

## Price Vs Advertising (C<sub>p,a</sub>)

### Vim Vs Dettol

Hindustan Unilever's brand Vim was priced at ₹10 for an average sized bar. Vim was the choice for most of the middle class families because of its affordable pricing.

Dettol the brand of Reckitt Benckiser tried to take the market of Vim by launching new product Dettol kitchen dishwashing liquid in 2013. In 2014, Dettol started TV advertising showing an ordinary bar doesn't provide germ free wash and Dettol is better.

