

# PBM Assignment 3: BrandVista Term

## Project - AMARA RAJA



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**Executive summary:**

Amaron Neobolt presents an outright entry into the AA and AAA battery market for Amara Raja, leveraging the known reputation for quality, innovation, and reliability. The Branded House strategy will allow Neobolt to brand immediately under the Amaron name and leverage known brand equity immediately to establish credibility quickly within consumer and industrial markets.

The market for AA and AAA batteries is highly competitive, though dominated by a mix of premium and value brands. Neobolt's competitive edge would be found through positioning which balances affordability with performance (Durability, power and safety). The brand would be attractive for price-sensitive customers without letting go of quality, making it even different from competitors who position at a very high and budget end.

It is aimed at strong digital presence with in-store emphasis and strategic partnerships, designed to drive adoption and build the brand with multiple bases of consumers across diversified locations. Neobolt will thus be able to reach every single household customer through the wide distribution network of Amaron up to large industrial users.

Alongside such strategic pricing along with efficient branding and targeted marketing, Amaron Neobolt will soon redefine consumer expectations in the market for batteries. It will combine the heritage of the Amaron brand with the excitement of value propositions and would become a portfolio champion through guaranteed high-performance power solutions tailored to both consumer as well as industrial needs. Overall, Neobolt marks a strategic effort to strengthen the Amara Raja footprint in the consumer battery segment, built on a long legacy of innovation and customer satisfaction.

**Amara Raja Batteries Limited: Company Overview**

Amara Raja Batteries Limited (ARBL) was founded in 1985 and now it has emerged as one of India's premier manufacturers of lead-acid batteries. The company is recognized for its strong emphasis on innovation and quality. ARBL primarily targets the automotive and industrial sectors, producing a wide range of batteries that serve various applications, including those for two-wheelers, four-wheelers, and telecommunications.

Amara Raja has a diverse portfolio of products as per the needs of different market segments. Its flagship brand, Amaron, has gained a reputation among consumers for its reliability and superior performance. Amaron batteries leverage advanced technology to deliver exceptional durability and longevity. In addition to automotive batteries, ARBL produces industrial batteries under the

**\*\*PowerZone\*\*** brand, which are utilized in solar energy systems, uninterruptible power supplies (UPS), and other industrial applications.

The company has Li-ion battery packs and has created a portfolio of 0.5Kwh to 21.0Kwh products catering to e-mobility and energy storage applications in India.

Their investments in technological innovation have resulted in superior products being delivered to customers. Their key focus areas are to develop new industry-leading products, improve processes to enhance productivity and work on ideas for new inputs for a better product. The company exports its products to more than 50 countries, through their strong distribution network comprising 500+distributors and 100,000+ retail touch-points that extends its reach. The company has established a Sustainability committee at the apex level to define the ESG roadmap & monitor progress and had taken ambitious targets on energy & carbon, water and wastewater management, circular economy, and gender diversity. Amara Raja Batteries Limited stands out as a leader in the Indian battery manufacturing sector, driven by its unwavering commitment to quality, innovation, and sustainability. With a comprehensive product range, a strong focus on R&D, and a proactive approach to corporate social responsibility, ARBL is well-positioned to navigate the challenges of a competitive market. As the demand for reliable energy storage solutions continues to grow, Amara Raja is prepared to meet future challenges and capitalize on new opportunities.

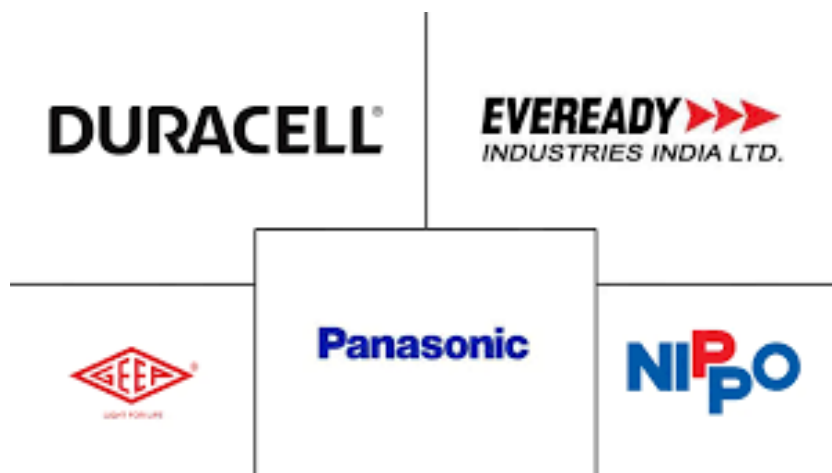
Amaron Raja Energy & Mobility Limited is a prominent player in the battery industry, offering a diverse range of products to cater to various needs. Their product portfolio is carefully designed to deliver high performance, reliability, and durability.

#### Key Product Lines:

1. **Amaron Quanta:** This is their premier industrial battery line, specifically designed for UPS systems. Quanta batteries are known for their exceptional performance, long lifespan, and ability to withstand demanding operating conditions.
2. **Amaron Sleek:** Tailored for optimal performance in high-temperature environments and deep-cycle applications, Amaron Sleek batteries are a popular choice for industries requiring reliable and efficient power solutions.
3. **Amaron Volt:** These 2V high-integrity batteries are perfect for critical backup power applications. They offer exceptional reliability and are designed to provide consistent performance even under demanding circumstances.

4. Amaron Genpro: Aimed at powering diesel generator sets, Amaron Genpro batteries are known for their ease of handling, excellent cranking capability, and minimal maintenance requirements.
5. Powerstack: This versatile battery line is designed to meet the diverse power needs of various industrial applications. Powerstack batteries offer a combination of performance, reliability, and durability.

#### **MARKET ANALYSIS**



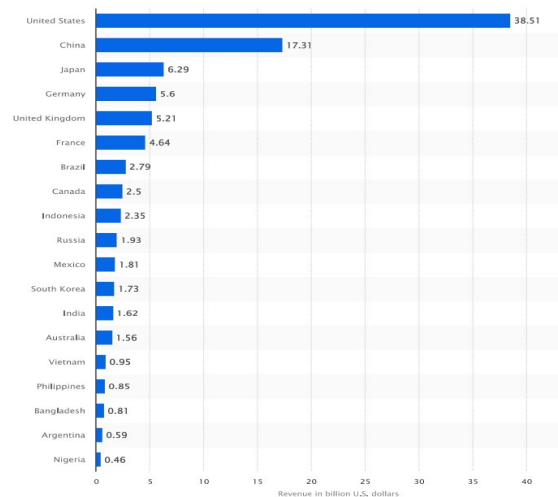
The AA and AAA battery market in India is part of the broader alkaline battery segment, which is seeing steady growth. The market is driven by the increasing demand for consumer electronics, toys, remote control devices, and small gadgets, which commonly use these batteries. The overall Indian alkaline battery market is expected to grow at a CAGR of more than 5.5% during 2024–2029.

Alkaline batteries, including AA and AAA sizes, are popular due to their longer shelf life, cost-effectiveness, and ability to power general-purpose devices. Companies such as Duracell, Eveready, Panasonic, and Indo National Ltd. (makers of the Nippo brand) are leading players in this segment. The Indian market for batteries, including alkaline types, is anticipated to reach USD 7.20 billion by 2024, continuing its growth as more devices require portable power sources.

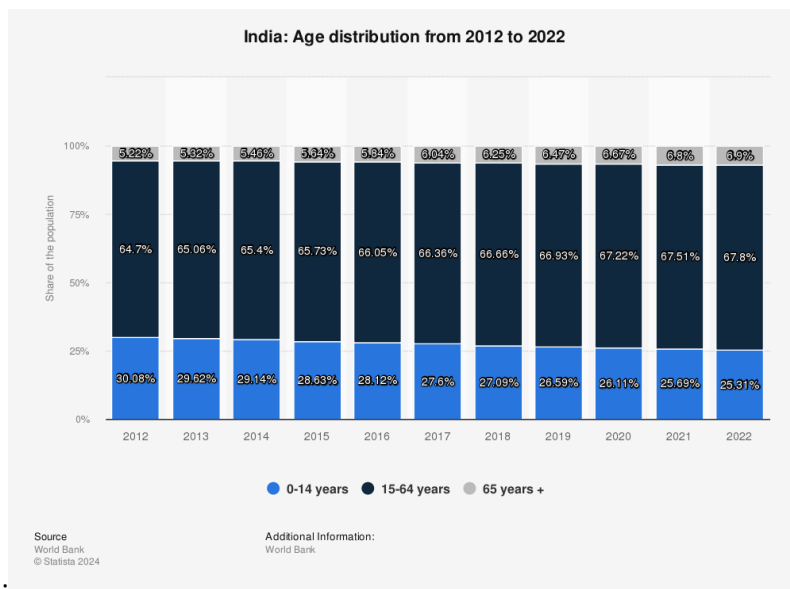
The Indian alkaline battery market is expected to continue growing, driven by factors such as increasing urbanization, rising disposable incomes, and the growing popularity of electronic devices. In this maturing market, we expect further innovation, increased competition, and a greater emphasis on sustainability and environmentally friendly practices.

## TOYS MARKET

India's toy market was valued at \$1.7 billion in 2023 and is expected to grow to \$4.4 billion by 2032. The revenue for the toys and games market in India during 2023 was \$1.62 billion.



In terms of revenue we can infer that India is way behind other developed countries like US, China, Japan and Germany. Furthermore, in India if we look at the age demographics we can get the



following data:

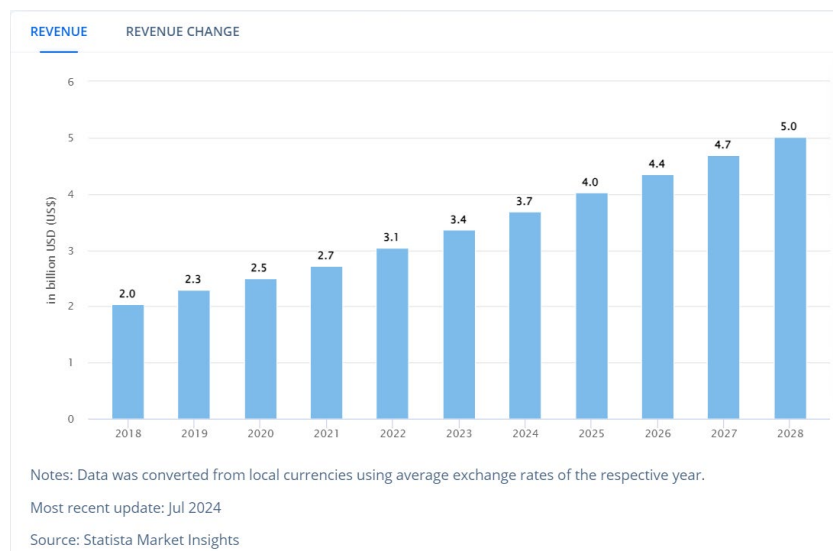
When analysing the trend, we can infer that the share of the population in the 0-14 years segment is falling. However, since India has the highest population in the world, even 25% of the population is a huge market which can be targeted.

When we look at the projected revenue in the Toys & Games market across different segments in India from 2019 to 2029 we can get the following data:

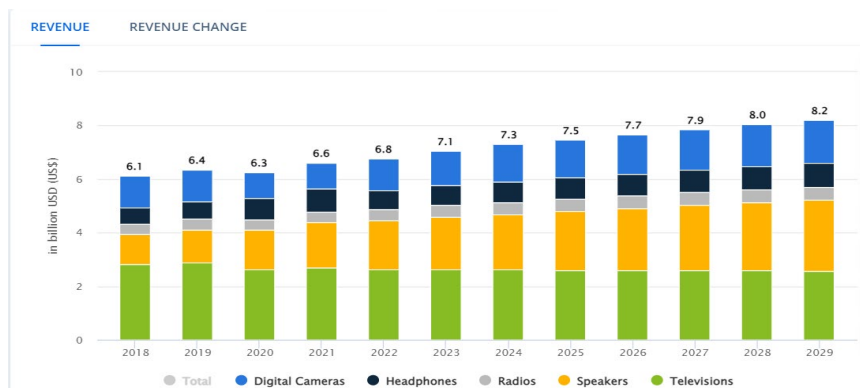
## Outdoor Electronic Equipments Market

Outdoor Electronic equipment's include Handheld GPS, flashlights, power inverters, Digital cameras etc.

- In 2024, the revenue generated in the Outdoor Equipment market in India amounts to US\$3.7bn.
- This market segment is projected to experience an annual growth rate of 8.00% (CAGR 2024-2028).



## TV, RADIO AND MULTIMEDIA MARKET



- Revenue in the TV, Radio & Multimedia market in India amounts to an impressive US\$7.3bn in 2024.
- The segment is expected to grow at an average annual rate of 2.35% (CAGR 2024-2029).
- Comparing this on a worldwide scale, in 2024, the largest revenue this market will generate is from China with US\$39,900.0m.
- In per person revenues, in 2024, every person in India spends US\$5.09 in the TV, Radio & Multimedia market.
- In a forecast, from 2029, the volume in the TV, Radio & Multimedia market will amount to 270.7m pieces units.
- A volume growth of 4.1% is expected in 2025.

#### **MARKET OPPORTUNITIES:**

Based on various tests taken such as Regression and Correlation we got to know that people prefer Amaron batteries due to its reliability, safety and durability. From the market analysis and the secondary we were able to see the scope of the AA and AAA batteries in various segments such as the Toys segment, Outdoor electronics segment etc. The Alkaline battery segment is currently a 7.2Billion USD market. It is expected to grow at 5.5% CAGR from 2024-2029. Hence, if Amaron positions the AA and AAA batteries well in the market it can do wonders.

