



Digital marketing



Smart bridge

HALDIRAMS



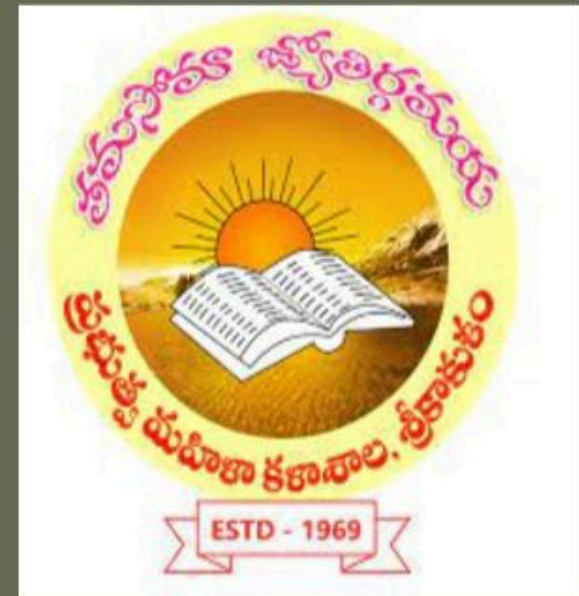
GOVERNMENT DEGREE COLLEGE FOR WOMEN SRIKAKULAM

TEAM LEADER:

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Part 1: Brand study, competitor analysis & Buyer's/Audience personal

- Research Brand: HALDIRAMS

- MISSION/VALUES:

Haldiram's mission revolves around providing high-quality, hygienic, and authentic Indian snacks and sweets to customers globally, while upholding traditional values and flavors. They prioritize customer satisfaction, innovation in product offerings, and maintaining stringent quality standards. Additionally, they focus on sustainable business practices and community welfare initiatives, reflecting their commitment to social responsibility.



Unique selling proposition (usp)

□ Haldiram's unique selling proposition (USP)

lies in its authentic taste, high-quality ingredients, and wide range of traditional Indian snacks and sweets. They emphasize purity, hygiene, and consistency in their products, appealing to consumers looking for authentic Indian flavors with modern packaging and convenience. Additionally, their focus on innovation and introducing new products keeps them ahead in the market.

BRAND TONE

□ Haldiram's brand tone is typically warm, welcoming, and proud of its Indian heritage. It often reflects a sense of tradition, authenticity, and quality while also being approachable and friendly. Their communication tends to be informative, yet engaging, with an emphasis on celebrating the diverse flavors and cultural richness of Indian cuisine. Overall, the tone is confident, reliable, and reflects a deep understanding of their target audience's preferences.

Key performance indicator



- **Sales Revenue:** Monitoring the overall revenue generated from the sale of Haldiram's products, both online and offline.
- **Market Share:** Tracking the company's share of the market in the snack and sweets industry, compared to competitors.
- **Customer Satisfaction:** Measuring customer feedback and satisfaction levels through surveys, reviews, and social media engagement.
- **Brand Awareness:** Evaluating the brand's visibility and recognition among the target audience through metrics like brand mentions, reach, and sentiment analysis.

KPIs



- ❑ **Product Performance:** Assessing the performance of individual products or product lines based on sales data, customer feedback, and market trends.
- ❑ **Distribution Reach:** Monitoring the expansion of distribution channels, including the number of retail outlets, online presence, and geographic coverage.
- ❑ **Return on Investment (ROI):** Analyzing the effectiveness of marketing campaigns, product launches, and other strategic initiatives in generating revenue and profit.
- ❑ **Quality Control:** Ensuring adherence to quality standards and monitoring key quality metrics such as product defects, customer complaints, and compliance with food safety regulations.

Buyers/audience personal

- **Name:** S.Divya
- **Age:** 23yrs
- **Gender:** female
- **Occupation:** student
- **Goal:** The overarching goal of Haldiram's is to be a leading provider of authentic Indian snacks and sweets, known for their quality, taste, and innovation. This includes expanding their market presence globally while maintaining their commitment to traditional recipes and ingredients. Additionally, they aim to enhance customer satisfaction, foster brand loyalty, and contribute positively to the community and environment through sustainable practices. Overall, Haldiram's seeks to be synonymous with the best of Indian cuisine, delighting consumers worldwide with their diverse range of products.

Competitor 1: Nestle

- Usp: Nestlé's unique selling proposition (USP) lies in its commitment to nutrition, quality, and taste across a diverse portfolio of food and beverage products. They emphasize scientific research and innovation to create products that meet the nutritional needs and taste preferences of consumers worldwide. Additionally, Nestlé focuses on sustainability and corporate responsibility, aiming to enhance the quality of life and contribute to a healthier future for individuals and families. Their global presence, trusted brands, and dedication to innovation make them a leader in the food and beverage industry.



