

The Blueprint for Market Leadership in India

Inter Medium
A Data-Driven Strategy for
CodeX Energy Drink



This presentation outlines a clear, actionable plan based on insights from **10,000** Indian consumers across 10 major cities, designed to establish CodeX as a dominant player in the market.

The Indian Energy Drink Market is a Major Opportunity, But Requires a Precise Strategy

Core Question:

How can CodeX successfully penetrate one of the world's fastest-growing consumer markets?

The Opportunity

India's rapidly expanding middle class and youthful demographic present a significant growth frontier for the beverage industry. Tapping into this potential requires a deep understanding of local tastes, behaviours, and competitive dynamics.

The Fundamental Questions

- ✓ Who is our precise target customer?
- ✓ What product attributes will drive trial and repeat purchase?
- ✓ How do we effectively build a brand against entrenched competitors?
- ✓ Which marketing and distribution channels are most effective?



Our Core Target is a Young, Urban, Digitally-Native Male



19–30
years

"The primary age bracket for consumption and influence."



Primarily concentrated in major metropolitan hubs like **Bangalore**, **Hyderabad**, and **Mumbai**.



60%
Male

60%

40%



This audience (15-30) shows a strong response to **online advertisements**, making digital channels a primary vector for engagement.

Understanding this demographic is the first step in shaping our entire product, marketing, and distribution strategy.

Indian Consumers Seek a Functional Boost with a Health-Conscious Edge



What They Expect Inside

39%

expect **Caffeine** as the primary functional ingredient.

25%

look for **Vitamins**, signalling a growing demand for healthier formulations.

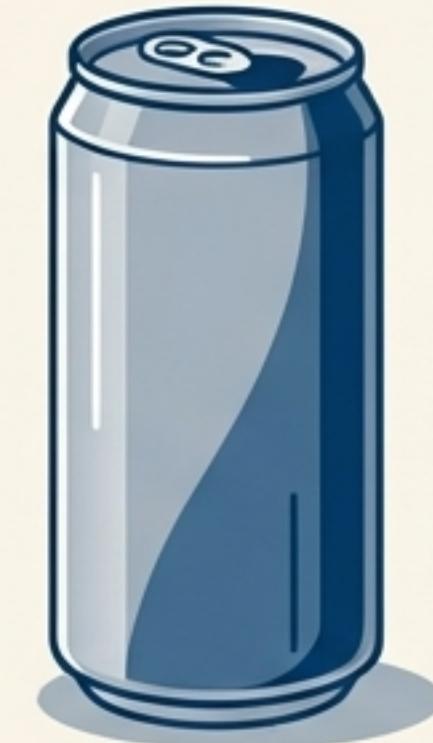
→ **Key Insight:** The core need is energy, but the definition of a "good" energy drink is evolving to include wellness.



How They Want it Packaged

40%

overwhelmingly prefer **Compact and Portable Cans**.



→ **Key Insight:** This preference is consistent across all age groups, making it a non-negotiable format for the Indian market.

The Market is Dominated by a Few Key Players, Each with Exploitable Weaknesses

Market Leaders: Cola-Coka, Bepsi, and Gangster are the established leaders. CodeX currently lags in brand reputation and taste perception against them.

Blue Bull

Strength: Loyalty



Their strength lies in building loyalty with frequent, daily-use consumers. A lesson in creating habit.

Gangster

Weakness: Health & Taste



Their weakness is a critical vulnerability for CodeX to target: they struggle due to **poor taste** and **high health concerns**.