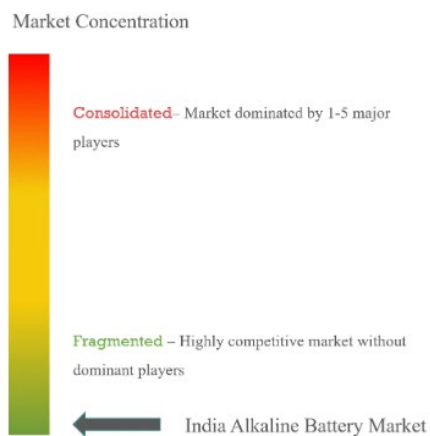
### **COMPETITOR ANALYSIS**

#### **THE ALKALINE BATTERY MARKET**

The India alkaline battery market is fragmented. The key players in the market include Duracell Inc., Indo National Limited, Eveready Industries India Ltd., Panasonic Energy India Co Ltd, and Geep Industries Pvt. Ltd. among others. Most of the brands like Eveready and Duracell uses Zinc Manganese. However, we Amaron are planning to use Zinc and Manganese dioxide which has better



energy density and performance, consistent power output, cost effective and abundant.



Now let's look at some of the major competitors we would face in the alkaline battery segment

### **EVEREADY INDUSTRIES INDIA LTD**

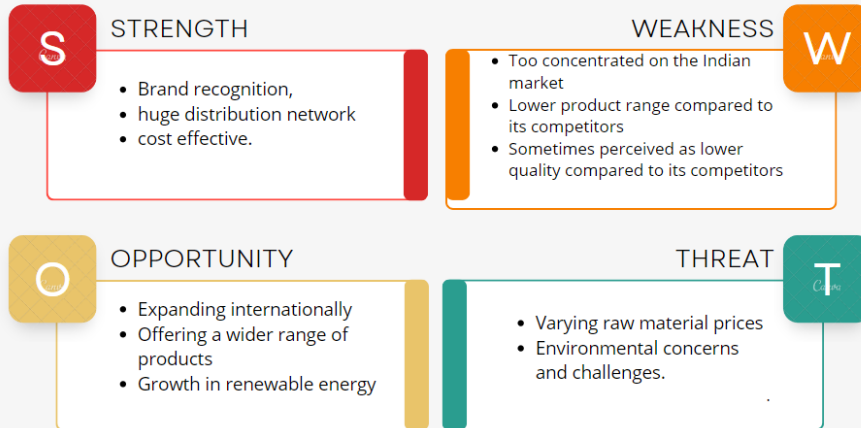


The Indian AA and AAA battery market is dominated by zinc-carbon batteries, and the major share of it belongs to Eveready Industries. Eveready Industries leads the overall dry cell battery market in India with a significant share of over 50%. On volume, Eveready makes quite a decent amount of AA and AAA batteries in a year, with its flagship plant in Matia producing about 800 million pieces of AA and AAA batteries.

The businesses in which Eveready operates include batteries, flashlights and torches, and lighting and electrical products. The revenue of the company during the fiscal year 2023 was about 13.4 billion Indian rupees.

### **SWOT ANALYSIS OF EVEREADY INDUSTRIES INDIA LTD.**

# SWOT ANALYSIS



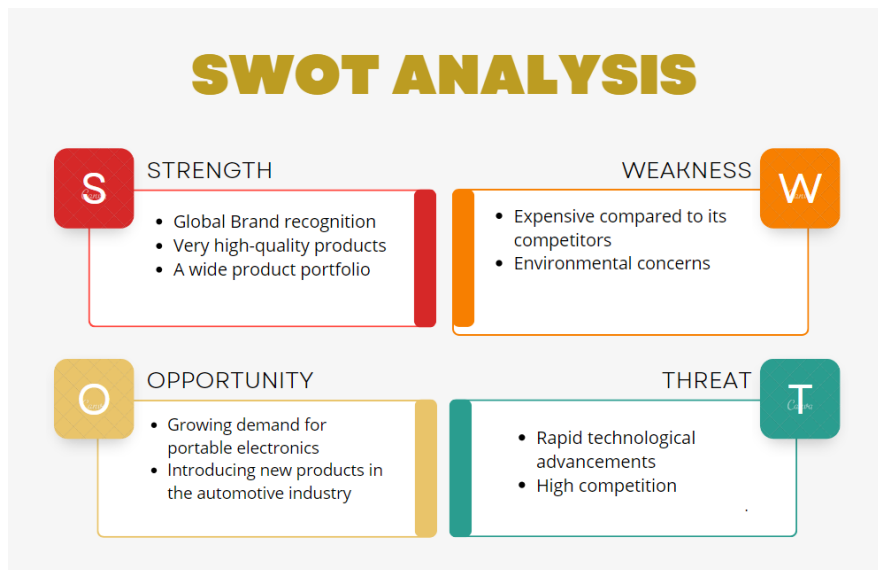
## DURACELL:



Duracell is the world's number one consumer battery company by market share and the leading manufacturer of high-performance alkaline batteries, speciality cells and rechargeables. Since the launch of the brand in 1965, it has grown to become a global consumer icon, known for its commitment to quality, reliability and innovation.

Duracell India is a subsidiary of Duracell International, a global leader in battery manufacturing. The company has a market share of around 10% in India.

## SWOT ANALYSIS OF DURACEL



### AUTOMOTIVE BATTERY SEGMENT:

The Indian automotive battery market is a significant and fast-growing business, with the demand for automobiles increasing as well as the developments of electric vehicles (EVs), and the demand for battery replacement.

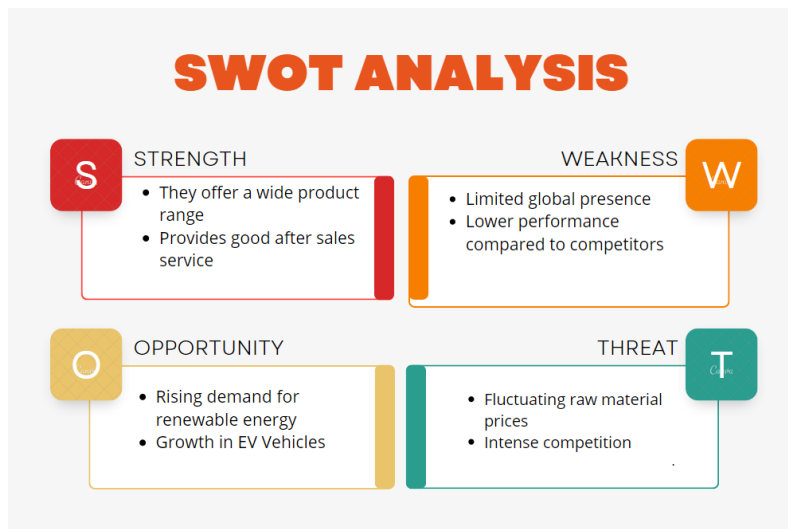
Our major competitor in this industry is Exide.

#### EXIDE:



Exide has a commanding position in the Indian battery market and commands an estimated market share of 60-70% of the organized automotive battery business. It enjoys dominance over various segments such as automotive, industrial, and inverter batteries. The Exide brand is one of the most recognized in the Indian battery market. It is synonymous with reliability and longevity, making it the go-to choice for both OEM (Original Equipment Manufacturer) and aftermarket buyers.

## SWOT ANALYSIS OF EXIDE



The data for competitors and market analysis were taken from the following websites:

- Reviews from Quora.com, Amazon.com and Flipkart.com
- Data from stratista.com (<https://www.statista.com/outlook/cmo/consumer-electronics/tv-radio-multimedia/india>)
- Duracell.com and Eveready.com

## PORTER'S FIVE FORCES FOR AMARON BATTERIES

### Threat of New Entrants:

- High barriers to entry: The battery industry, including the automotive and industrial segments, have high barriers to entry because much more investment is required in terms of capital, manufacturing know-how, and respect for environmental standards.
- Brand Loyalty: The strong customer loyalty towards Amaron and Exide brands, among other established brands, makes it very difficult to enter with new players.
- Technological Expertise: The battery industry has an element of lock-in with the kind of heavy investment that is required in R&D in this sector, especially as all the focus is on lithium-ion and EV batteries and is more entry-barrier type in nature for entrants without technological expertise.
- Distribution Network: The new entrants are confronted with the barrier of well-connected and established distribution networks for the brands.

### Bargaining power of suppliers:

- Raw material dependency: The battery industry is dependent on key raw materials such as lead, lithium, and several others, most of which are prone to price volatilities. Global supply chains for these materials will also be sensitive to geopolitical and economic factors.
- Supplier Power: For lead-acid batteries, not many suppliers of raw material such as lead are available, hence moderate bargaining power, especially when there is fluctuation in world prices.

- **Switching Costs:** Heavy batteries are only moderately dependent on key suppliers because of the specific quality requirements of raw materials, thereby slightly restraining them from switching suppliers.

#### **Bargaining power of buyers:**

- **Price Sensitivity:** The customer is price-sensitive in the automotive and industrial space and particularly more by the aftermarket. Large volume buyers like automotive majors can bargain on better prices from the suppliers of Amaron.
- **Multiple Choices:** Consumers have a choice between Exide, Luminous, and various other national brands; hence, the power to compare prices and eventually change brands becomes greater.
- **Aftermarket Buyers:** The replacement battery market, which constitute a large portion of Amaron's business is high on buyer power due to the price-sensitive nature of the purchases.

#### **Threat of substitutes:**

- **Increasing threat:** Alternative energy storage technologies, such as lithium-ion batteries, pose a growing threat to lead-acid batteries like Amaron's.
- **Cost and performance:** Amaron will compete well with emerging alternatives if it is able to gain cost effectiveness and reliability in its offerings.

#### **Competitive Rivalry:**

- **Strong Competitors:** Amaron has a strong competitor in Exide, which is the leading market developer. The other local brands developed are equal or relatively equal, whereas international brands include Luminous, Tata Green, and HBL.
- **Price War:** Since the Indian market is price-sensitive, companies enter into a price war to earn maximum market share. This increases rivalry further.
- **Brand Loyalty:** Both Amaron and Exide command tremendous brand loyalty, though a fight for dominance in the aftermarkets keeps things competitive.

### **PESTEL Analysis of Amaron (Consumer and Industrial Segments)**

PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) analysis provides a comprehensive view of the macro-environmental factors that can impact Amaron's operations in both the consumer and industrial battery markets.

#### **1. Political Factors**

Political factors can make significant influence on Amaron particularly in the fields of regulation, government policies, and international trade.

**Regulations in Production and Safety:** The above acts and regulations under manufacture standards, safety, and environmental compliance are directly subject to government policies. For example, Batteries must have a minimum amount of recycled content, such as 16% cobalt, 85% lead, 6% lithium,

and 6% nickel. Regulations for environmentally friendly methods of production impact the consumer as well as industrial segment.

**Subsidies and Incentives for Clean Energy:** Subsidies from the government for renewable energy and energy storage solutions may be positive for Amaron, especially within the industrial segment where solar and wind energy storage batteries are being used. Such incentives will drive demand for energy-efficient, environmentally friendly product offerings.

**Import and export policies:** This can affect the costs and how the pricing strategy is constructed. For the industrial sector, import and export policies may result in a disruption of supply chains if such critical components must be sourced from outside. For instance, manufacturers of batteries are now obligated to communicate the carbon footprint of their batteries from 2024, and batteries will be classified according to the carbon footprint life cycle from 2027.

## **2. Economic Factors**

Consumer buying and industrial investment are both substantially influenced by the economic environment and, therefore, demand for Amaron products.

**Economic growth impacts Amaron's business:** high disposable incomes, enhanced sales of automobiles in the emerging economies contribute to increasing consumer demand for batteries. An economic recession reduces consumption of discretionary goods as well as services, which hurts sales.

**Inflation and Currency Fluctuations:** When inflation goes high, raw material costs will rise, and in turn, it might be passed down to the overall pricing of the battery. Movements in currency will alter the import costs for various parts, hence impacting both cost of production and profit made.

**Industrial Investments:** Economic growth-based investments in areas like telecom, data centers, and renewable energy surge demand for industrial-use batteries. Economic slowdowns mean delayed investments in large-scale battery storage solutions.

## **3. Social Factors**

Social trends affect consumer behavior and industrial preference, thus will also impact how Amaron markets its products.

**Consumer Preferences for Sustainability:** Increasingly, consumers want products to be more environmentally friendly, a trend that would eventually begin affecting the strategy of Amaron toward greener batteries. There are many consumers who choose their products based on how green they are. Environmental conscious consumers form a significant percentage of customers in household and automotive markets.

**Increased Reliance on Technology:** In-dition to electronic gadgets by people increases the need for efficient AA and AAA batteries. The industrial battery segment is also getting positive with the increasing digitization and business dependence on power backup solutions.

**Lifestyle and Mobility Changes:** Electric Vehicle (EV) and e-mobility technologies have now picked up the pace. This will increase demand for better battery technologies, thereby creating new opportunities for Amaron in the years ahead.

#### **4. Technological Factors**

Technological developments are indispensable for innovative and competitive positioning for Amaron.

**Introduction to Innovation in Battery Technology:** Advances in battery technology pertaining to Lithium-ion and solid-state batteries create opportunities for diversification in product lines. Updating oneself with the latest technology is a must to meet emerging consumer and industrial demands.

**Automation and Smart Manufacturing:** Automation at all the process stages would improve efficiency, reduce costs, and better deliver to the final product. This is critical while still trying to meet the relatively more stringent industrial requirements.

**Digital Integration and Smart Energy Management:** In the case of the industrial segments, Amaron's batteries allow for predictive maintenance and energy optimization through digitally integrated monitoring systems that evidently significantly improve the overall value proposition of Amaron's products.

#### **5. Environmental Determinants**

Environmental issues are now becoming factors in consumer and industrial purchasing decisions, thus creating further pressure on companies like Amaron to innovate sustainable practices.

