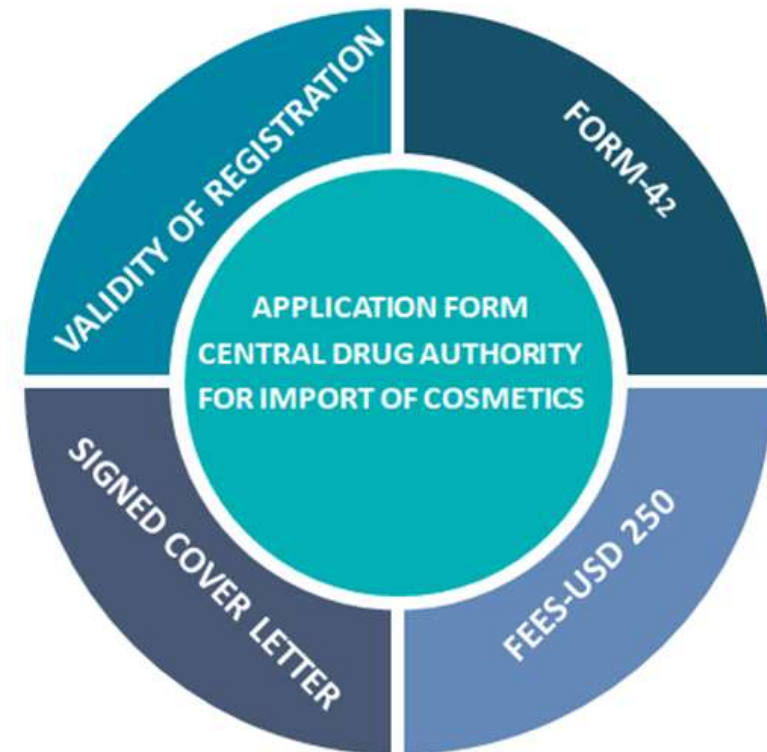
Fees-USD 250



Signed Cover Letter



The validity of Registration for import
of cosmetics (3 years)



Documents Required

Packing List

Bill of Entry

Bill of Lading

Purchase order

Commercial Invoice

Customs Invoice

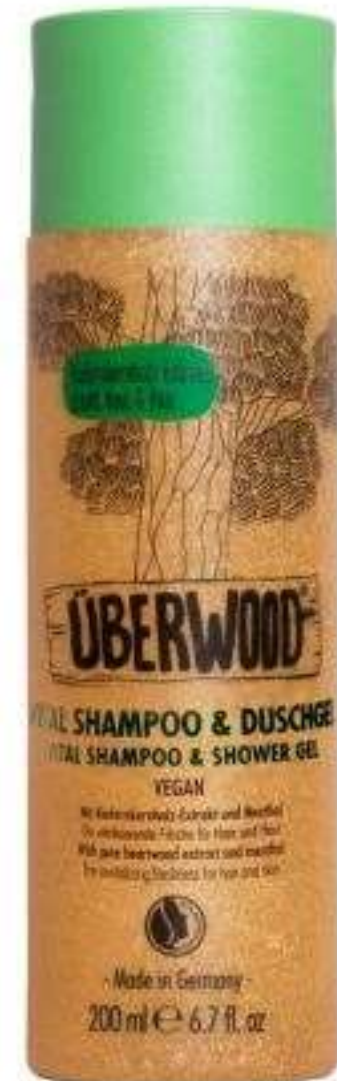
Certificates of Origin

Insurance Certificate

Test reports if needed

Product Adaptation: Labelling

- Name of the cosmetics.
- Name of the manufacturer and complete address of the premises of the manufacturer.
- Use before or date of expiry (month and year) or use by or expiry date.
- A distinctive Batch No. or Lot No.
- Manufacturing license number, the number being preceded by the letter 'M' or "M. L. No" or "Mfg. Lic. No."
- A declaration of the net contents expressed in terms of weight.
- List of ingredients.
- Registration certificate number of the product and the name and address of the registration certificate holder, "RC" or "RC No"
- Clearly indicate adequate directions for safe use, any warning, caution, or special direction required to be observed by the consumer.