The Giants (Cola-Coka, Bepsi)

Strength: Ubiquity

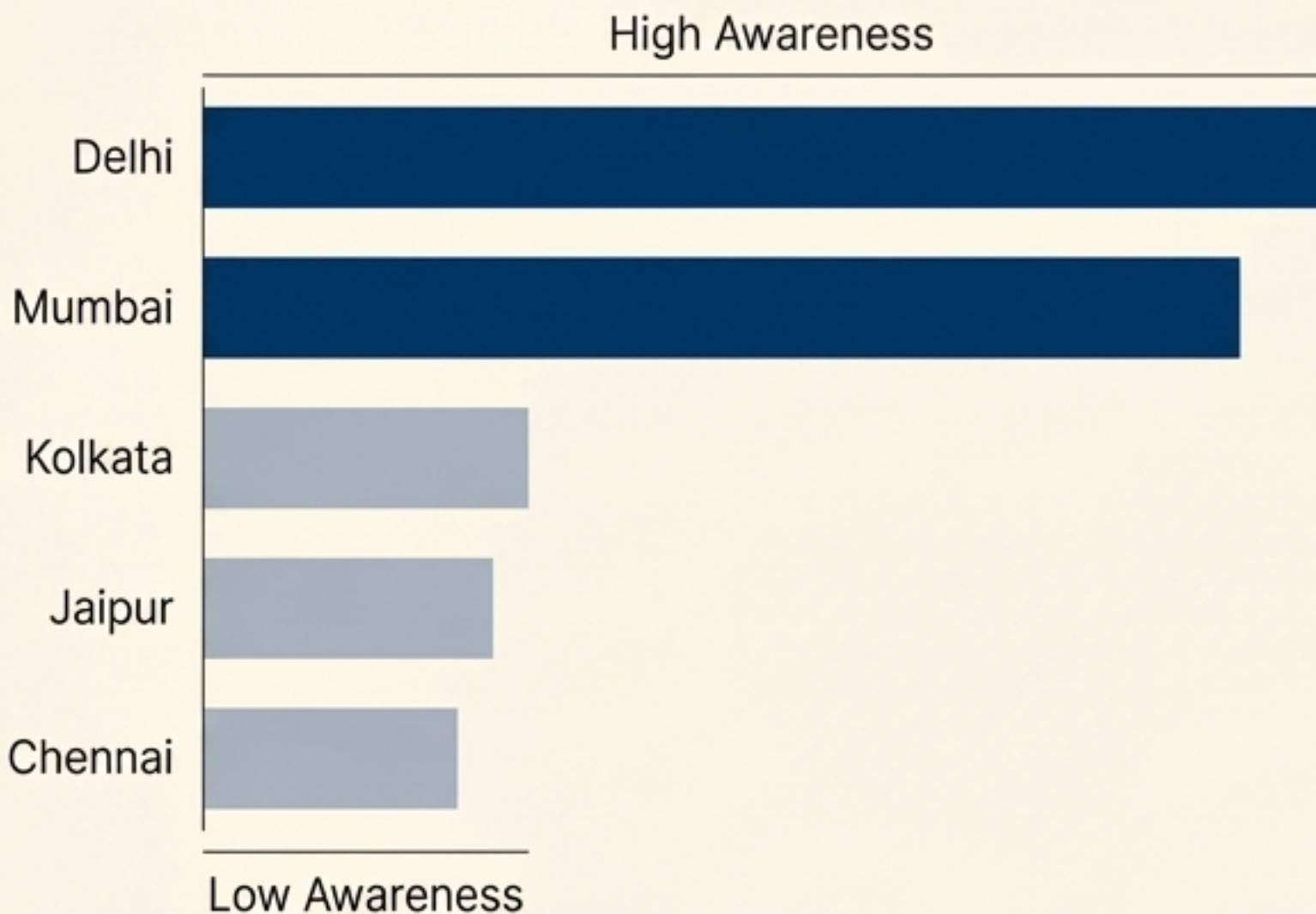


Their established distribution networks and brand recognition set a high bar for market presence.