**Focus on Sustainable Production:** Environmental laws oblige Amaron to engage in sustainable production with low carbon footprint and recyclable materials for the attraction of environment-concerned customers and firms.

**Renewable Energy Solution Demand:** Industrial sectors are becoming more inclined towards usage of renewables such as solar and wind energy. The role of Amaron in the provision of energy storage solutions for these sectors provides focus on its contribution to the adoption of sustainable energy practices.

**Recycling Programs:** For consumer and industrial segments, Amaron's involvement with the battery recycling initiatives goes in favor of reducing the carbon footprint which is very much part of the bigger sustainability message. From 2024, battery manufacturers have to declare the carbon footprint of their batteries, and from 2027 onwards, the battery would be labeled according to carbon footprint life cycle.

## 6. Legal factors

Compliance with all the safety, environment, and quality standards related to the product is an unavoidable necessity for the smooth operation of Amaron.

**Compliance with Safety Standards:** In the industrial segment, Amaron would have to adhere to safety standards as mentioned earlier. Failure of a battery can have a considerable impact on operational functions.

**Environmental Safety Standards:** Rigorous regulations in respect of disposal and recycling of batteries have a bearing on operational strategies of Amaron. Compliance ensures that the brand is a responsible market player.

**Intellectual Property and Technology Patents:** Developing new battery technologies poses massive threats against Amaron's competitiveness in consumer and industrial markets, making it extremely important to protect technological innovations through patents.

### NEED FOR MARKET



We conducted extensive market research to understand the demand for AA/AAA batteries, identifying potential customer segments and their needs. This included analyzing competitors, market trends, and consumer preferences to ensure their product would meet market demands.

We focused on features such as longer battery life, safety, reliability, and eco-friendliness as we realized customers related to our brand with these features. Recognizing the growing importance of sustainability, we incorporated eco-friendly practices (such as usage of zinc manganese for the battery which is environmentally friendly compared to lithium ion batteries & usage of PLA paper for the packaging) in the production of Neo Bolt. This also included using recyclable materials and promoting the product's environmental benefits, which resonated well with environmentally conscious consumers. We plan on releasing Neo Bolt to the Andhra Pradesh market as the brand recognition is the highest here. We intend to explore international markets in the long run, leveraging our existing global presence and adapting our strategies to suit local preferences and regulations. This would help in capturing a broader customer base and increasing market share.



## **Segmentation: A Multi-Dimensional Approach**

Amara Raja's segmentation is rooted in a comprehensive understanding of market demands, leveraging product differentiation, technology, geography.

### **1.1 Automotive Batteries**

This segment powers a wide range of vehicles, from passenger cars and two-wheelers to commercial and farm vehicles. Additionally, it extends its offerings to the home UPS/inverter market, highlighting the company's adaptability in meeting varied energy requirements. By catering to both OEMs and the aftermarket—including the vital replacement sector—Amara Raja has solidified its position as a leader in the automotive battery space. Not only is the company the largest player in India's automotive aftermarket battery segment, but it also exports its products globally under the well-recognized Amaron™ and PowerZone™ brands. This segment's success is reflected in the steady demand for its products, particularly driven by the growth of India's automotive market, which is expected to reach 350 million vehicles by 2028. This growing vehicle population, coupled with technological innovations like AGM and EFB batteries, positions Amara Raja to capitalize on both domestic and international opportunities.

### **Industrial Batteries**

Amara Raja's Industrial Batteries segment caters to sectors with critical power needs, including telecom, UPS systems, solar power, and railways. These industries rely heavily on continuous, reliable power, which has been increasingly vital with the expansion of 5G networks and the boom in data centers. In FY23, the segment experienced impressive growth, with revenues surging by 20%, largely due to rising demand for telecom infrastructure and the burgeoning data center market, expected to hit \$10.09 billion by 2027. The company's industrial batteries, known by brands like PowerStack© and Amaron Volt©, are engineered to meet the evolving needs of industries seeking uninterrupted power. With a strong foothold in the telecom sector and growing export markets, this segment plays a crucial role in positioning Amara Raja as a trusted partner in the global energy landscape.

### **Technology Segmentation - Lead-Acid Battery Technology**

Amara Raja has long been recognized as a pioneer in Valve Regulated Lead-Acid (VRLA) battery technology, which forms the backbone of its offerings in both automotive and industrial segments. The company was the first in India to introduce AGM (Absorbent Glass Mat) batteries for motorcycles and cars, marking a significant milestone in its technological leadership. In the automotive space, punched grid technology has enhanced battery performance, durability, and reduced maintenance requirements, particularly in the high-demand OEM and replacement markets.

In the industrial segment, VRLA technology continues to serve critical applications, such as in telecom, UPS systems, and data centers, where uninterrupted power is essential. Amara Raja's PowerStack® and Amaron Volt® brands have become synonymous with reliability and high performance, cementing the company's position as a market leader. The ability to continually improve the efficiency of lead-acid technology has allowed Amara Raja to maintain a competitive edge, even as global markets shift towards newer energy solutions..

### **Lithium-Ion Battery Technology**

As part of its future-forward strategy, Amara Raja has made significant investments in lithium-ion (Li-ion) battery technology, addressing the growing demand for electric vehicles (EVs) and energy storage systems (ESS). Recognizing the shift from internal combustion engines (ICE) to electric mobility, the company established Amara Raja Advanced Cell Technologies (ARACT) in 2022 to focus on developing Li-ion cells and packs tailored to Indian and global markets. With the launch of the Amara Raja Giga Corridor, the company is positioning itself at the forefront of lithium-ion manufacturing, aiming to create a domestic supply chain for Li-ion cells, reducing dependency on imports, and aligning with India's Net Zero goals.

The company's R&D capabilities have already delivered critical advancements in Li-ion technology, such as the 21700 NMC cylindrical cells, which showcase its potential to meet high-performance requirements in EVs and renewable energy markets. These Li-ion batteries are not only rugged and reliable but also customizable for various applications, from 2-wheelers and 3-wheelers to telecom backup systems. By securing IATF 16949:2016 and ISO 9001:2015 certifications, Amara Raja has demonstrated its commitment to global quality standards in Li-ion battery production .

### **Hybrid Solutions and Integration**

Amara Raja's technological segmentation is further strengthened by its hybrid approach to energy storage. In the telecom and data center sectors, where uninterrupted power is critical, the company has successfully tested and deployed a combination of lead-acid and lithium-ion solutions. This hybrid approach enables Amara Raja to offer scalable and cost-efficient solutions while meeting the growing demand for cleaner energy alternatives.

Moreover, the company's expertise in both lead-acid and lithium-ion technologies allows it to provide solutions for industries transitioning to renewable energy, such as solar power. By integrating cutting-edge technologies and enhancing the performance of traditional batteries, Amara Raja ensures that its product portfolio remains relevant and adaptable in an evolving market.

## **Sustainability and Future Technologies**

Amara Raja's investment in advanced cell research, specifically in developing Nickel-rich NMC cells and other next-generation materials, underscores its long-term vision. The company's focus on energy-efficient, low-maintenance battery solutions directly supports global sustainability goals. By establishing Advanced Energy Research and Innovation Centres (AERIC) and leveraging partnerships with global technology startups, Amara Raja is positioning itself as a key player in the future of energy storage, not just in India, but globally

### **1.3 Geographical Segmentation**

#### **Domestic Market – India**

India remains the largest and most significant market for Amara Raja, contributing a major portion of its revenue. In FY23, the company's automotive battery segment registered double-digit growth driven by strong demand in both four-wheeler and two-wheeler categories. India's vehicle population is expected to reach 350 million by 2028, presenting ample opportunities for Amara Raja's automotive batteries, which are marketed under the Amaron™ and PowerZone™ brands. The company has also secured its position as the largest player in India's automotive aftermarket segment.

In the industrial battery segment, Amara Raja experienced a 20% revenue growth in FY23, fueled by increasing demand for power backup in sectors like telecom, UPS systems, solar power, and railways. The expansion of 5G networks and the projected growth of the data center market to \$10.09 billion by 2027 have provided significant growth opportunities for industrial batteries like PowerStack© and Amaron Volt©. This solidifies Amara Raja's presence in critical infrastructure industries that require uninterrupted power

#### **International Markets**

Amara Raja has expanded its international operations, exporting to over 50 countries. To optimize its global presence, the company has divided its international markets into four distinct business blocks, allowing for targeted regional strategies:

**Indian Ocean Rim (IOR):** Historically, the IOR has been a key region for Amara Raja, covering countries in South Asia, Southeast Asia, and Africa. The company's exports to these regions are strong, with well-established markets for both automotive and industrial batteries. In the Middle East and Africa

(MEA), the demand for Amara Raja's telecom and UPS batteries has been particularly robust, driven by telecom infrastructure expansion and increasing reliance on data centres

Asia-Pacific (APAC): The APAC region, including countries like Indonesia, offers substantial growth potential for both lead-acid and lithium-ion batteries. The region's focus on economic development and renewable energy solutions is driving demand for Amara Raja's products, particularly in the automotive and energy storage sectors. The company's efforts to expand its footprint in this region have seen positive results

Middle East and Africa (MEA): In FY23, Amara Raja further strengthened its presence in the MEA region, particularly in telecom and UPS segments, where the company enjoys a significant market share. The expansion of 5G networks and infrastructure projects has driven double-digit growth for Amara Raja's industrial batteries in these markets. The company is also working on lithium-ion battery solutions for 5G rollouts, with pilot studies already in progress

North America and Europe: Amara Raja is positioning itself to enter North American and European markets, particularly in the fast-growing electric vehicle (EV) and energy storage system (ESS) segments. These regions offer substantial growth potential due to the rising demand for lithium-ion batteries and the push for sustainable energy solutions. The company is preparing to introduce BCI-compliant products to these markets, while also maintaining its JIS and DIN standard products for existing regions. By targeting these developed markets, Amara Raja aims to diversify its revenue base and gain a foothold in advanced energy storage technologies

#### Regional Customization and Expansion

Amara Raja's global strategy isn't just about geographical presence but about adapting its product offerings to meet regional market demands. For example, in North America and Europe, the company is focused on delivering advanced lithium-ion battery solutions for EVs and energy storage, while in Africa and Southeast Asia, lead-acid batteries continue to be in demand for industrial applications like telecom and UPS systems.

The company has also made significant strides in expanding its global export footprint to regions like South America and Europe, offering a wider range of AGM, EFB, and lithium-ion technologies. The launch of PowerZone™ in international markets will further extend Amara Raja's product reach, enabling it to tap into new customer bases across multiple regions

#### Key Figures and Projections

- India: Expected vehicle population of 350 million by 2028.

- MEA Region: Substantial demand in telecom and UPS segments, driven by 5G and infrastructure growth.
- Data Center Market: Projected to grow to \$10.09 billion by 2027 in key regions.
- Global Export Footprint: Presence in over 50 countries.
- North America and Europe: Targeting advanced lithium-ion and BCI-compliant products for new market entries.

## **Targeting**

### **Automotive Batteries Targeting**

**Primary Target Segment:** The company targets Original Equipment Manufacturers (OEMs) in the automotive sector, including both four-wheelers and two-wheelers because OEMs require reliable, long-lasting battery solutions that meet stringent performance standards. Amara Raja's products, like Amaron™ and PowerZone™, are well-suited for automotive OEMs because of their proven durability and performance consistency. The company has established long-term relationships with leading OEMs, helping it secure a significant share of the OEM battery market. This segment continues to grow due to the increase in vehicle production—in FY23, India's four-wheeler production reached 7.4 million units, and two-wheeler production hit 19.5 million unit. This strategically benefit by long-term volume contracts and brand positioning as a premium supplier to leading automotive companies, enhancing the company's market credibility.

**Secondary Target Segment: Automotive Aftermarket –** The company here target vehicle owners in need of replacement batteries for four-wheelers, two-wheelers, and commercial vehicles because the aftermarket for replacement batteries is a growing segment, especially in a market like India with an expanding vehicle population. Amara Raja focuses on replacement buyers who seek high-performance, low-maintenance batteries. The increasing number of vehicles on the road, expected to reach 252 million two-wheelers and 96 million four-wheelers by 2028, ensures that the aftermarket remains a strong revenue stream. The aftermarket provides higher margins compared to OEM sales and builds brand loyalty among end-users who require dependable replacement solutions.

### **2. Industrial Batteries Targeting**

**Primary Target Segment: Telecom and Data Centers –** by targeting Telecommunication companies and data centres requiring backup power solutions to ensure uninterrupted service. With the rapid expansion of 5G networks and the increasing reliance on data centres, demand for industrial batteries is surging. In FY23, Amara Raja's industrial battery division registered double-digit growth,

driven by robust demand from these sectors. The data centre market is projected to grow from 950MW to 2000MW by 2025, making it a high-potential segment. Telecom growth, driven by 5G rollouts, presents a consistent need for backup power solutions. These industries require high-quality, reliable battery solutions, providing Amara Raja with a recurring revenue stream. The telecom and data centre markets are also characterized by significant growth opportunities, as well as potential for international expansion, particularly in regions like the Middle East, Africa, and Asia-Pacific.

**Secondary Target Segment: Renewable Energy and UPS Systems** - Renewable energy companies, industrial consumers, and organizations in need of uninterruptible power supplies (UPS) for continuous energy flow. With global emphasis on sustainability and reducing carbon footprints, the need for energy storage systems in renewable energy and solar applications is increasing. Amara Raja's batteries are designed to support these applications, with performance reliability and energy efficiency being key selling points. The Indian UPS market is projected to grow at a CAGR of 8.20% through 2030, offering Amara Raja significant opportunities. Renewable energy and UPS systems are critical for infrastructure stability, and Amara Raja's products cater to this growing demand, particularly in emerging markets and industrial settings.