Swot Analysis of NESTLE

Strengths:

- **Diverse Portfolio:** Nestlé boasts a wide range of food and beverage products, spanning various categories such as dairy, coffee, confectionery, bottled water, and pet care, which diversifies its revenue streams.
- **Global Presence:** With operations in over 180 countries, Nestlé has a strong global footprint, allowing it to reach a vast consumer base.

Weaknesses:

- **Product Recall Issues:** Nestlé has faced occasional product recall incidents due to quality and safety concerns, which can damage its reputation and consumer trust.
- **Dependence on Developed Markets:** While Nestlé operates globally, it heavily relies on developed markets such as Europe and North America for a significant portion of its revenue, making it vulnerable to economic downturns in these regions.

Opportunities:

Emerging Markets: Nestlé can capitalize on the growing demand for packaged food and beverages in emerging markets such as China, India, and Brazil, where rising incomes and changing lifestyles drive consumption.

Health & Wellness Trends: As consumers increasingly prioritize health and wellness, Nestlé can expand its portfolio of nutritious and functional food products to cater to this growing segment.

Threats:

Intense Competition: Nestlé faces fierce competition from both global food and beverage companies and local players in various markets, which could impact its market share and profitability.

Changing Consumer Preferences: Shifts in consumer preferences towards healthier, natural, and sustainable products pose a challenge for Nestlé to adapt its portfolio and marketing strategies accordingly.

Competitor 2:MTR foods

- **USP:**MTR Foods prides itself on using high-quality ingredients sourced from trusted suppliers to ensure the taste, freshness, and nutritional value of its products. This emphasis on quality helps build trust and loyalty among consumers.

- **Strengths:**

Strong Brand Heritage: MTR Foods has a long-standing legacy in the Indian food industry, dating back to over 90 years, which enhances its brand recognition and trust among consumers.

Authentic Indian Flavors: The company specializes in offering authentic Indian cuisine, leveraging traditional recipes and spices, which appeals to consumers looking for genuine flavors.

- **Weaknesses**

Limited Global Presence: While MTR Foods has expanded its presence in international markets, it still has a relatively limited footprint compared to some global competitors, limiting its growth potential.

Competition: The Indian food industry is highly competitive, with both domestic and international players vying for market share, which can pose challenges for MTR Foods in terms of pricing, innovation, and marketing.



Opportunities:

Market Expansion: MTR Foods can capitalize on the growing demand for Indian cuisine in international markets by expanding its presence globally.

Product Innovation: Continuously innovating and introducing new products or flavors can attract more customers and keep existing ones engaged.

Health and Wellness Trend: Leveraging the trend towards healthier eating by introducing products with natural ingredients and nutritional benefits.

Threats:

Competition: Intense competition from both local and international players in the food industry could challenge MTR Foods' market share and growth.

Supply Chain Disruptions: Any disruptions in the supply chain, whether due to natural disasters or geopolitical issues, could impact production and distribution.

Changing Consumer Preferences: Shifts in consumer preferences towards alternative cuisines or healthier options could affect demand for MTR Foods' products.

Competitor 3:Bikaji

- **USP:** Bikaji's unique selling proposition (USP) centers around its commitment to offering authentic Indian snacks and sweets with innovative flavors and high-quality ingredients.

- **Strengths:**

Authentic Indian Taste: Bikaji specializes in offering authentic Indian snacks and sweets, which appeals to consumers looking for genuine Indian flavors and culinary experiences.

Diverse Product Portfolio: The company offers a wide range of snacks and sweets, including bhujia, namkeen, papad, and traditional Indian desserts, catering to various tastes and preferences.

- **Weaknesses**

- **Limited International Presence:** While Bikaji has expanded its presence in international markets, its footprint is still relatively limited compared to some global competitors, which may hinder its growth potential.

- **Dependence on Traditional Products:** Bikaji's reliance on traditional snacks and sweets may limit its appeal to consumers seeking healthier or more innovative snack options, especially in markets with evolving consumer preferences.



□ Opportunities:

Expansion into New Markets: Bikaji can explore opportunities to expand its presence in new geographies and regions with growing demand for Indian snacks and sweets, such as Southeast Asia, the Middle East, and North America.

Diversification: The company can diversify its product portfolio by introducing healthier snack options, innovative flavors, and premium offerings to cater to changing consumer preferences and capture new market segments.

□ Threats:

Intense Competition: Bikaji faces competition from both domestic and international players in the Indian snacks and sweets market, which could impact its market share, pricing, and profitability.

Changing Consumer Preferences: Shifts in consumer preferences towards healthier, natural, and premium snack options may pose a threat to Bikaji's traditional product lineup if not addressed proactively.

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Expansion into New Markets: Bikaji can explore opportunities to expand its presence in new geographies and regions with growing demand for Indian snacks and sweets, such as Southeast Asia, the Middle East, and North America.

Diversification: The company can diversify its product portfolio by introducing healthier snack options, innovative flavors, and premium offerings to cater to changing consumer preferences and capture new market segments.