Distribution

Central Distribution

Central hub: Mumbai

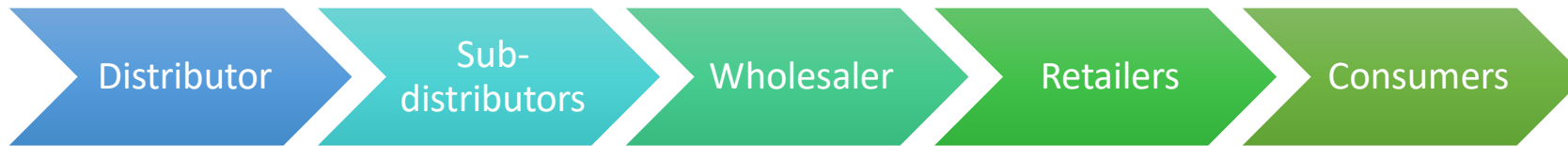
Distribution to New Delhi, Kolkata, Hyderabad, Bangalore, Chennai

Indirect Distribution Channel

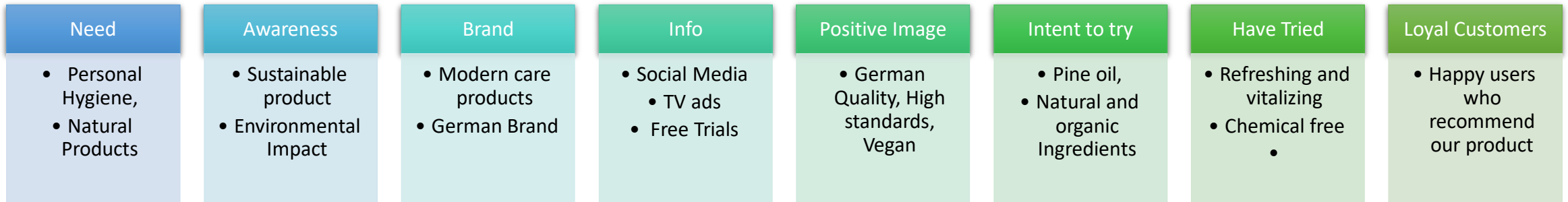
Commission for Distributors: 4.5% - 5.5% (1%+ on targets)