### 3. Lithium-Ion Batteries and New Energy Business

**Primary Target Segment: Electric Vehicle (EV) Manufacturers** - EV manufacturers who need advanced energy storage solutions for electric vehicles. With global efforts to reduce carbon emissions, the electric vehicle market is expanding rapidly. Amara Raja's New Energy division focuses on producing lithium-ion batteries for electric vehicles, addressing the need for sustainable energy solutions. The company is investing in its Giga Corridor project, which will produce up to 16GWh of lithium-ion cells and 5GWh of battery packs annually, positioning it as a leader in the Indian EV market. The shift towards electric mobility is inevitable, and by positioning itself early, Amara Raja can capture a significant share of the growing EV market, both in India and internationally.

**Secondary Target Segment: Energy Storage Systems for Renewable Energy** - Renewable energy producers and industrial users requiring large-scale energy storage systems. As more countries adopt renewable energy solutions, the demand for reliable, large-scale energy storage systems is growing. Amara Raja's lithium-ion batteries are designed for energy storage systems (ESS), offering solutions for solar farms, wind energy, and other renewable projects. The company's investment in Amara Raja Advanced Cell Technologies (ARACT) aims to leverage its expertise in lithium-ion chemistry, offering tailor-made solutions for this segment. This segment offers high growth potential as governments

push for clean energy adoption. By targeting ESS projects, Amara Raja can diversify its product offerings and tap into new revenue streams.

#### 4. Geographic Targeting

**Primary Target Segment: Domestic Market** - Indian automotive and industrial battery users, including OEMs, telecom companies, and renewable energy producers. India remains a key market for Amara Raja, particularly given the rapid expansion in vehicle production, telecom infrastructure, and data centre capacity. Domestic revenue grew by 19% year-on-year, reflecting the strong demand. The Indian market offers ample growth opportunities in both automotive and industrial segments, and Amara Raja's established distribution network gives it a competitive edge.

**Secondary Target Segment: International Markets** - International markets, including Europe, North America, South America, and the Middle East. Amara Raja aims to expand its presence in high-potential global markets, focusing on automotive batteries and industrial solutions. The company has a growing share in these regions, with international revenues contributing 12% to total revenue. The company's products meet global standards such as BCI, JIS, and DIN, making them suitable for a wide range of international applications. Targeting international markets diversifies revenue streams and reduces reliance on the domestic market. The global push towards sustainable energy and clean mobility further strengthens the company's potential in these regions.

#### **Positioning**

Strategic positioning is about creating a distinct identity for the brand in the minds of consumers, focusing on key differentiators that set the company apart from competitors.

- **Leadership in Energy Solutions:** Amara Raja is positioned as a leader in energy and mobility solutions, with a focus on technological excellence and sustainability. Their strong reputation in lead-acid battery manufacturing and expanding capabilities in lithium-ion technology give them a competitive edge.
- **Innovative and Reliable Products:** The company emphasizes innovation and reliability as core values. They are known for manufacturing low-maintenance and long-lasting batteries that are designed to meet the needs of both automotive and industrial customers. Their pioneering work in introducing Absorbent Glass Mat (AGM) and Valve Regulated Lead-Acid (VRLA) batteries in India sets them apart in terms of product leadership.
- **Sustainability and Green Energy Focus:** Amara Raja's New Energy business is positioned as a driver of clean energy solutions. Their commitment to sustainability is a core component of

their brand positioning, as they aim to lead the transition towards green energy, particularly in the EV and renewable energy sectors. The company's Giga Corridor initiative for lithium-ion manufacturing in Telangana underscores their ambition to become a leader in the sustainable energy space.

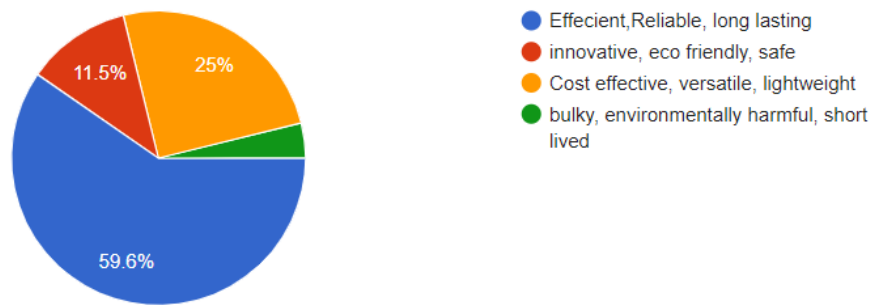
- **Global Presence with Local Expertise:** The company's global expansion strategy emphasizes the balance between global standards and local expertise. Amara Raja's products, such as Amaron™ and PowerZone™, are positioned as trusted global brands that deliver high performance, yet are tailored to local needs, ensuring market relevance.
- **Digital Transformation and Customer Experience:** In response to global supply chain disruptions, Amara Raja has embraced digital transformation. By digitizing its supply chain, the company positions itself as a future-ready brand that ensures operational efficiency and enhances the customer experience with real-time visibility and better service capabilities.

### **BRAND PYRAMID**



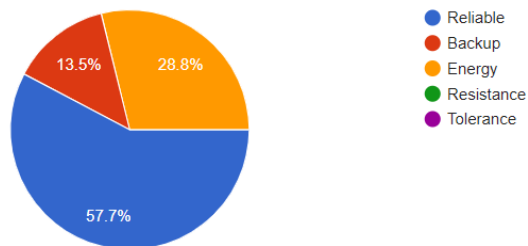
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- **BRAND ESSENCE:**
- The brand essence is that central idea or soul of the brand—what the brand stands for, ultimately. It's the promise or unique value a brand offers and is summed up in a few words or short phrase.
- Based on our research we have found that for Amaron batteries, the brand essence would be reliability, efficiency and long lasting.





- **BRAND PERSONA:**

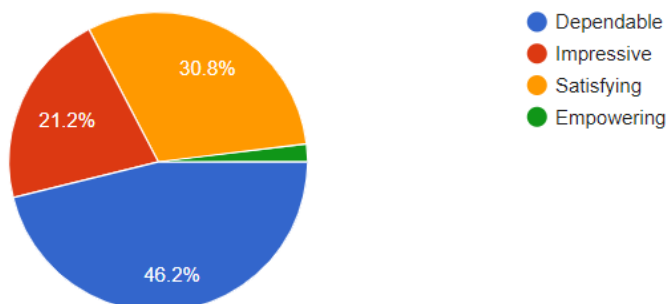
- Brand personality can be described as the human-like characteristics or traits of a brand. This may consist of characteristics such as trustworthy, bold, innovative, or sophisticated, which may potentially enable customers to develop a personal relationship with the brand.
- Based on our research we have found that for Amaron, the brand personality would be energy, reliable and bold.



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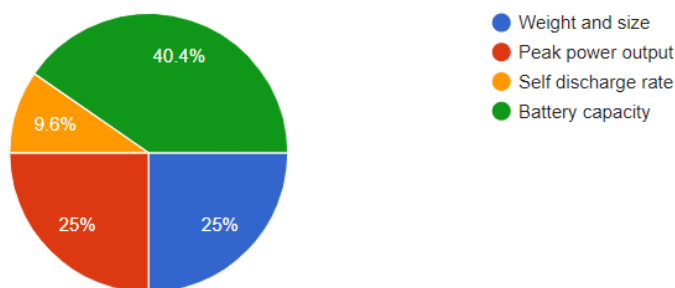
- **EMOTIONAL BENEFITS:**

- Emotional benefits are the feelings the customer experiences upon using the brand. They relate to and focus on how the brand makes the customer feel. These intangible benefits play a crucial role for a brand in retaining their customers.
- Based on our research, the emotional benefits a customer would experience are satisfaction, dependability, impressiveness and peace of mind.



- **FUNCTIONAL BENEFITS:**

- Functional benefits are the tangible advantages a product or service would provide to the consumer. These benefits answer the question: What does the brand do for me and what functional features does this brand have that stands out from it's competitors.
- Based on our research, we have found that for Amaron batteries, the functional benefits are peak power output, battery capacity and low maintenance.



- **PRODUCT ATTRIBUTES AND FEATURES:**

- Product attributes are the features or specific qualities of the product or service. Material quality, technology, design, or price may be some examples for them. It is the most basic level of the brand pyramid and defines the real characteristics of the offering.
- Strong product attributes are essential for a brand's success. They provide the building blocks for both functional and emotional benefits, ensuring that the brand can deliver on its promises.
- For Amaron, the major product attributes would be, performance in extreme weather conditions, low maintenance and durability and lifespan.

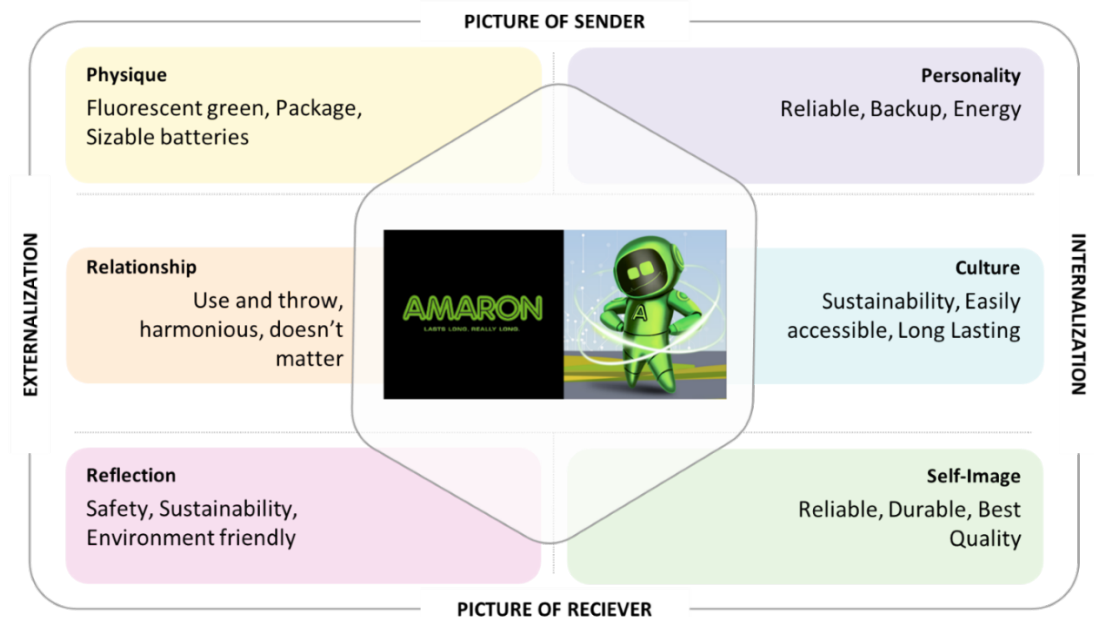
- **A Comprehensive Overview of Brand Identity and Positioning**

- Brand identity constitutes the fundamental characteristics that form the perception of a brand in the eyes of its consumers. This encompasses both tangible elements—such as packaging and logos—and intangible attributes like the brand's values and personality. Brand identity encapsulates the promise made by the company to its customers. Meanwhile, brand positioning refers to the strategic communication of that identity, aimed at carving out a distinctive space in the market relative to competitors.
- 
- The Brand Identity Prism and Keller's Bullseye Model are crucial frameworks used to establish and clarify these concepts. Kapferer's Brand Identity Prism focuses on both the internal and external elements that define a brand, including aspects such as physique,

personality, and culture. On the other hand, Keller's Bullseye Model centers on the critical differentiators—known as Points of Difference (POD) and Points of Parity (POP)—that set the brand apart while maintaining its basic market competitiveness.

- This report will explain how consumer data collected from a Google form survey was utilized to analyze and strengthen Amaron's brand identity and positioning.
- 
- **The Brand Identity Prism**
- Jean-Noël Kapferer's Brand Identity Prism segments brand identity into six primary dimensions: Physique, Personality, Culture, Relationship, Reflection, and Self-Image. These facets collectively work to shape a cohesive and consistent brand image, which is reflected both in the internal operations of the brand and in its external interactions with consumers.
- 

## BRAND IDENTITY PRISM



- **Physique**
- Physique refers to the brand's physical, visual characteristics that immediately set it apart from other brands. For Amaron, the most prominent physical features include its fluorescent green packaging, robust battery sizes, and the integration of a lightning bolt icon into its logo design. These features are visually striking and contribute to the brand's association with energy, reliability, and innovation. In the Google form survey, respondents frequently cited Amaron's distinct green packaging and the solidity of its battery products as memorable attributes that helped foster a sense of durability and high-quality performance.

- This feedback confirms that Amaron's physical characteristics are not merely superficial but play a pivotal role in reinforcing its core identity. Physique, in this case, becomes the bridge between the brand's tangible offerings and the perceptions consumers form based on those offerings.

#### Personality

- A brand's personality represents the human traits associated with it. These are the qualities that consumers attribute to the brand based on its communications, advertisements, and behaviour. For Amaron, the personality traits identified through the survey data include reliability, energy, and sustainability. Respondents described the brand using terms like "trustworthy," "durable," and "environmentally conscious," underscoring how well the brand's messaging around long-lasting performance and eco-friendliness resonates with its target audience.
- The Google form survey focused on collecting adjectives and descriptions that consumers naturally associate with Amaron, painting a detailed picture of the brand's personality. This alignment between the intended personality of the brand and the perceptions held by consumers not only strengthens market positioning but also fosters deeper emotional connections with the brand.

#### Culture

- Culture, within the framework of the Brand Identity Prism, speaks to the deeper values and principles that the brand stands for and seeks to promote. Amaron's culture revolves around environmental sustainability, technological innovation, and corporate responsibility. The company emphasizes its commitment to minimizing environmental impact through initiatives like the use of recyclable materials and the production of long-lasting batteries that require less frequent replacements.
- The survey data further solidifies this perception, as numerous respondents cited sustainability as a key reason for choosing Amaron over other brands. The company's efforts to position itself as environmentally responsible have evidently struck a chord with its customer base, many of whom share these values and appreciate the brand's efforts in this direction. This cultural alignment strengthens the brand's credibility and fosters loyalty among environmentally conscious consumers.