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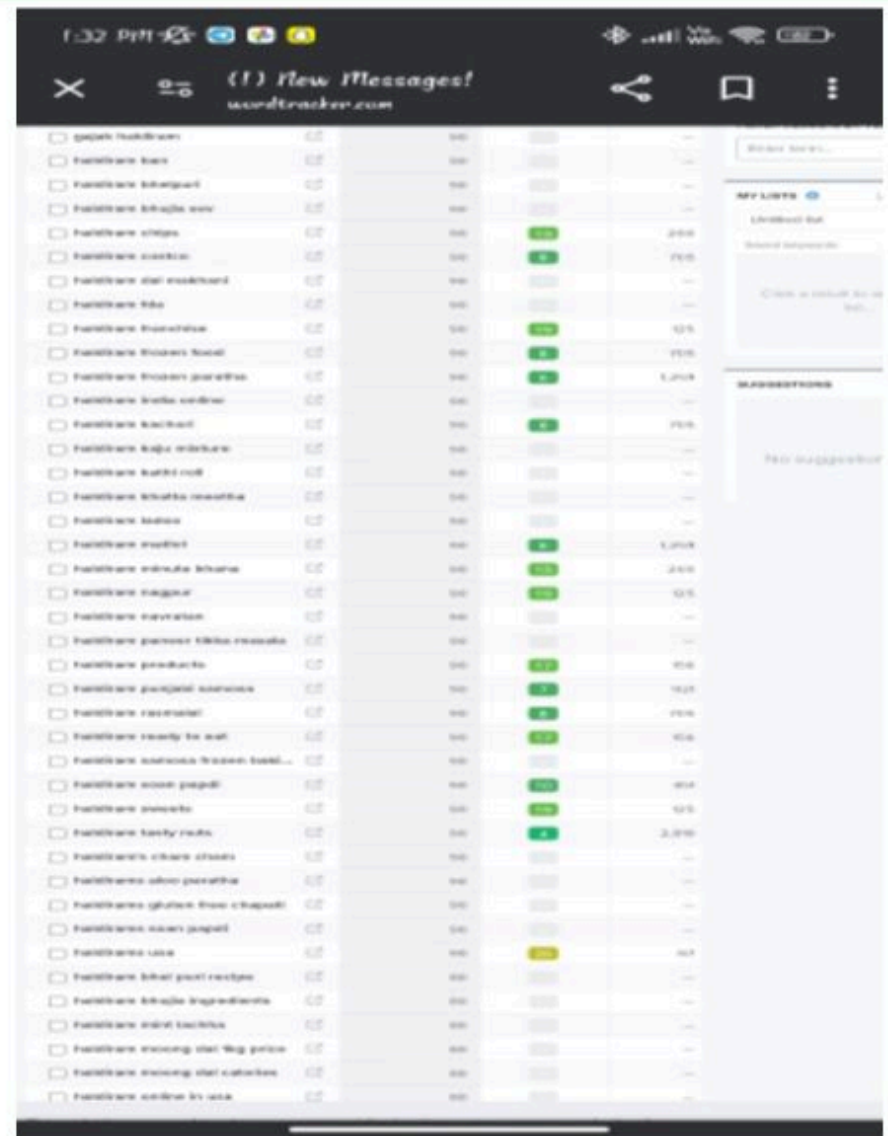
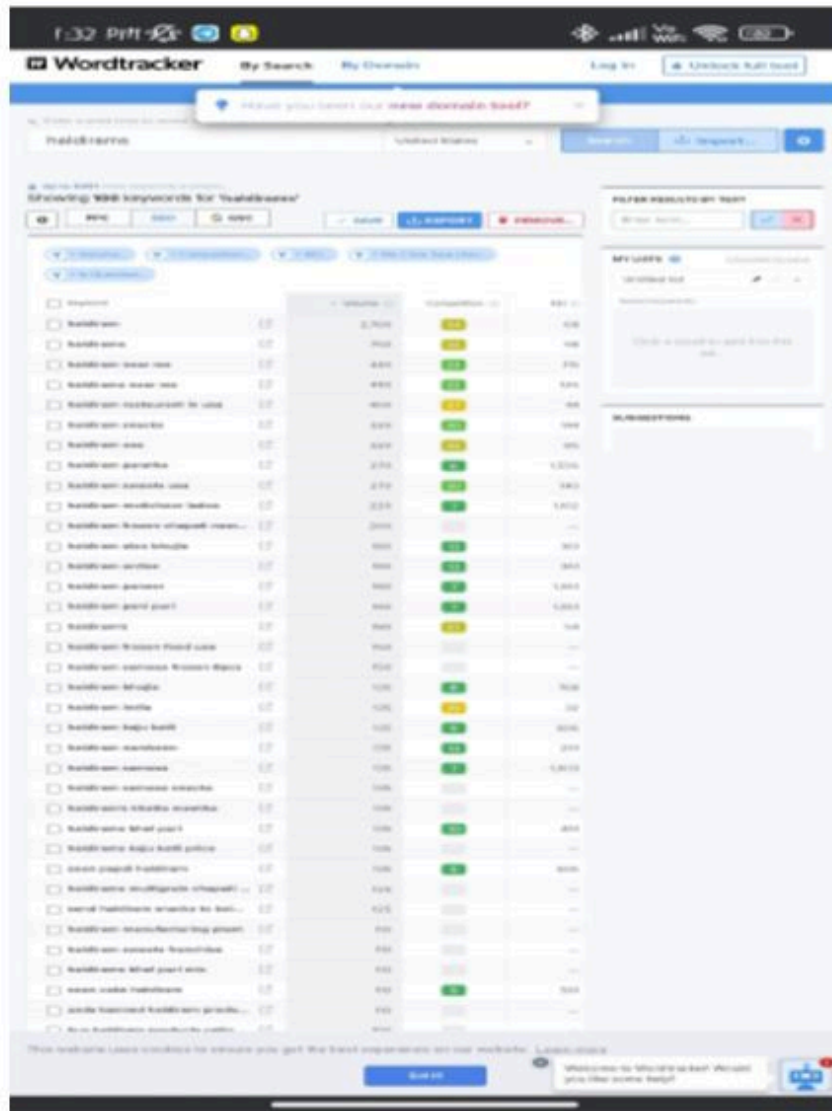
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SEO Audit