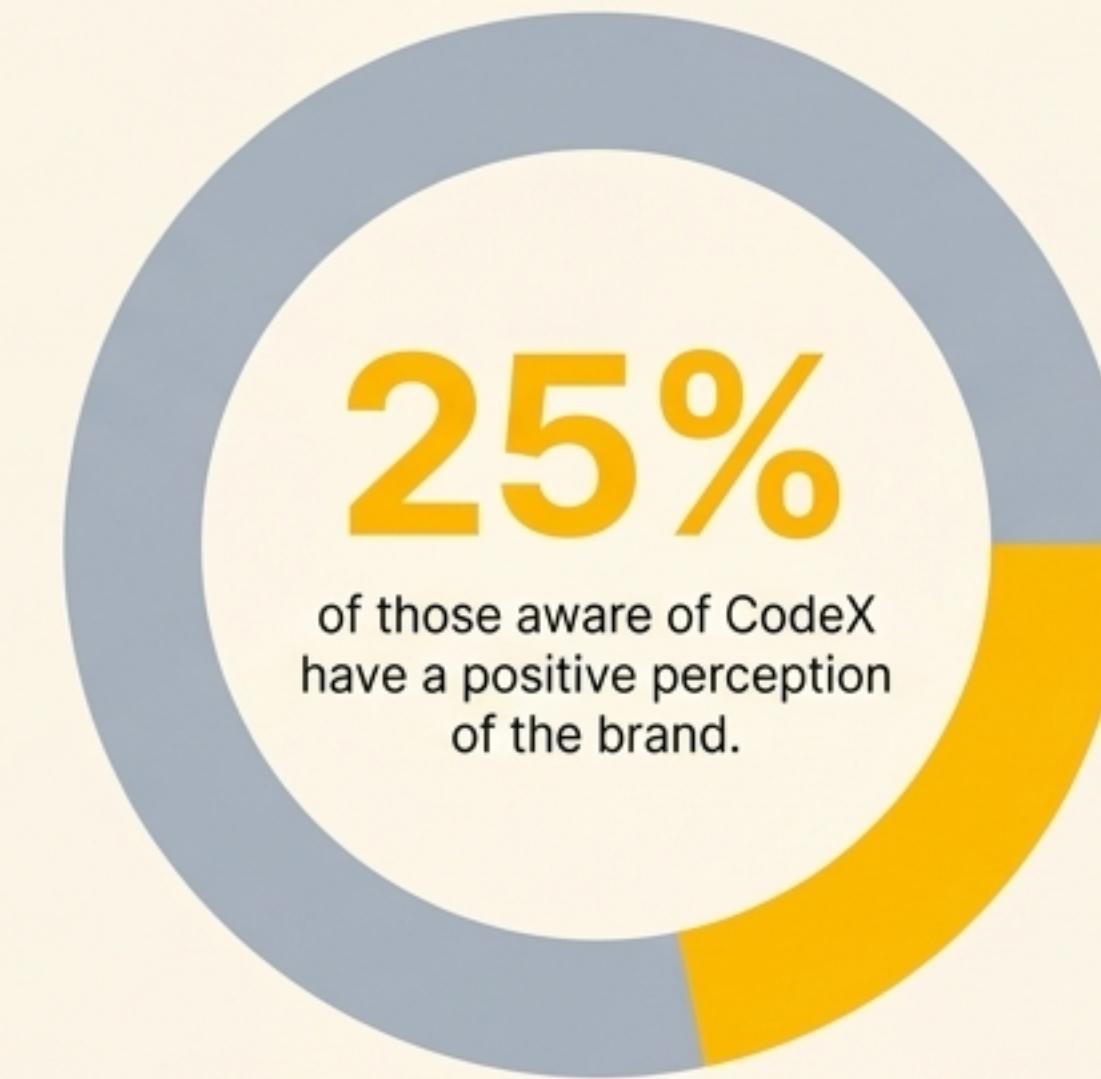
Strategic Takeaway: Competitors have set consumer expectations. Our strategy must be to meet the functional need (like Blue Bull) while exceeding them on taste and health perception (unlike Gangster).

Brand Awareness is Inconsistent and Positive Perception is Critically Low

Awareness by City



Perception Problem



|≤ **Key Insight:** Our brand presence is highly concentrated in a few Tier 1 cities, leaving significant geographic gaps.

|≤ This is a **major red flag**. Simply increasing awareness will not be enough; we must actively build a positive brand image.

The Critical Disconnect: Awareness Does Not Automatically Lead to Trial

AWARENESS

High Awareness, Low Trial

Mumbai, Delhi

"People have heard of us, but they aren't trying the product."

The Implication: This points to deep issues with **availability**, **brand trust**, or **weak brand pull** in our best-known markets.