#### Relationship

- Relationship refers to the connection that a brand establishes with its consumers. In Amaron's case, this relationship is rooted in trust, reliability, and consistency. The brand offers long-term warranties and positions itself as a provider of reliable backup energy,

ensuring that consumers feel supported and secure in their choice of Amaron products. This is particularly important for a product like automotive batteries, where performance failure can have serious consequences.

- According to survey data, consumers expressed high levels of trust in Amaron's products, citing their reliability in extreme weather conditions and longevity as key reasons for continued brand loyalty. This element of trust forms the foundation of Amaron's relationship with its consumers and plays a vital role in building lasting emotional ties with the brand.

#### Reflection

- Reflection, in the context of the Brand Identity Prism, is about how a brand's consumers are perceived by others. In other words, it is the mirror image of the consumer who uses the brand. For Amaron, the typical consumer is seen as someone who values sustainability, practicality, and long-term reliability. These consumers likely perceive themselves as environmentally conscious individuals who make responsible choices in their purchasing decisions.
- Survey data supports this reflection, with many respondents indicating that using Amaron aligns with their personal values of responsibility, foresight, and sustainability. This alignment between how the brand is perceived and how its consumers see themselves is crucial for creating a strong emotional bond, leading to increased brand loyalty and advocacy.

#### Self-Image

- Self-image refers to how consumers perceive themselves when using the brand. In Amaron's case, users often view themselves as responsible, informed, and eco-conscious individuals. These consumers see their decision to purchase Amaron products as a reflection of their values—particularly with respect to durability, quality, and sustainability. Survey participants expressed a sense of pride in selecting a brand that not only delivers high performance but also supports environmental causes.
- In essence, Amaron consumers feel that their purchase decisions align with their long-term values, reinforcing a sense of self-image that is positive and forward-thinking. This is a powerful factor in building strong brand equity and ensuring customer retention.

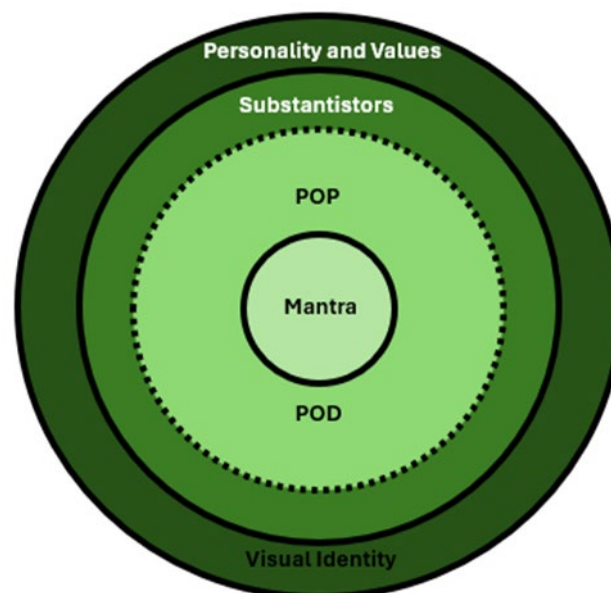
#### Crafting the Brand Identity Prism

- The insights gathered from the Google forms survey were integral to shaping Amaron's Brand Identity Prism. The survey was designed to extract detailed consumer feedback on each of the six facets of the Prism. Open-ended questions allowed respondents to freely express their thoughts on Amaron's various attributes, while structured questions provided quantifiable data that helped to establish the brand's positioning in the market.

- For instance, questions that focused on the physical appearance and packaging of the products confirmed that Amaron's fluorescent green color was a major differentiator. In addition, questions about the company's core values revealed that sustainability was a critical factor influencing consumer choices. This consumer-driven approach ensured that the Brand Identity Prism was not only theoretically sound but also based on real-world insights, thereby offering a practical tool for understanding and evolving the brand.

#### **Brand Positioning: Applying Keller's Bullseye Model**

- Keller's Brand Positioning Bullseye Model serves as a strategic tool for positioning a brand by identifying its core attributes, differentiators, and competitors. This model features several concentric layers that represent the brand's positioning—from its core values to more visible elements like slogans and logos. In the case of Amaron, the insights gathered from the Google forms survey were essential in constructing its position within Keller's Bullseye framework.



#### **At a Glance**

- Mantra**- Reliable Power, Endless Journeys
- POD**- Advanced VRLA (Valve Regulated Lead Acid) technology, Exceptional heat and vibration resistance, Long-lasting performance in extreme weather conditions, minimal water loss and low self-discharge rate.
- POP**- Wide range of battery sizes and types, Nationwide distribution network, Warranty coverage, Recyclable materials
- Personality and Values**- Reliable, Backup, Energetic, Sustainability, Customer- Centricity

- **Visual Identity-** Fluorescent green, Package, Sizable batteries, Lightning bolt icon integrated into the 'O', representing electrical power
- **Substantiators-** Independent test results showing superior performance in extreme temperatures, Longevity statistics compared to competitor batteries

#### Points of Parity (POP)

- Points of Parity (POP) are the essential attributes or benefits that a brand must possess to compete effectively in its market. These are characteristics that are shared with competitors, and they represent the baseline expectations that consumers have for products within a specific category. For Amaron, the POP includes features such as a comprehensive range of battery sizes, strong warranty coverage, and a well-established distribution network.
- The survey data indicated that consumers regard these attributes as crucial when selecting a battery brand. Warranty coverage and product variety were frequently mentioned as key factors that consumers expected from Amaron, indicating that these Points of Parity are essential for maintaining competitiveness in the market.

#### Points of Difference (POD)

- Points of Difference (POD) are the unique attributes that set a brand apart from its competitors. In Amaron's case, the POD includes its advanced VRLA (Valve Regulated Lead Acid) technology, exceptional resistance to heat and vibration, and long-lasting performance under extreme weather conditions. These technological advancements help position Amaron as a superior option within its product category.
- Survey responses showed that a large proportion of respondents cited Amaron's superior performance in extreme conditions as a key reason for choosing the brand over competitors. This suggests that Amaron's Points of Difference are successfully communicated to consumers and are a primary driver of its market positioning.

#### Brand Mantra

- A brand mantra is a succinct statement that captures the essence of the brand's promise to its customers. For Amaron, the mantra could be "Reliable Power for Endless Journeys," which encapsulates the brand's focus on delivering dependable, long-lasting power solutions. This mantra resonates with consumers who rely on Amaron for consistent performance in both personal and commercial contexts.
- The Google form survey highlighted that consumers strongly associate Amaron with reliability and long-term durability. This alignment between the brand's mantra and consumer perceptions ensures that Amaron's messaging is clear and effective.

### Visual Identity

- Visual identity comprises the visual elements that make a brand immediately recognizable, such as its logo, packaging, and color scheme. Amaron's visual identity is anchored by its distinctive fluorescent green packaging and the lightning bolt icon integrated into its logo. These elements are designed to convey energy, innovation, and sustainability.
- Survey respondents frequently mentioned Amaron's distinctive green color and lightning bolt logo as memorable features that helped the brand stand out from competitors. This reinforces the importance of visual identity in differentiating the brand and creating lasting consumer impressions.

### Final Thoughts

- Kapferer's Brand Identity Prism and Keller's Brand Positioning Bullseye Model are powerful tools for defining and positioning a brand in today's competitive marketplace. By applying these models to Amaron and integrating consumer insights gathered through Google forms, we have explored the various elements that contribute to the brand's identity and market positioning.
- The Brand Identity Prism allowed us to dissect the physical, emotional, and cultural dimensions of the brand, highlighting how Amaron's core values of sustainability, reliability, and innovation resonate with consumers. Keller's Bullseye Model, in turn, helped us identify the brand's critical differentiators, such as its advanced technology and long-lasting performance. By aligning these insights with consumer expectations, Amaron can continue to strengthen its identity and maintain its competitive edge.

### . References

- Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking. Kogan Page Publishers.
- Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Pearson Education Limited.
- Responses from Google Forms survey- <https://forms.gle/UJ8Dgm5xB5eThJoM9> , collected for the analysis of Amaron's brand identity and positioning.
- Additional academic papers and research on branding, market positioning, and consumer behaviour.



## FIELD SURVEY



In order to understand the scope of our product launch we went for a field survey where we interacted with various electrical shop owners who sold AA and AAA batteries. Furthermore, we asked the following questions:

1. Do you know about Amaron batteries?
2. If Amaron batteries were to launch AA and AAA batteries, how would it sell?
3. What are the brands of AA and AAA batteries that you currently sell in your shop?

From this survey we got to know that majority of them only sold Eveready and Duracell batteries because, these were the most preferred by customers. We further asked them, what customers like in Duracell and Eveready. The response was, they are long lasting and popular.

Moreover, most of the shop owners knew about Amaron batteries even though they didn't have any of their products in their stores. They also told us that customers usually have very high regards for the brand. This is mainly due to the brand's reputation for its reliability and performance.

Raising the second question, considering the quality and growth of Amaron, retailers were very confident that if Amaron were to launch AA and AAA batteries, they would sell well in their shops. Few mentioned that if a company should arise that could compete with Duracell and Eveready, it would be Amaron, because of their strong reputation in the industrial and automotive battery segment.



To find out more about the market feasibility, we visited Mr Mani's Amaron Dealership who was associated with Amaron for the past 13 years. We primarily focused on the following questions:

What is the customer's perception of Amaron Batteries?

How is Amaron better compared to its competitors?

If Amaron were to launch AA and AAA batteries, will it be a success?

Can Amaron sustain in the AA and AAA batteries segment knowing that there are 2 market giants (Duracell and Eveready).

From the conversation we were able to infer that customer had a very good perception of Amaron, because of its efficiency, reliability and performance. Especially in the industrial segment, Amaron was preferred by many companies because of its long-lasting power and power efficiency.

Furthermore, the dealer mentioned that the current AA and AAA batteries segment were currently dominated by 2 major players (Duracell and Eveready). If Amaron were to enter this space it would do really well and can compete well with the giants because of its longevity and consistency in the automotive battery segment. The dealer also told us that by launching AA and AAA batteries, Amaron's revenue and market share would increase exponentially.

## **Market Research**

### Correlation Analysis

(Age groups vs Feature preferences)

#### **1. Age 20-30 Correlations:**

- Age 30-40: -0.413 This is a moderate negative correlation, thus people in this age group 20-30 have differences in preferences with people in the age group of 30-40.
- Age 40-50+: -0.805 This is a strong negative correlation, thus respondents in these two age groups have significant differences in product feature preferences.
- With Battery Lifespan: -0.298 Weak negative correlation; younger respondents, 20-30, considered battery lifespan important to a lesser extent compared with other age groups.
- With Energy Efficiency: -0.250 Weak negative correlation - people at the age of 20-30 were likely to value energy efficiency less.
- With Safety: -.222 Another weak negative correlation, meaning that their younger peers care for safety a little less than others.
- With Environmental Impact: -.368 A moderate negative correlation, this indicates they care less for environmental impact than others.

#### **2. Age 30-40 Correlations**

- With Age 40-50+: -.208 This is a weak negative correlation; meaning the difference is a bit small between these two groups' preferences.
- With Battery Lifespan: 0.228 A weak positive correlation, meaning people aged 30-40 value battery lifespan slightly more than others.
- With Energy Efficiency: 0.213 A weak positive correlation, suggesting that respondents in this age group value energy efficiency a bit more.
- With Safety: 0.156 A weak positive correlation, showing a small preference for safety among 30-40-year-olds.
- With Environmental Impact: 0.063 A very weak positive correlation, meaning age 30-40 have a slight preference for environmental impact.

#### **3. Age 40-50+ Correlations:**

- With Battery Lifespan: 0.172 A weak positive correlation, meaning older consumers, aged between 40-50, value battery lifespan a bit more than other generations.
- With Energy Efficiency: 0.129 A weak positive correlation, indicating a small preference for energy efficiency.
- Safety: 0.137 This correlation is rather very weak positive, which is a slight inclination toward safety among that age group.
- With Environmental Impact: 0.355 This is a moderate positive correlation, meaning that this age group cares more about environmental impact than others.

#### **4. Correlations with Battery Lifespan**

- With Energy Efficiency: 0.837 This is a very strong positive correlation that depicts that respondents care about battery lifespan and so do they about energy efficiency.
- With Safety: 0.779 A very strong positive correlation, it means that there are people who majorly consider their safety and those that majorly consider the lifespan of the battery.
- Environmental Impact: 0.553 Meaning that those who care about the lifecycle of a battery also tend to care about environmental impact.

#### **5. Energy Efficiency Correlations**

- Safety: 0.761 This would mean that those who value energy efficiency also put a high premium on safety.
- Environmental Impact: 0.646 A moderate positive correlation, showing that customers who maintain their energy efficiency equally focus on environmental impact.

#### **6. Safety Correlations:**

- Environmental Impact: 0.697 Moderate to high positive correlation, signifying that the focus on safety is also placed on environmental impact on their part.

### General Findings:

- High Positive Correlations: The three items-Battery Lifespan, Energy Efficiency, and Safety-and thus the three beliefs show high positive correlations. This is to say that those who care for one of these factors tend to care for the others as well.
- Low Negative Correlations: Younger age groups (20-30) have negative correlations with most other groups, which indicate that preferences are different from older respondents.
- It is considered much more important by older respondents (in particular 40-50+) and was moderately related with other characteristics, like safety and energy efficiency.

