**20BCE1025**

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**DA-1 EPIGAMIA CASE**

1. Discuss Epigamia’s Customer Value proposition. Do you think the new offerings address unmet needs?

Let’s see what does Epigamia’s Value proposition from their point of view, they sell niche quality Greek yogurt with nutrients and flavor to higher middle-class people. And their special targeted product is lactose-free, artisanal curd for lactose intolerant people.

Speaking of first one flavored yogurt, according to India I don’t think that it proposes good value because curd is integral part of Indian diet. There is no need of sweetened curd with flavor as every diet is the mid set of consumers in India. But when it comes occasional evening quality nutrient food Epigamia is in right spot and provides great value when it comes to eating in evening when compared already well-established junk food brands. Also, with the current increase of urbanization and increase in upper middle-class people with constant research and marketing Epigamia can be go to point

When it comes to lactose-free, artisanal curd Epigamia perfectly delivers unmet user needs. As per survey 70 per cent of the Indian population suffered from some form of mild to moderate lactose intolerance. Which says that there is exact need for this kind of product. Although there is competition by other brands but in this category, it is not well established.

1. How could Drums food generate interest and trial for its novel brand offerings?

Already there are well established brands such as Nestle, Amul etc. New brand like Drums food should come up with good trial for its novel brand offerings

* YouTube content creators e.g., Dice media web series
* Influencers and Fitness Gurus to be approached for promoting
* Right retail distribution – tie up with top retail distributors like Big Basket Reliance, Bharti, Godrej.
* Shelf space in retail stores and right displaying positioning at a retail store for offline customers
* Online customers, to target Walmart, Big Basket, Flipkart or Amazon.
* Guerrilla marketing strategies targeting gyms, dance clubs, healthy restaurants and high-end hotels.

1. Discuss the Strengths and Weaknesses of Epigamia’s Branding and Marketing strategy.

**Promotion :** Drum foods targeted customers are millennial population of India. To reach out to the right people, they have used social media platforms, web series and online marketing strategy. As an influencer (Who is also an investor) – Deepika does endorse the product. The promotion reaches out to the right people.

**Price :** Greek yogurt as a product is priced twice the regular yogurt. For the target segment of customers looking for a low calorie and high protein snack, the price is right – and keeps it differentiated and effective as compared for customer to put up in to this segment. With the price option, it will create aspirational customers – supporting the brand.

**Product :** The product is unique in Indian market, (a consumption good) – the product specifically targets a smaller segment of customers who have higher awareness of health, prefer natural products and can afford to pay a premium price with this uniqueness.

**Place :** critical is to evaluate what the ideal locations are to convert potential clients into actual clients. They have targeted Metro cities with crowds more in to higher upper middle class and above with young crowd.

1. Discuss the strategic options available for Drums food for pursuing growth and building Epigamia to a global brand.

* More dedicated categories like lactose-free, artisanal curd through research
* Strategy to be a brand in to healthy and fresh food.
* Natural food category.
* Exotic flavor of the world along (Like the Guava, Durant fruit)
* Other Unique products from across and options for Vegan food which is upcoming trend in India.(Vegan butter for example)
* With all these as basic checkpoints major milestone will be becoming well sustainable brand in India. With that Epigamia can expand as global brand with manageable risk.