- ❑ Evaluate the website structure, navigation, and user experience to ensure it is intuitive and easy to use.
- ❑ Check for mobile responsiveness and page loading speed, as these are important factors for both user experience and search engine rankings.
- ❑ Review on-page elements such as meta titles, meta descriptions, headings, and image alt attributes to ensure they are optimized with relevant keywords and accurately describe the content.
- ❑ Ensure that the content provides value to users and is optimized for relevant keywords without keyword

Keyword research



On page optimisation

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RESEARCH ARTICLE

OPEN ACCESS

Optimization of Inventory System: A Case Study of Haldiram Bread Industry

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ABSTRACT

Supply chain generally involves the transformation of products from supplier to manufacturer and from distributors to retailers & finally to customers. But by using the lateral transshipment the products from one location to another location in a same stage i.e. from retailers to retailers in emergency condition can be sent. This can optimize the inventory carrying at warehouse and transferred unit from warehouse to retailers and minimize the back order and inventory level at the retailers. Thus total supply chain cost can be minimized. In the present work single-echelon two stage optimization models is employed for inventory distribution from warehouse to three retailers in first stage. Optimal transshipment of product among three retailers due to interactive lateral transshipment is identified in second stage. Model is validated by case study of Haldiram bread industry.

KEYWORDS: lateral transshipment, inventory, Supply chain

I. INTRODUCTION

Supply chain management is a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses, and stores, so that merchandise is produced and distributed in the right quantities, to the right locations, and at the right time, in order to minimize system wide costs while satisfying service level requirements.

II. INVENTORY MANAGEMENT

The scope of inventory management also concerns the fine lines between replenishment lead-time, carrying costs of inventory, asset management, inventory forecasting, inventory valuation, inventory visibility, future inventory price forecasting, physical inventory, available physical space for inventory, quality management, replenishment, returns and defective goods and demand forecasting.

III. ECHELON SYSTEM

Echelon system mainly two type's single-echelon and multi-echelon inventory optimization. A sequential single-echelon approach forecasts demand and determines required inventory for each echelon separately. Multi-echelon inventory optimization determines the correct levels of inventory across the network based on demand variability at the various nodes and the performance.

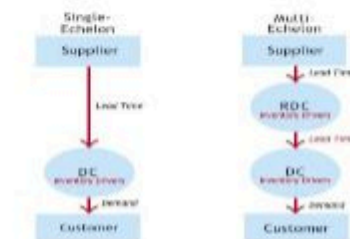


Fig. 1. Echelon System

Lateral transshipment is defined as a retailer use which provides stocked items to another retailer which is out of stock or to prevent out-of-stock occurrences

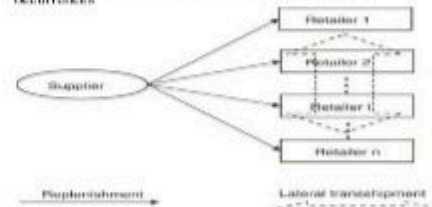


Fig.2. Lateral Transshipment in Inventory System.

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IV. INVENTORY CARRYING COST

In almost any business analysis involving inventory, physical inventory levels must be converted to inventory costs. The more inventories you have, the higher your exposure to this sort of loss. Quality Cost - High levels of inventory usually increase the chance of product damage and creates lower feed-back loops between supply chain partners.

V. UNIT INVENTORY CARRYING COST AT WAREHOUSE

Unit inventory carrying cost at warehouse =
Unit paper box cost + Unit labor cost + Unit electricity charges.
One paper box = Rs.3.25
Capacity of box = 40 unit
One unit cost = Rs.3.25/40=Rs.0.08125
One labor charge per day = Rs.300
One unit=300/2000 =Rs.0.15
Cooling charges, electricity charges Rs.18 for 24 hours or one day
Warehouse capacity =1200 unit
Rs.18 for 1200 units, one unit=Rs.18/1200=Rs.0.015
Unit inventory carrying cost at warehouse =
0.15+0.015+0.08125 = **Rs.0.24625**

Similarly Inventory Carrying Cost at Retailers are 0.185/unit, 0.37/unit, 0.4625/unit respectively.