### Regression Analysis

#### Trade-offs for Amaron Battery Features

(Amaron at least 1 product used members vs Battery features)

This report is based on the results of a conjoint analysis on users of Amaron batteries. The purpose of the analysis conducted was to find out the trade-offs made by the individual in the purchasing decision between various aspects of the product that may encompass Battery Lifespan, Energy Efficiency, Safety, and Environmental Impact. The regression analysis was done, and its outcomes serve as a basis for greater insight into how the respondents rate various aspects of the product.

#### 1. Battery Lifespan

Regression Statistics								
Multiple R	0.8086537							
R Square	0.6539209							
Adjusted R Square	0.5945644							
Standard Error	1.6671785							
Observations	52							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	6	241.58603	40.264338	17.383515	2.783E-10			
Residual	46	127.85628	2.7794843					
Total	52	369.44231						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2	1.6671785	1.1996316	0.236425	-1.355856	5.3558563	-1.355856	5.3558563
Which features of our products are 1 to you? [Battery lifespan] 1 - Y	6.5238095	1.7064116	3.8231159	0.0003944	3.088981	9.958638	3.088981	9.958638
Which features of our products are High to you? [Battery lifespan] HIGH - N	5	2.3577465	2.120669	0.0393723	0.2541024	9.7458976	0.2541024	9.7458976
Which features of our products are 0 to you? [Battery lifespan] 1 - Y	3.0909091	1.7046479	1.8132244	0.0763248	-0.340369	6.5221874	-0.340369	6.5221874
Which features of our products are High to you? [Battery lifespan] MEDIUM - N	3	2.0418684	1.4692426	0.1485733	-1.110068	7.1100678	-1.110068	7.1100678
Which features of our products are 0 to you? [Battery lifespan] 1 - Y	0.2	1.8263026	0.1095109	0.9132736	-3.476156	3.8761564	-3.476156	3.8761564
Which features of our products are High to you? [Battery lifespan] LOW - N	0	0	65535	#NUM!	0	0	0	0

### Regression Statistics:

- $R^2$ : 0.65: This means that the model is able to explain 65% variation of the respondents' preferences.

threshold

Significance F: 2.78E-10. That is, the result has a high probability of being good.

### Key Coefficients:

- Intercept: 2 (standard error 1.67). It implies a baseline positive perception.
- Battery Lifespan (1-Y): 6.52, and the p-value is 0.0004. In this case, it suggests that respondents feel highly concerned with the lifespan of the product used.
- High-N: Batteries Lifespan: 5 with a p-value of 0.039, suggesting that the fact that lifespan is not important is of more importance if not with the high tag.
- Battery Lifespan (Low-N): Coefficient of 0, indicating that for respondents, low battery lifespan is not important at all.

### Take-Aways:

- Trade-off: Longer life for a battery is of utmost importance to the users, and it appears to be an important deciding factor. Any trade-off in this aspect will be more significant because users would prefer products that have proven durability rather than other options.
- High Durability: High-lifespan batteries provide a lot of value for the respondents as they consider high durability a critical parameter, and they are not willing to compromise on it cheaply.

## 2. Energy Efficiency

Regression Statistics								
Multiple R	0.813409							
R Square	0.6616341							
Adjusted R Square	0.5902838							
Standard Error	1.6308637							
Observations	52							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	6	244.43564	40.739274	22.975725	3.356E-12			
Residual	47	125.00667	2.6597163					
Total	53	369.44231						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2	1.6308637	1.2263441	0.2261779	-1.280875	5.2808745	-1.280875	5.2808745
Which features of our products are High to you? [Energy efficiency] HIGH -Y	6.8333333	1.6755531	4.0782552	0.000174	3.4625552	10.204111	3.4625552	10.204111
Which features of our products are High to you? [Energy efficiency] HIGH -N	0	0	65535	#NUM!	0	0	0	0
Which features of our products are High to you? [Energy efficiency] MEDIUM - Y	3.28	1.6631611	1.9721481	#NUM!	-0.065849	6.6258486	-0.065849	6.6258486
Which features of our products are High to you? [Energy efficiency] MEDIUM -N	3.6666667	1.8831592	1.9470827	0.0575141	-0.121761	7.4550942	-0.121761	7.4550942
Which features of our products are High to you? [Energy efficiency] LOW-Y	0.2	1.7865216	0.1119494	0.9113403	-3.394018	3.794018	-3.394018	3.794018
Which features of our products are High to you? [Energy efficiency] LOW-N	0	0	65535	#NUM!	0	0	0	0

- Regression Statistics:
- $R^2$ : 0.66, therefore, the model accounts for 66% of the data variance.
- significance F: 3.36E-12. So, the statistical significance is very strong.
- Key Coefficients
- Intercept: 2. This means that on average the default perception is that things are pretty efficient
- Energy Efficiency (High-Y): coefficient 6.83, p-value 0.00017. This means that the respondents do definitely prefer high energy efficiency.
- Energy Efficiency (Medium-N): Coefficient is at 3.67 with a p-value of 0.057, meaning that energy efficiency is of moderate interest when it is in the middle, but not as statistically significant as high efficiency.

#### Insights:

- Tradeoff: Energy efficiency is also a very important consideration factor, though much lesser compared to the battery lifespan. Respondents will compromise for a middle level of efficiency, though very high energy efficiency is an attractive feature to them.
- High Energy Efficiency: The results indicate that respondents believe that the users prefer highly energy-efficient batteries, suggesting that they help their users save money or reduce wastes due to environmental consciousness.

### 3. Safety

Regression Statistics								
Multiple R	0.8030288							
R Square	0.6448553							
Adjusted R Square	0.5845135							
Standard Error	1.6888733							
Observations	52							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	6	238.23682	39.706137	16.704932	5.066E-10			
Residual	46	131.20549	2.8522932					
Total	52	369.44231						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2	1.6888733	1.1842214	0.2424085	-1.3995257	5.3995257	-1.3995257	5.3995257
Which features of our products are High to you? [Safety] HIGH-Y	6.3478261	1.7251974	3.6794782	0.0006112	2.8751839	9.8204683	2.8751839	9.8204683
Which features of our products are High to you? [Safety] HIGH-N	5	2.068439	2.4172819	0.0196585	0.8364483	9.1635517	0.8364483	9.1635517
Which features of our products are High to you? [Safety] MEDIUM-Y	2.8095238	1.728617	1.6253015	0.1109312	-0.6700017	6.2890493	-0.6700017	6.2890493
Which features of our products are High to you? [Safety] MEDIUM-N	1	2.3884276	0.4186855	0.6773945	-3.8076554	5.8076554	-3.8076554	5.8076554
Which features of our products are High to you? [Safety] LOW-Y	0.25	1.8882178	0.1324	0.8952454	-3.5507853	4.0507853	-3.5507853	4.0507853
Which features of our products are High to you? [Safety] LOW-N	0	0	65535	#NUM!	0	0	0	0

- Regression Statistics:
- $R^2$ : 0.64; 64% explained variance in preferences

F Significance: 5.07E-10; this shows that the effect is significant.

#### Key Coefficients

Intercept: 2;  $B / SE = 2 / 1.69 =$  moderate importance, at baseline

Safety (High-Y): 6.35; p-value = 0.0006; users care about safety provided it is rated as high.

- Safety (High-N): 5 (p-value 0.019), safety even when not high has a weight.

#### Understandings,

- Tradeoff: Safety is the most important criterion for customers. Respondents would prefer to purchase batteries with safety ratings of high. They are likely to not trade off on other criterions such as energy efficiency and lifespan for the safety of the battery.
- High Safety Value: Users tend to view a high safety value as non-negotiable and unwilling to offer any compromise that would expose a need to have trusting resources in this attribute.

## 4. Environmental Impact

Regression Statistics									
Multiple R	0.6478751								
R Square	0.4197422								
Adjusted R Square	0.3349315								
Standard Error	2.1587627								
Observations	52								
ANOVA		df	SS	MS	F	Significance F			
Regression		6	155.07051	25.845085	6.6550206	4.351E-05			
Residual		46	214.37179	4.6602564					
Total		52	369.44231						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	7	2.1587627	3.2425982	0.0022072	2.6546361	11.345364	2.6546361	11.345364	
Which features of our products are High to you? [Environmental impact]HIGH-Y	1.25	2.2252017	0.5617468	0.5770154	-3.2290986	5.7290986	-3.2290986	5.7290986	
Which features of our products are High to you? [Environmental impact]HIGH-N	-1.044E-14	3.0529515	-3.42E-15	1	-6.1452726	6.1452726	-6.1452726	6.1452726	
Which features of our products are High to you? [Environmental impact]MEDIUM-Y	-1.1923077	2.1998857	-0.5419862	0.5904439	-5.6204479	3.2358325	-5.6204479	3.2358325	
Which features of our products are High to you? [Environmental impact]MEDIUM-N	0	0	65535	#NUM!	0	0	0	0	
Which features of our products are High to you? [Environmental impact]LOW-Y	-3.8333333	2.3317302	-1.6439866	#NUM!	-8.5268628	0.8601962	-8.5268628	0.8601962	
Which features of our products are High to you? [Environmental impact]LOW-N	-4.5	2.6439335	-1.7020095	0.0955038	-9.8219622	0.8219622	-9.8219622	0.8219622	

- Regression Statistics:
- $R^2$ : 0.42-this shows how only about 42% of the variation was explained which is considerably smaller than that of other attributes.
- Significance F: 4.35E-05-this is still technically significant but much weaker than that of other attributes.
- Key Coefficients:
- Intercept: 7-Shows a higher basis of concern of environmental impact as compared to other attributes.
- High Environmental Impact: 1.25 with a p-value of 0.577, meaning a respondent doesn't care much about the environmental impact when it is high because of this feature.



- Low Environmental Standard: -4.5 p-value 0.095, which suggests that people avoid certain products for low environmental standards, but certainly not a deal-breaker.

#### Insights:

- Trade-off: Environmental effect is a more polarizing feature. Even though respondents value sustainability, they are more likely to focus on other core features (lifespan, energy efficiency, safety) during their decision-making process.
- Moderate Importance: Respondents may trade some level of environmental sustainability for better performance in lifespan, safety, or energy efficiency.

#### Conclusion and Trade-off Analysis

##### Conclusion

Based on the results, the following trade-offs are evident among Amaron battery users:

##### **1. Major Features:**

- Longevity, when relating durability to life of the battery, is a top concern. Respondents show a strong attachment for durability and always consider it first when making buying decisions.
- Reliability on safety is also very paramount, and respondents regard any compromises in safety standards as unappealing.

##### **2. Secondary Features:**

- In terms of importance, energy efficiency is ranked most important. Respondents may compromise on efficiency more than lifespan or safety.
- Environmental factor is the least analyzed feature in this analysis, and the users do not care much about the sustainability factor. This shows a possible trade-off whereby the users could opt for performance and safety over eco-friendliness.

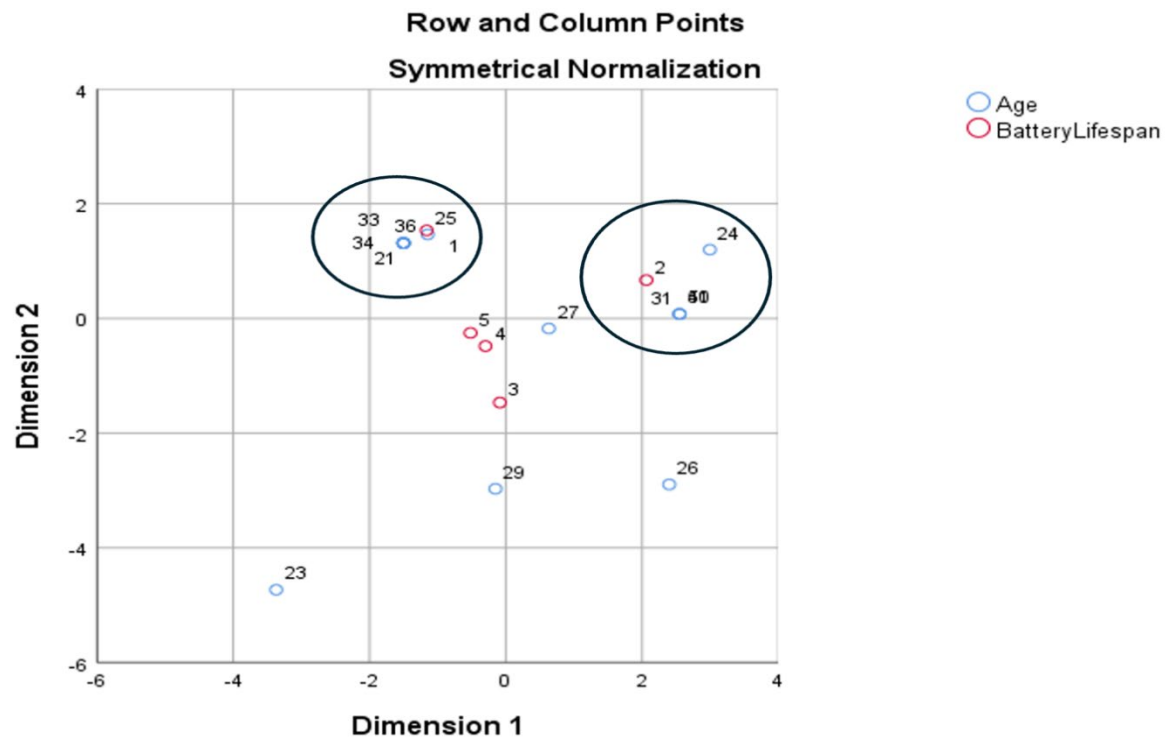
##### **3. Gender-Based Insights:**

Analysis by gender may help explain if there are differences in trade-off decisions-for example, whether a man puts more emphasis on safety or energy efficiency. Preliminary data suggests that both genders would care equally for basic attributes like battery life and safety.