TRIAL

Low Awareness, High Trial

Chennai, Bangalore

"When people discover the product, they are very likely to try it."

The Implication: This indicates **strong product-market fit** and trial interest once the initial discovery barrier is overcome.



The Core Insight: Trial does not follow awareness predictably. CodeX requires **city-specific marketing and distribution strategies** to fix distinct problems in different markets.



Core Product Weaknesses Are the Primary Barrier to Trial and Adoption



Mediocre Taste

3.27

Average taste score of only 3.27 out of 5.

In a competitive market, "average" is not good enough. Taste must be a reason to choose CodeX, not a reason to avoid it.



Health Concerns

28%

28% of consumers avoided CodeX specifically due to health concerns.

Consumers want reduced sugar and natural ingredients, a demand our current formulation does not meet.



Poor Availability

24%

24% of interested consumers were unable to try CodeX due to availability issues.

Even with a perfect product and marketing, we are failing at the final step: getting the product onto the shelf.

The Blueprint for Victory: A Four-Pillar Strategy to Win the Indian Market



Executing across these four pillars in an integrated manner is the key to unlocking growth.

Blueprint Pillar 1: Re-engineer the Product for the Indian Palate and Mindset

1. Elevate the Taste Profile



- Reformulate the core product to move the taste score significantly above 3.27/5.
- Introduce a pipeline of new, locally relevant flavours.

2. Embrace Health-Conscious Formulation



- Launch low-sugar and natural ingredient variants to directly combat the 28% of consumers with health concerns.
- Highlight functional ingredients like Vitamins (a preference for 25% of consumers) in on-pack messaging.

3. Standardise on a Winning Format



- Prioritise the compact can format, the clear preference for 40% of the market.



Blueprint Pillars 2 & 3: Win at the Point of Purchase with Smart Pricing & Distribution



The Price to Win

The most effective price range is

₹50—₹99



Strategic Action

Position CodeX firmly within this band. This makes it an affordable, competitive choice against market leaders without appearing cheap.



Be Where Consumers Buy



Strategic Action

Prioritise securing and optimising shelf space in major supermarket chains.

Supporting Insight

Target placement around key consumption moments: near sports/exercise sections, study supplies, and social gathering-related aisles.

Blueprint Pillar 4: A Targeted, Digital-First Marketing Offensive

Core Strategy: Focus on males aged 19–30 in Tier 1 cities with a digital-first approach.



Activating the Blueprint: A City-Specific Playbook to Close the Awareness-Trial Gap