VI. INVENTORY TRANSPORTATION COST

A critical issue in the management of physical distribution activities is whether the organization should own transport facilities or hire them.

Unit Transportation cost from warehouse to retailers with the average of truck is 10 km. / liter and capacity 500 unit. Unit cost from warehouse to 1st, 2nd & 3rd retailers are **Rs.0.07456, Rs.0.082016 & Rs.0.096928**.

Unit transportation cost from retailer to retailer:
Assuming Two wheelers average 50km. / liter and Petrol cost Rs.74.56.
First retailer to second retailer unit transportation cost =0.5 km.*Rs.1.4912=**Rs.0.7456/unit**.
First retailer to third retailer unit transportation cost =1.5km.*Rs.1.4912=**Rs.2.2368/unit**.
Second retailer to third retailer unit transportation cost =1.0km.*Rs.1.4912=**Rs.1.4912/unit**

VII. BACK ORDER COST

Backorder costs are important for companies to track, as the relationship between holding costs of

inventory and backorder costs will determine whether a company should over- or under-produce. Back order cost is equal to profit per unit, as Rs.2.50 at every retailer.

VIII. LINEAR PROGRAMMING MODEL

Linear programming (LP or linear optimization) is a mathematical method for determining a way to achieve the best outcome (such as maximum profit or lowest cost) in a given mathematical model for some list of requirements represented as linear relationships.

IX. MODEL DESCRIPTION

Generalized model is a single-echelon two stage distribution inventory model with N_w warehouses and N_r retailers with limited capacities. In this model considered more number of warehouses and all warehouses products transfer to all retailers. In this warehouses have a limited capacity for carry products. All retailers have limited number of product to carry. Model is optimizing for total supply chain cost. [8]

X. TWO STAGE CONSTRAINED OPTIMIZATION MODEL

The generalized model deals with optimizing the inventory levels of the supply chain entities with consideration of single-echelon warehouse to retailers and among retailers. The diagrammatic representation of the proposed model for the period p is shown in Figure 3.1.

$$TC_p = \text{Minimize } TC_{w1} + \text{Minimize } TC_{r2}$$

TWO STAGES PROPOSED MODE

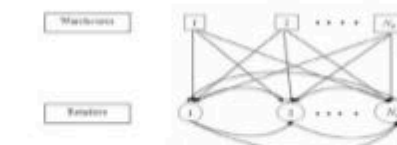


Figure3.1 Two stage constrained optimization model

In this we consider transshipment between one warehouse and three retailers in first stage and in second stage, lateral transshipment among three retailers. In this once stocks allocated from warehouse to these three retailers then in second stage if necessary then they can transfer among them to fulfill the demand of customers.

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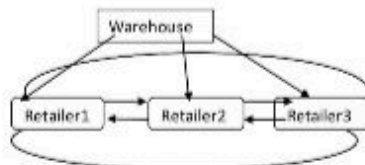


Figure 3.2 Two stage inventory distribution model

FIRST STAGE PROBLEM

Objective Function: Total transportation cost from warehouse to all retailers in period p . + Total inventory carrying cost at warehouse in period p .

Objective Function Minimization

$$TC_{p1} = a_1 \cdot X_1 + a_2 \cdot X_2 + a_3 \cdot X_3 + a_4 \cdot Z$$

In the first stage, we have the following constraints:
1. Inventory at the warehouse should be less than or equal to the warehouse capacity in period p .

$$Z \leq C_0$$

2. The total retailers forecasted demand for a period p should be less than or equal to warehouse inventory in that particular period p .

$$Z \leq (D_1 + D_2 + D_3)$$

3. The sum of units transferred from warehouse to a retailer should be greater than or equal to the forecasted demand of that particular retailer in period p .

$$X_1 \leq D_1, X_2 \leq D_2, X_3 \leq D_3$$

4. The total number units transferred from warehouse to a particular retailer should be less than or equal to that retailer capacity in period p .

$$X_1 \leq C_1, X_2 \leq C_2, X_3 \leq C_3$$

5. The sum of the units transferred from a warehouse to all retailers should be less than or equal to the warehouse inventory for a particular period p .

$$X_1 + X_2 + X_3 \leq Z$$

SECOND STAGE PROBLEM

Objective function: Total inventory carrying cost of all three retailers in period p . + Total back order cost of retailers in period p .

Objective function minimization

$$TC_{p2} = (y_1 \cdot I_1 + y_2 \cdot I_2 + y_3 \cdot I_3) + (z_1 \cdot B_1 + z_2 \cdot B_2 + z_3 \cdot B_3)$$

I - Inventory at retailer at the end of period - Stage Inventory at retailer at the end of stage 1 - Unit transferred to retailer to retailers.