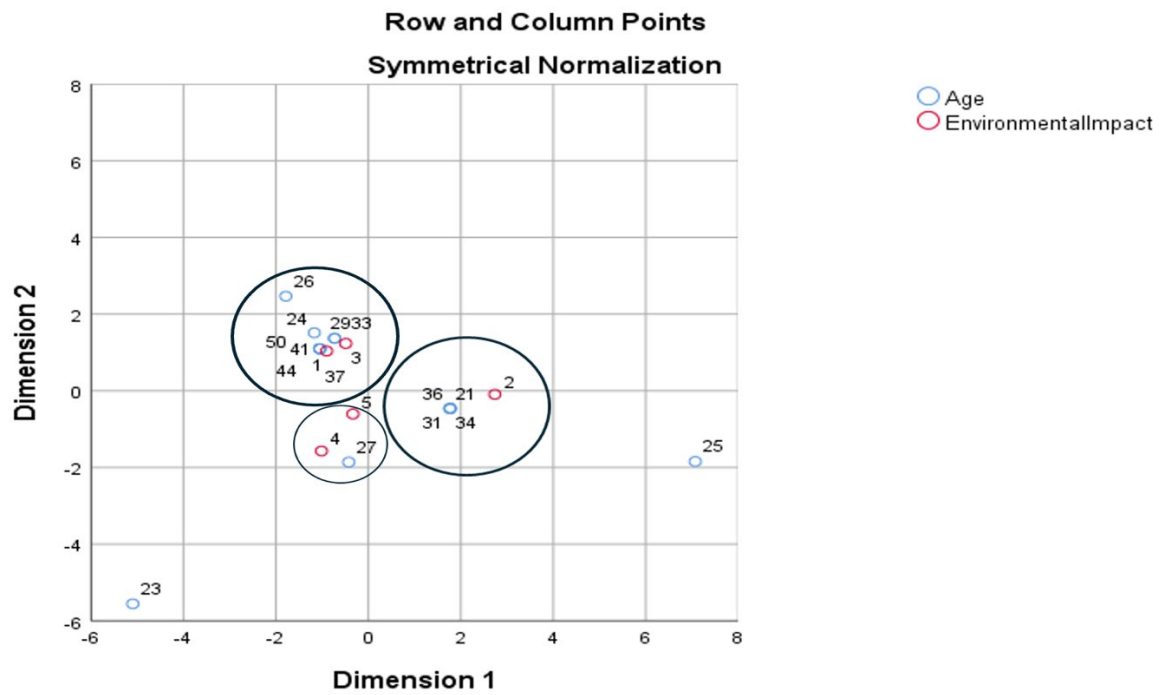
#### **Correspondence Analysis:**

We have used the correspondence analysis to understand the relationship between the age vs Battery life span, Environmental impact, Energy efficiency & Safety

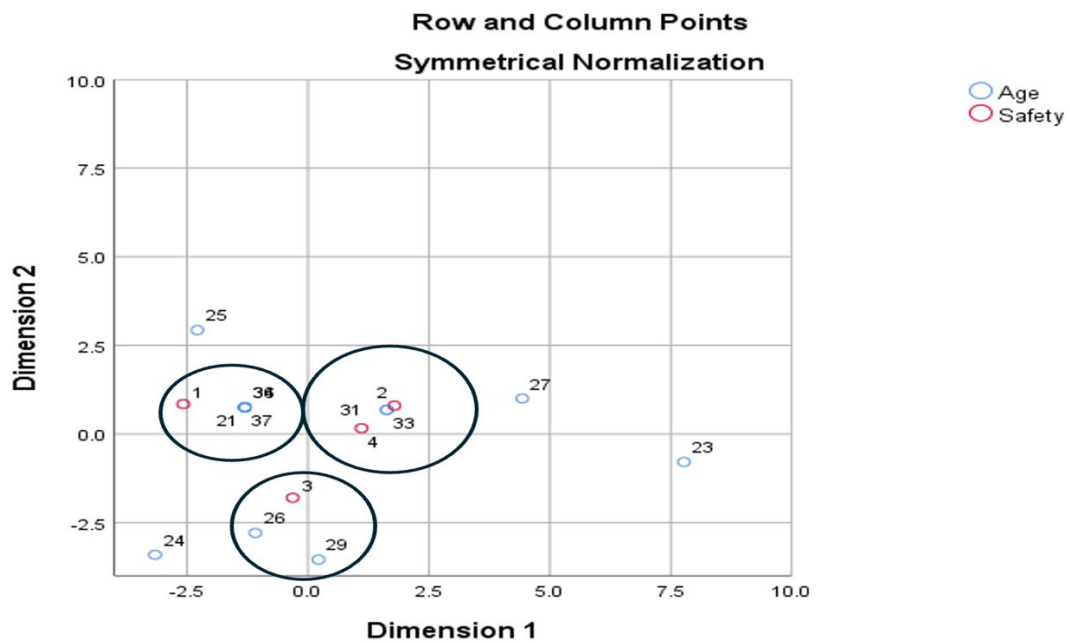
Age and Life-span



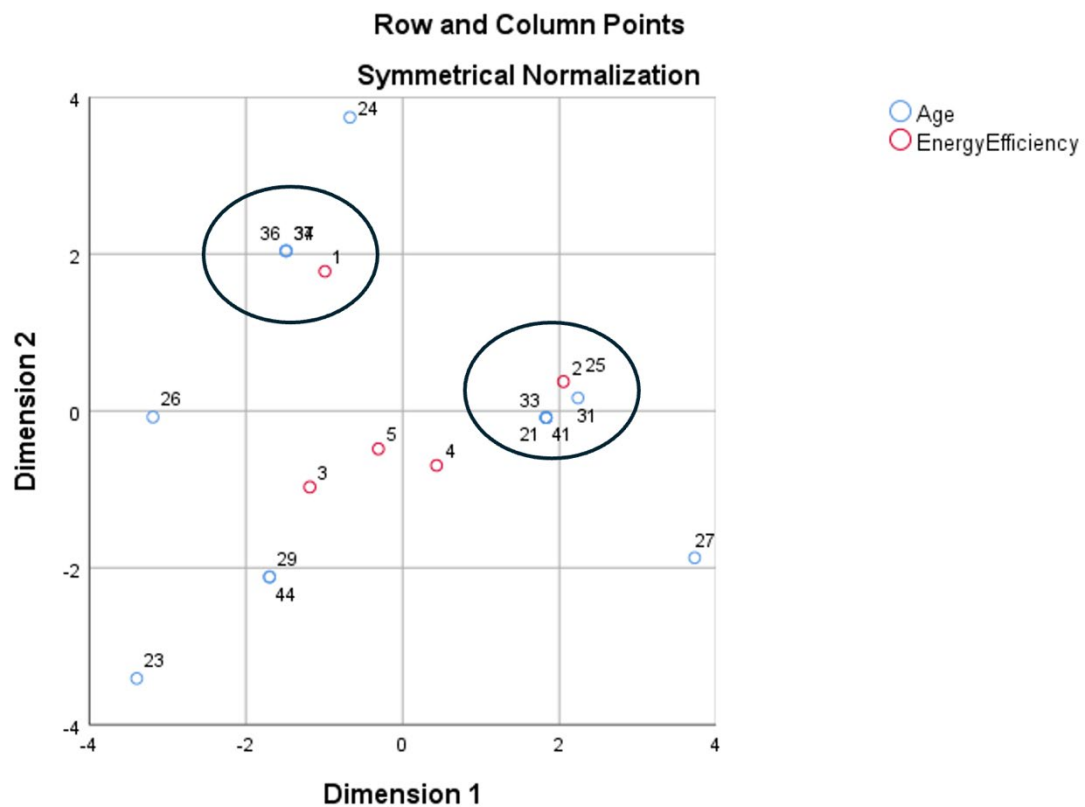
Age and Environment Impact



Age and Safety



Age and Energy Efficiency



## MARKETING MIX

### PRODUCT

Amaron Neobolt, Amara Raja's innovative entry into the AA and AAA battery market, combines advanced materials and engineering to deliver high performance, reliability, and environmental benefits. Neobolt batteries are designed for a wide range of applications, from household electronics and remote controls to industrial tools and emergency devices.

At the core of the Neobolt are components such as zinc and manganese, enhancing energy efficiency, cost-effectiveness, and safety for the battery.

Neobolt contains zinc and manganese, but not in standard forms of zinc and manganese oxides. Instead, it optimizes all the electrochemical reactions going on internally, and thus, its steady state power output is consequentially constant and stable. The energy density is so high that such systems are more than ideally suited to power devices such as draining cameras and gaming controllers by efficiently not having major performance dips. Zinc and manganese selection also make the Neobolt cost-effective, as these are available in plenty with minimal cost incurred. This enables batteries to be

offered in a competitive price range along with quality.

Amaron Neobolt is focused on the point of being ecologically friendly. These materials are easier to recycle, and therefore add to an environmentally friendly profile of the product while keeping in line with demands from around the world for greener products. Low-toxicity material also adds to the safety factor of Neobolt batteries and makes them safer for use in applications like home devices as well as children's playthings.

## (PRICING)

### Pricing strategy

The AA and AAA battery market is very competitive. A penetration pricing strategy would be the most appropriate for Amaron Neobolt in such a scenario.

In this approach, low initial prices relative to competitors will be set to capture customers quickly, take market share away from competitors, and develop brands in such a competitive and dominant market where giants like Duracell, Eveready and Energizer play. This is justified and calculated below.

### Why Penetration Pricing is Appropriate for Amaron Neobolt

**Quick Entry and Acceptance in the Market:** With penetration pricing, Neobolt could penetrate the market quickly by attracting price-sensitive consumers who might not care about switching to a new brand for their loyalty to the existing brands. Price drop can easily shake the market and consumers might be forced to find a substitute product.

**Winning Market Shares:** For the battery market, especially the AA and AAA segments, the market is very sensitive to prices and customers pay more by choosing brands that give them their money's worth. A lower initial price will enable Amaron Neobolt to quickly get an important share of the market, even if the margin is very thin. In case if the margin is very lower than expected, the profit earned from existing products would help Amaron sustain for the long run.

**Brand Building and Loyalty:** Once the customer experiences the quality of Neobolt at an attractive price, he is bound to become an ardent repeat customer and encourage loyalty. The company can expand its pricing over time once a committed customer base is created.

### Calculation of Penetration Pricing Strategy

📊 **Cost per unit to manufacture and distribute:** ₹15

📊 **Target market entry price:** ₹20 (lower than Duracell's ₹25 and Energizer's ₹27)

- 📊 **Expected initial sales volume:** 10,00,000 units per month (based on market size analysis and anticipated penetration)

### **Breakdown of Cost and sales volume:**

#### **Cost bifurcation**

- **Raw Materials:**

**Zinc, Manganese and Electrolytes:** These are the primary materials used in standard alkaline batteries.

- **Estimation:** ₹4-6 per unit, depending on raw material market prices.

- **Cathode and Anode Manufacturing:**

**Process:** This involves coating, forming and assembling the cathode (positive electrode) and anode (negative electrode) components.

- **Estimation:** ₹1-2 per unit.

- **Battery Casing:**

**Materials:** Steel casing, plastic separators and seals are used to contain and protect the battery.

- **Estimation:** ₹2 per unit.

- **Assembly and Labor:**

**Process:** Includes assembling the battery cells, adding electrolyte, sealing, and testing.

- **Labor Cost:** This varies based on automation levels and use of technology but typically falls within ₹2-3 per unit.

- **Quality Control and Testing:**

**Expenses:** Testing for voltage, capacity, and leakage to ensure batteries meet standards.

- **Estimation:** ₹1 per unit.

- **Packaging:**

**Cost:** Blister packs, shrink wraps, or cardboard packaging add to the cost.

- **Estimation:** ₹1-2 per unit.

## **Distribution and Logistics Costs**

### ➤ **Transportation:**

**Description:** Costs associated with shipping batteries from manufacturing plants to warehouses and retailers.

- **Estimation:** ₹1-2 per unit, depending on the distance and mode of transportation.

### ➤ **Warehousing:**

**Description:** Costs for storage, handling and inventory management.

- **Estimation:** ₹0.50-0.75 per unit.

### ➤ **Marketing and Sales Expenses:**

**Advertising:** Costs for marketing campaigns, promotions and retailer incentives.

**Sales Support:** Includes sales team, customer service and promotional material.

- **Estimation:** ₹2-3 per unit.

### ➤ **Distributor and Retailer Margins:**

**Description:** Distributors and retailers add their margins to the cost, which is a key component of the final pricing.

- **Estimation:** ₹2-3 per unit.

## **To summarise, Total Estimated Cost Per Unit:**

### **Manufacturing Costs:**

- Raw Materials: ₹4-6
- Assembly and Labor: ₹2-3
- Casing and Packaging: ₹3-4
- Quality Control: ₹1

**Subtotal:** ₹10-14 per unit.

### **Distribution Costs:**

- Transportation and Warehousing: ₹1.50-3
- Marketing and Sales: ₹2-3

- Distributor/Retailer Margins: ₹2-4

**Subtotal:** ₹5.50-9 per unit.

**Total Cost: ₹15.50 - ₹23 per unit**

Disclaimer: These estimates can vary based on scale, region and market conditions but provide a reasonable overview of the primary expenses involved in producing and distributing AA or AAA batteries like Amaron Neobolt. Few data are assumed for research purpose, due to lack of information available.

### **Estimating the Total Market Size**

- The AA and AAA battery market is part of the larger consumer battery market, which is growing due to the increased use of electronic devices, toys, remote controls, and other gadgets.
- In India, the battery market is expanding rapidly with a CAGR of around 6%, driven by growing demand in both urban and rural areas.

The Indian market for batteries, mostly comprising of Alkaline types is anticipated to reach USD 7.2 Billion by 2024. Estimating in terms of units, the Indian market is expected to reach around 2 billion units annually for AA and AAA batteries combined, based on consumer usage patterns and sales data from top brands.