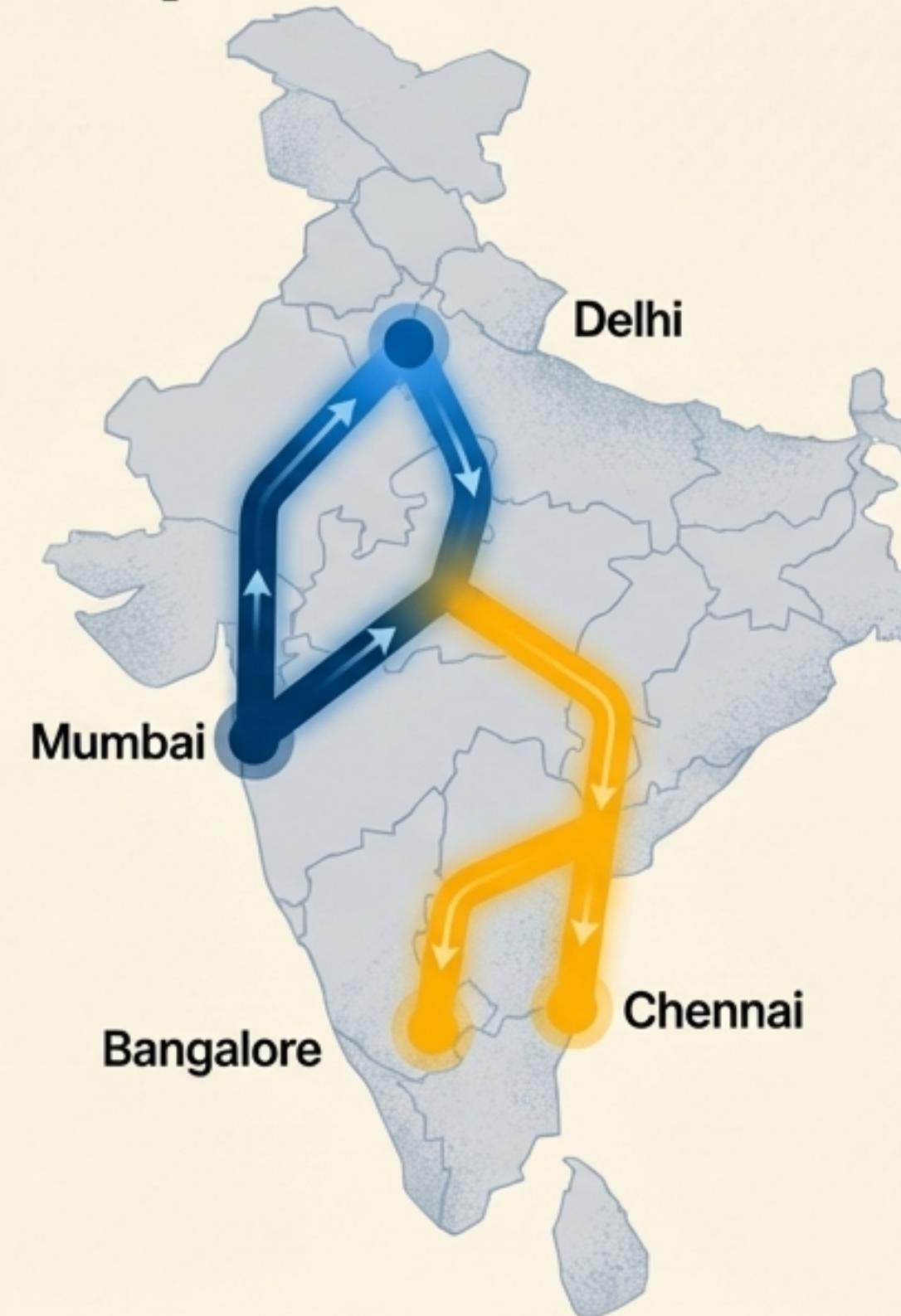
For High Awareness,
Low Trial Markets
(e.g., Mumbai, Delhi)



The Goal: Convert existing awareness into purchase.

Priority Actions:

1. **Fix Distribution:** Rapidly address availability gaps in supermarkets (**the 24% problem**).
2. **Build Trust & Pull:** Launch targeted digital campaigns focusing on product benefits (taste, natural ingredients) to overcome health concerns (**the 28% problem**).



For Low Awareness,
High Trial Markets
(e.g., Chennai, Bangalore)



The Goal: Drive discovery and accelerate adoption.

Priority Actions:

1. **Amplify Awareness:** Deploy aggressive online ad and influencer campaigns to introduce the brand.
2. **Leverage Product Strength:** Focus messaging on taste and user testimonials to capitalise on the **high trial interest**.

The Strategic Recommendations: A Summary



Product

- Improve taste and introduce more flavour variants.
- Launch low-sugar and natural ingredient formulations.



Pricing

- Position CodeX within the competitive ₹50–₹99 price range.



Marketing

- Prioritise digital ads and influencer campaigns targeting males 19-30 in Tier 1 cities.
- Build a youth-focused brand identity, potentially with a fitness-aligned ambassador.
- Use TV for future Tier 2 city expansion.



Distribution

- Aggressively pursue placement in supermarkets to fix availability issues.

CodeX Has the Potential to Become a Leader in the Indian Energy Drink Market

The Indian consumer is clear about what they want: an energy drink that delivers on function, taste, and health. The data shows a clear path forward. By executing this blueprint—re-engineering the product, sharpening our commercial strategy, and investing in targeted, digital-first branding—CodeX can move from a market entrant to a major market competitor.

The opportunity is ours to seize.