B - Back order at retailer at the end of period p - Stage back order at retailer at the end of stage 1 - Unit received by retailer from retailers.

INDUSTRY CASE STUDY:

The Sandwich Bread is made from wheat flour, Sugar, yeast, salt, milk, refined palmolein oil,

flour improver and permitted preservatives. Haldimann one warehouse is located in Park road Nagpur. In this project consider three retailers who are selling Haldimann Bread. First retailer is located 5km to warehouse. First Retailer is located at Babu Lal ji Takmore Marg Itawari Nagpur. Second retailer is located at Nikolas Mandir sabji Mandi Itawari Nagpur and 5.5 km distance from warehouse. Third retailer is located at Bussar chusk Mahal Nagpur and 6.5 km distance from warehouse.

XI. FORECASTED DEMAND

In this forecasted demand of products on retailers before starting the periods. Consider 10 intervals of four days time periods. Collected demand on retailers of products for 10 intervals

The equation for FORECAST is $\hat{x} = bx$, where:

$$a = \frac{\sum x - b \sum y}{\sum x^2 - b \sum xy}$$

Where x and y are the sample means AVERAGE (known x 's) and AVERAGE (known y 's).

Interval	Forecasted Demand
1	282
2	222
3	272
4	288
5	281
6	279
7	248
8	312
9	325
10	328
11	328
12	328
13	328
14	328
15	328

Forecasted Demand for Period 1 (11th Interval) at Retailer 1.

Similarly Forecasted Demands are calculated for both the retailers and for two periods.

XII. INPUT DATA FOR WAREHOUSE AND RETAILERS

In this consider Haldimann bread industry that is situated in Nagpur (India). Consider one warehouse and three retailers who are selling bread of this industry. The following data is collected for validating the above proposed model.

	Warehouse
Inventory carrying cost per unit in Rupees	0.24625
Warehouse Capacity in units	1200

Table 4.1 Input Data for warehouse.

XVI. CONCLUSION AND FUTURE WORK

In this work, two stage inventory distribution systems has been considered where transshipment are allowed as resource action in order to reduce the inventory level, transferred unit and back orders. Warehouse supplied products to three retailers, who in turn serve a large number of customers. Model has taken the distribution and inventory carrying costs into account in the supply chain network at each period. Excess or low inventory at warehouse and retailers increases problems such as increase in inventory carrying cost and back order cost. By using lateral transshipment these problems can be minimized. This is indicated by the case study of bread industry where results are encouraging and reduced overall system costs. By making retailers to interact and taking a decision on lateral transshipment, the inventory level of different locations at the same echelon is balanced.

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Content idea's and marketing strategies



Haldiram's, a renowned Indian snacks and sweets brand, could explore various content ideas and marketing strategies to engage with their audience

Content Ideas:

- 1.Recipe Videos:** Create engaging videos showcasing how to make popular snacks and sweets using Haldiram's products as ingredients.
- 2.Behind-the-Scenes:** Share behind-the-scenes glimpses of their manufacturing process, highlighting quality and hygiene standards.
- 3.Customer Testimonials:** Feature customer testimonials and stories sharing their experiences with Haldiram's products.
- 4.Festive Celebrations:** Develop content around how Haldiram's products can be incorporated into festive celebrations and gatherings.
- 5.Health and Wellness:** Educate consumers about the nutritional value of Haldiram's snacks and how they can be part of a balanced diet.

Marketing strategies

1. **Social Media Campaigns:** Launch engaging social media campaigns focusing on user-generated content, contests, and giveaways.
2. **Influencer Collaborations:** Partner with influencers and food bloggers to promote Haldiram's products through authentic reviews and recipes.
3. **Product Placement:** Strategically place Haldiram's products in popular TV shows, movies, and web series to increase brand visibility.
4. **Online Advertising:** Invest in targeted online advertising campaigns across platforms like Google Ads, Facebook Ads, and Instagram Ads.
5. **Loyalty Programs:** Introduce loyalty programs to reward regular customers and encourage repeat purchases.
6. **Community Engagement:** Engage with the community through CSR initiatives, events, and sponsorships to build brand trust and goodwill.