Commission for Whole sellers: 2% - 20%

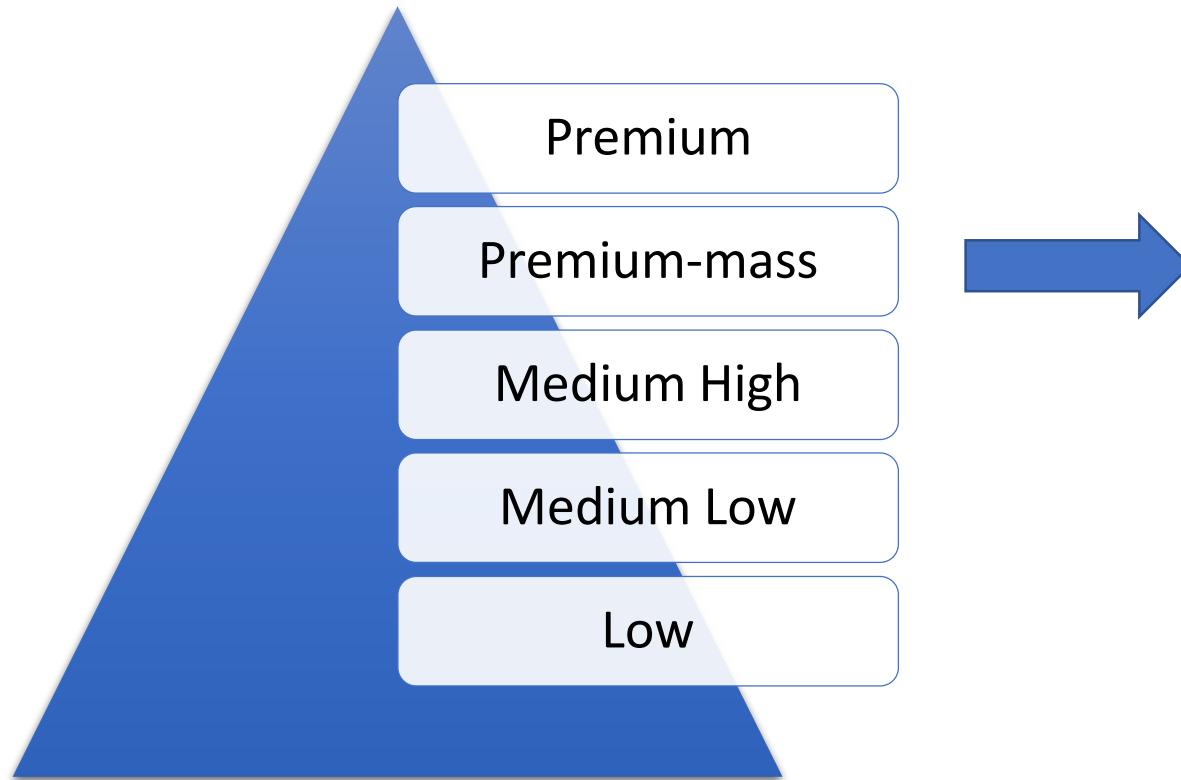
Commission for Retailers: 8% - 20%



Closeness To Purchase



Market Segmentation



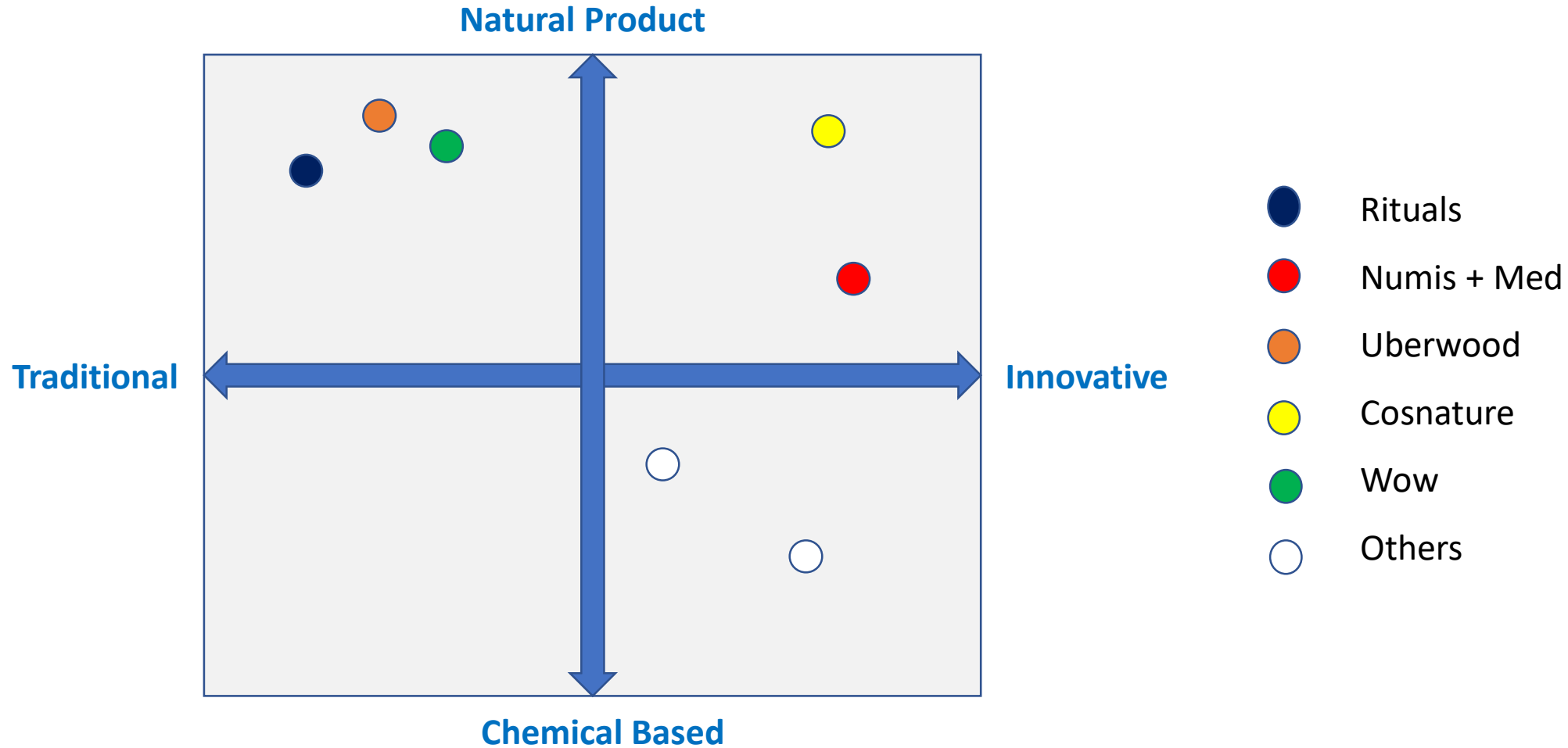
Uberwood 2 in 1, Shower gel and Shampoo is an organic vegan product, made from natural ingredients, chemical-free, and with high quality Pine.

Based on the price, the product is positioned in the premium-mass range, since the product is affordable as compared to some of the competitors.

Market Positioning: The Competition



Market Positioning: The Competition



Ethnocentric

Same standards with no modification.

High quality German Product

Passed with several German quality certifications such as NATRUE, VEGAN and DIN EN ISO 9001 & 5000.

Requirements for Partners



Know-how For
Import Procedures,
Certifications



License For
International
Trading



Experienced In
International
Trading



Warehouse And
Other Resources



Knowledge Of Buyer
Behavior



Contact To
Platforms, Social
Media, Online Shop

Thank you!