Content calendar for the month of april

April 2024						
1 st Mon	2 nd Tue	3 rd Wed	4 th Thu	5 th Fri	6 th Sat	7 th Sun
April Fool Day Post	Blog on Haldiram Products	Reel on Haldiram's Sweet	Did You Know Story	Podcast Episode-1	Influencer Collab Post	Open Ended Question Story on What's your favourite Product
8 th Mon	9 th Tue	10 th Wed	11 th Thu	12 th Fri	13 th Sat	14 th Sun
Customer Review	Gudi Padwa Post	Reel on Haldiram's Frozen Foods	Eid Mubharak Post	Podcast Episode-2	Influencer Collab Post	Reel on Haldiram's Gulabjamuns
15 th Mon	16 th Tue	17 th Wed	18 th Thu	19 th Fri	20 th Sat	21 st Sun
E-Book Mailer	Reel on Haldiram's Mixture	What makes our mixture special	Reel on Masala used in Haldiram's	Podcast Episode-3	Influencer Collab Post	Reel on something new is coming
22 nd Mon	23 rd Tue	24 th Wed	25 th Thu	26 th Fri	27 th Sat	28 th Sun
E-Book Mailer	Reel on Haldiram's Peanuts	What makes our peanuts special	Reel on Divya Magic	Podcast Episode-4	Influencer Collab Post	Reel on oils used in Haldiram's
29 th Mon	30 th Tue					
Haldiram Sweet Post	Reel on Customer's Feedback					

Content creation and curation

Static post on Haldirams Mixture:

Caption: Indulge in the flavors of tradition with Haldiram's – where every bite is a celebration of taste and heritage."

Hashtags:

#TasteTraditionWithHaldirams
#HaldiramsDelights
#SnackWithHaldirams
#SavorTheFlavor
#HaldiramsTreats
#AuthenticIndianTaste
#HaldiramsFavorites
#CrunchWithHaldirams
#SweetIndulgenceWithHaldirams
#HaldiramsGoodness
#SatisfyYourCravings



Reel post on Haldirams sweets

Caption: “Savor the sweetness of tradition with Haldiram’s irresistible delights.”

Hashtags:

#HaldiramDelights

#SweetTreats

#IndianSweets

#FlavorsOfIndia

#HaldiramSpecials

#SweetTooth

#IndulgeInSweetness



Reel post on Haldirams mixture

Caption:

“Crunch into a symphony of flavors with Haldiram's signature mixture! A blend of savory goodness in every bite.”

Hashtags:

#HaldiramsDelight
#SavoryCravings
#SnackTimeEssentials
#FlavorFusion
#TasteOfIndia
#MunchOnHaldirams
#CrunchyDelights #SnackAttack



Carousel post on Haldirams frozen food

Caption: "Indulge in the convenience and taste of Haldiram's frozen delights! From authentic Indian cuisine to international favorites, it's always a flavorful journey from freezer to plate."

Hashtags: #HaldiramsDelight

#SavoryCravings

#SnackTimeEssentials

#FlavorFusion

#TasteOfIndia

#MunchOnHaldirams

#CrunchyDelights

#SnackAttack



Instagram story

Story Link:

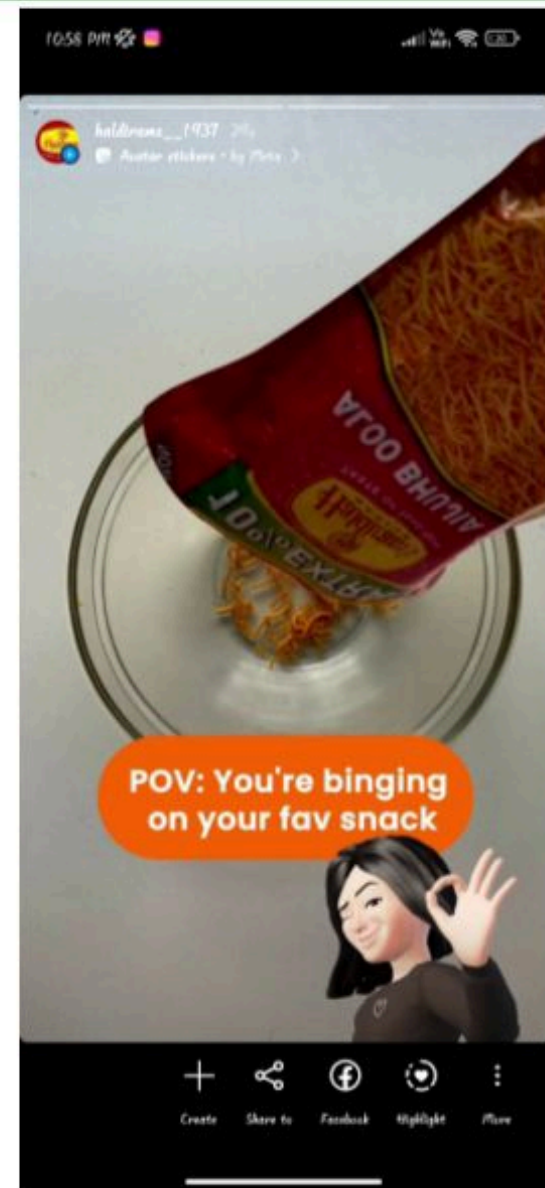
https://www.instagram.com/stories/haldirams__1937/3350527608104969005?utm_source=ig_story_item_share&igsh=MTR6OXZ4aml3d2loNw==



Instagram story

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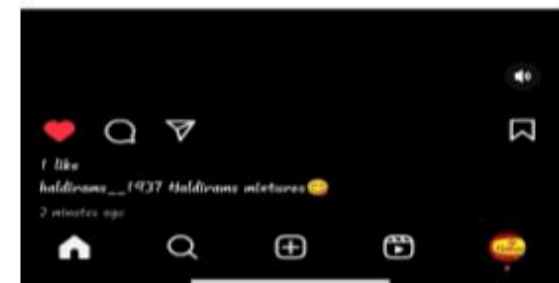
https://www.instagram.com/stories/haldirams__1937/3350528248315276805?utm_source=ig_story_item_share&igsh=MTdieTRuaWFleGNoaA==



Designs / vedio editing

Reel link

<https://www.instagram.com/reel/C6AxHVTl8RR/?igsh=ZDU1NXZscHFxcW92>



Post link:

<https://www.instagram.com/p/C6AxVTQrGtS/?igsh=MTFiZDFhajEwNm91OA==>



Story link:

<https://www.instagram.com/p/C6BGGduL-wf/?igsh=MTI5Y2Nvcn0wcXZ3NA==>

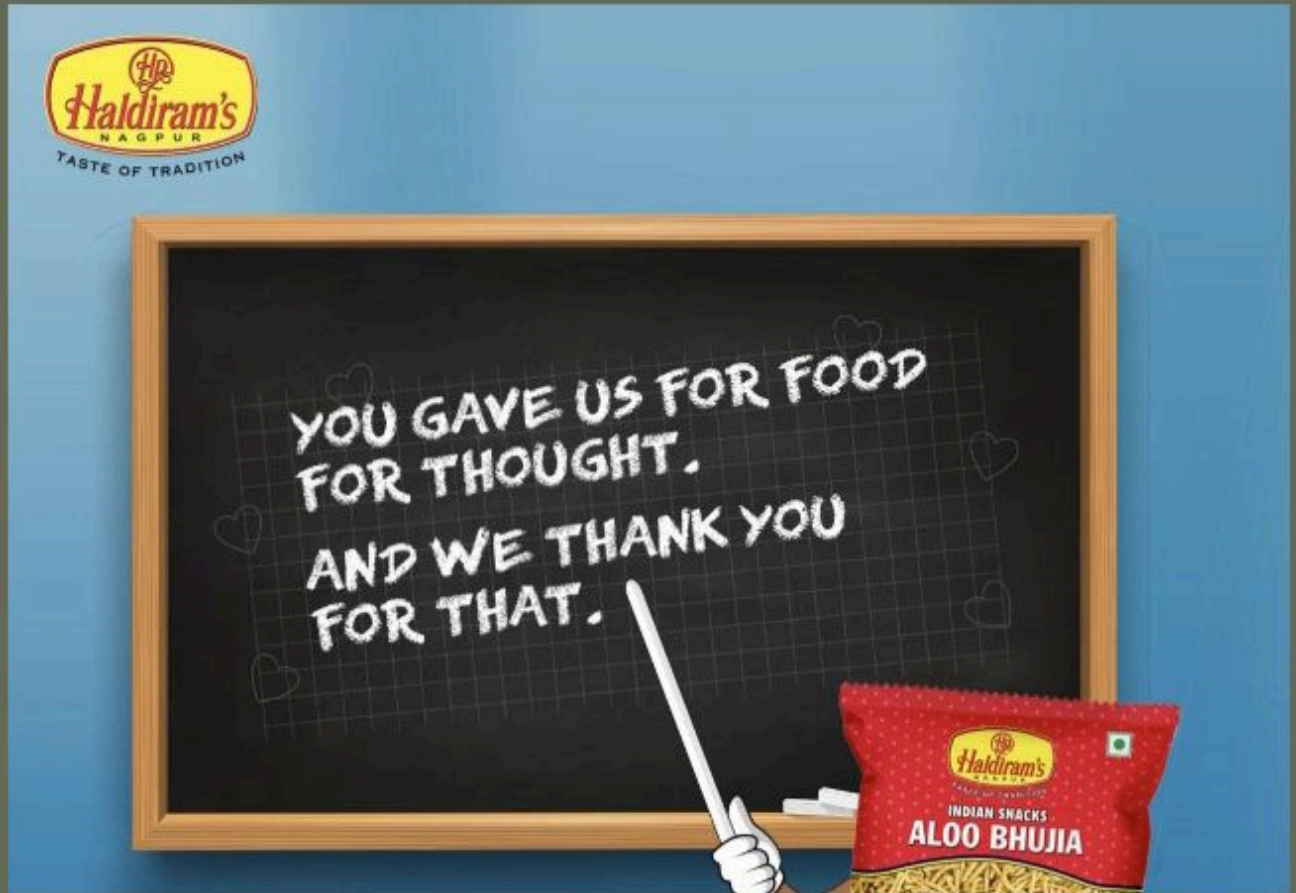


Story highlight link:

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTE4NzQ5ODAyODA3NzUy?story_media_id=3350900152107740957_66257407063&igsh=M3V4OGk4YXc1dWVs



THANK YOU



Smart bridge