### **Monthly Market Volume:**

To find the monthly market volume:

2 billion units/12 months= 166 million units per month

### **Target Market Penetration:**

Given the competitive landscape, a new entrant like Amaron Neobolt could realistically aim for a modest market share of 0.5% to 1% in the first year of launch. This is achievable with strong marketing, distribution, and competitive pricing.

### **Estimation:**

Assuming a 0.6% market share in the first few months:

$0.6\% \times 166 \text{ million units} = 996,000 \text{ units or } 1,000,000 \text{ units per month.}$

### **Competitor Pricing:**



Duracell

**Duracell Ultra Alkaline AA Batteries, 2 pcs**

MRP: ₹499


**Price: ₹99** (₹49.5 / pc)

You Save: ₹1 OFF  
(inclusive of all taxes)

Har Din Sasta!

Add to basket

Save for later



**Eveready Alkaline Battery - AAA, ₹54.52**

bigbasket.com

Panasonic

**Panasonic LR6TDG/2B 15 Times Longer Lasting Alkaline Battery - AA, 1.5 V, 2 pcs**

MRP: ₹400

**Price: ₹40** (₹20 / pc)

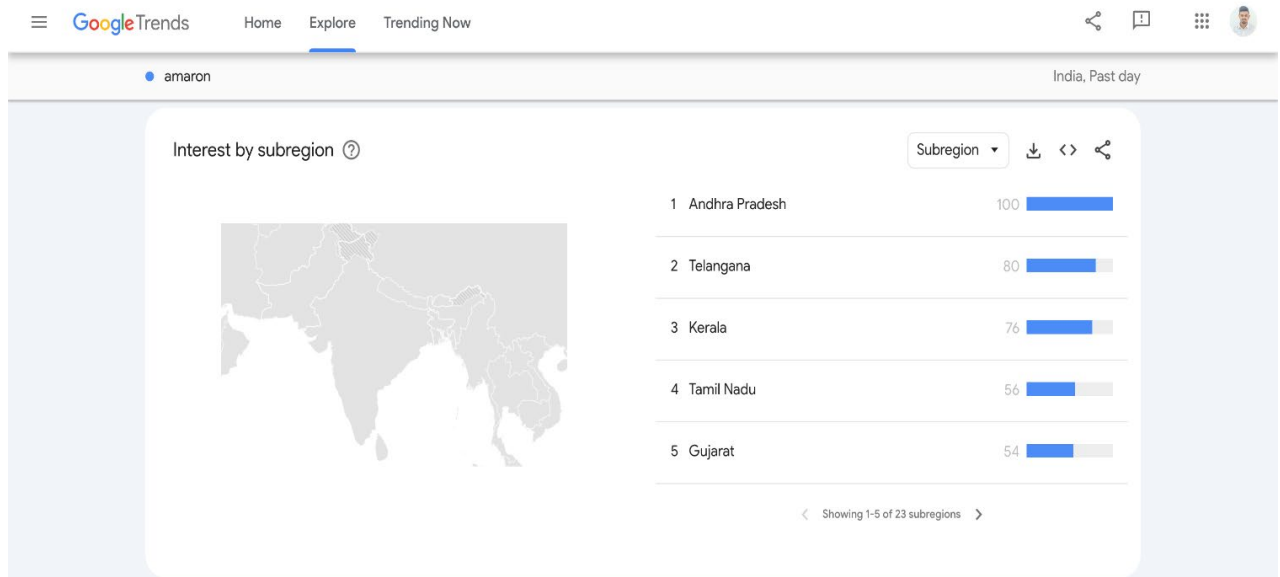
You Save: 50% OFF  
(inclusive of all taxes)

Har Din Sasta!

Add to basket

Save for later

## MARKETING MIX (PLACE)



- Google Trends Interest graph in the term "Amaron" across subregions of India over the past few days. From here, what we could infer was the following:
- Top Region (Andhra Pradesh): Score 100: Most relative search interest is in the brand "Amaron" here in Andhra Pradesh, as compared to others in the region.
- Telangana with 80 and Kerala with 76 reflect a high interest in terms of searches into Amaron, implying high awareness or demand for the brand in those states.
- Tamil Nadu and Gujarat indicate moderate interest in the term "Amaron" with 56 and 54, respectively, indicating the brand is present but with relatively lesser engagement compared to the top regions.
- Geographical Focus: The interest seems to be more concentrated in the southern states, which may indicate better brand recall or market penetration.
- This data can be valuable while focusing on marketing and distribution efforts in regions showing higher interest.

Selling Amaron AA and AAA batteries in India will involve identifying key retail and distribution channels and aligning our marketing strategy to maximize reach and sales. Here's how we'll approach it:

#### **OFFLINE SALES CHANNEL:**

##### **Kirana Stores and General Trade (GT):**

- Kirana shops, along with local electrical stores, are traditional selling points in the country for fast-moving consumer goods (FMCG) items, especially in Tier 2, 3 cities, as well as in villages.
- Maximize visibility and reach in these outlets since most customers purchase batteries for daily use through these counters.

##### **Modern Trade (MT) - Supermarkets and Hypermarkets:**

- Big retail chains like Big Bazaar, D-Mart, and Reliance Fresh have a considerable volume of traffic.
- Batteries are usually impulse buys at these stores. Place them strategically at checkout counters.

##### **Consumer Electronics Stores:**

- Stores like Croma, Reliance Digital and local electronics shops are prime points for sales of batteries, as any gadget is associated with them.

#### **ONLINE SALES CHANNELS:**

##### **Ecommerce Websites:**

- Amazon, Flipkart and Tata Cliq are becoming popular quickly for buying batteries, especially among tech-savvy consumers.
- Increase deals with volume discounts and value packs for winning sales through e-retail portals.

##### **Quick Commerce:**

- Availability: Batteries can be ordered through quick delivery services like Dunzo, Swiggy Instamart, or Blinkit, mainly if urgent.

## **Brand Architecture**

Amara Raja should use the Branded House strategy of AA and AAA batteries and choose to go with the brand name such as "Amaron Neobolt," which would be highly potent. Here's why this strategy is highly efficient:

### **1. Uniform Brand Image and Awareness**

**Branding Consistency** - The Branded House strategy will help Amaron remain consistent about branding all its products, AA and AAA batteries, under the new name of "Neobolt." This will strengthen that fact for its customers as Amaron is dependable, quality, and innovative in the automotive as well as industrial battery business.

**Instant Recognition:** As the product has already been well-presented in the market, coupled with campaigns that easily strike in mind, consumers already know the Amaron brand. The brand can easily stretch this out to AA and AAA batteries under "Neobolt", thus riding on the existing brand equity in aiding customers to recognize and trust the product line.

### **2. Economies of Scale in Marketing**

**Cost efficiency:** Under Branded House, Amaron will be able to align the marketing with a single, unified brand instead of managing lots of independent sub-brands. Advertising will be lower, and marketing spends can be maximized across all segments.

**Cross-Promotion Opportunities:** Amaron can market "Neobolt" batteries along with all others. The strength of the existing brand will lift the new segment, thereby synergizing to increase the efficiency of marketing and making promotions more impactful and widespread.

### **3. Easy Customer Experience**

**Simplification of Choice:** A Branded House strategy simplifies the selection process by the customer. A battery seeker will find the brand Amaron, and therefore it is easy for him to choose "Neobolt"

over an unknown or unbranded one. This helps in strengthened customer loyalty and probably in the repeat purchase behaviour as well.

**Unified Customer Support and Service customer experience** - Under one brand, it is easier to streamline operations and provide better customer experience. Customers will also have greater uniformity in the level of service given for any product, under the understanding of what the brand promises to deliver under that banner.

#### **4. Ability to Expand Easily**

**Scalable Strategy:** The Branded House is very easy to scale up and down, Amaron can easily add new types or sizes of battery or produce related products, all branded under the single brand Amaron Neobolt. This can support long-term growth without necessarily requiring significant rebranding every time a new product comes into the market.

**Strategic Relevance:** The generalization of all products into one brand supports the company's overall vision of being an all-inclusive energy solutions provider, just recently resurfacing with the rebranding to Amara Raja Energy and Mobility Limited.

Therefore, Since AA and AAA battery segment launch and growth can be strongly undertaken based on the reputation built up in the existing market and customer goodwill pertaining to Amaron, this branded house approach is suited well.

## Brand Mascot :



We at Amaron are pleased to present the Neo Bolt product range, which has the turtle as its brand mascot, representing both our core values and our brand promise. By adopting the turtle as our symbol, we are embracing a story that speaks to durability, as well as reliability, and ecological responsibility.

This is why the decision matters:

### Color Scheme and Symbolism:

- **Green:** Our turtle mascot is primarily green, reflecting our commitment to sustainability and eco-friendly technology. This color signifies growth, harmony, and energy efficiency, aligning perfectly with the attributes of our Neo Bolt batteries. It is also in extension of Amaron which is green in colour.
- **Black:** Accents of black convey sophistication and strength, emphasizing the reliability and high performance of our products.
- **Yellow and Orange Rays:** The dynamic rays in yellow and orange signify the high energy and quick responsiveness of Neo Bolt, promising efficiency and power when it matters most.

### Strategic Storytelling:

We have chosen the symbol of the turtle as our mascot, drawing inspiration from the classic tale of "The Tortoise and the Rabbit." This story highlights the virtues of consistent and reliable progress over hasty decisions—a direct nod to our main competitor (Duracell) , whose rabbit mascot symbolizes speed. Our turtle, steadfast and unwavering, represents our pledge to provide long-lasting and dependable battery solutions.

### **Packaging Design**



### **Amaron Neo Bolt Brand Packaging Elements :**

1. **Material** : Sustainable recycled cardboard/kraft paper, with a biodegradable PLA (**polylactic acid**) window for visibility (idea of PLA plastic windows : BioPak PLA Window Packaging,Darnel Eco PLA Windows).
2. **Color Scheme** : Dominantly neon green and black, with lime accents for a modern, high-tech look.
3. **Branding**: "NEO BOLT" in a bold, futuristic font, positioned prominently on the battery and packaging.

4. **Design** : Minimalist aesthetic graphics featuring lightning bolts and embossed “NEO BOLT” branding for a premium feel.

5. **Product Info** : Clear labeling using soy-based inks, emphasizing eco-friendly materials and battery features (AA/AAA, voltage, leak-proof).

6. **Scent** : We wanted to target the consumer’s stimuli in a way to position our brand strongly in their mind so we incorporated a fragrance strip inside the package which can help target the consumer’s smell stimuli (the smell of earth/soil after rain), using natural essential oils. (Inspiration from scent-infused greeting card of Lovepop, scented strips to provide a signature fragrance when the customer opens the box or bag of Abercrombie & Fitch, Scented labels of Dove)

7. **Tagline**: “Neo Bolt: Safe, Steady and Always Ready”

In addition, we will be following the **UN 38.3 Certification** which is essential for ensuring safe transportation of batteries, **RoHS Compliance** that ensures the absence of hazardous substances,

**ISO 14001** indicating a commitment to reducing environmental impact, **ISO 9001** for quality management.

Does it own any color? Does its competition own any color? Does it own any word? Does its competition own any word?

- **Color:**

**Duracell** is strongly associated with the color Copper and Black - often used in their battery designs and packaging. This color association helps in immediate recognition and reinforces their brand identity.

The color red is strongly associated with **Eveready**. This use of red symbolizes energy, power, and reliability, making it a recognizable element in Eveready’s AA/AAA battery products and overall branding.

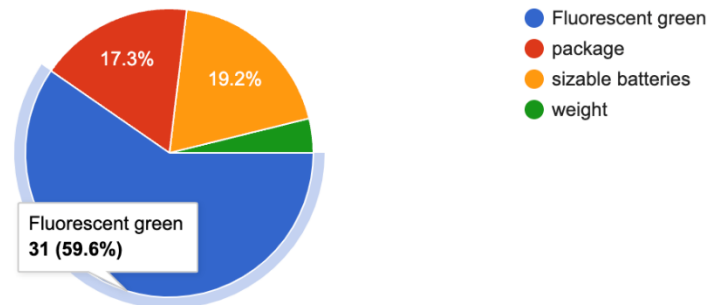
**Amaron** batteries do not have a universally recognized color associated with them as Duracell does. They use a variety of colors and designs for different product lines. However, 59.6% of our

respondents relate the brand with fluorescent green colour.

Which physical aspect of a battery reminds you of Amaron?

 Copy

52 responses



- **Word:**

**Duracell** owns the word "CopperTop," which is a key identifier for their batteries. The brand also strongly associates with terms like "long-lasting" and "power", though "CopperTop" is their most distinctive branded term.

**Eveready** owns the trademarked name "Eveready" itself. "Energizer" is often used in their marketing to emphasize energy and performance.

**Amaron** owns the trademarked name "Amaron," which is directly associated with its brand of batteries. However, our customers often relate the Amaron with words like efficient, durable, long-lasting, reliable, etc.





What brand property does the key competition have?

In the AA/AAA battery segment, Duracell has several distinct brand properties that contribute to its strong market presence:

**1. CopperTop Design:** Duracell's CopperTop batteries are easily recognized owing to their distinctive copper and black color combination. Duracell products are more easily recognizable to customers which supports the brand's premium positioning.

**2. Long-Lasting Power:** Duracell is known for its power and endurance that last for a long time. This forms an essential part of the brand's product promise, which is continuously highlighted in their message.

**3. Trust and Reliability:** Duracell is known for offering reliable performance on a variety of gadgets. Its brand identity is built on this reliability, which appeals to customers who value steady power.

**4. Leak-Proof Technology:** Duracell promotes the protection against battery corrosion that comes with its leak-proof design. This technology serves as a unique selling point and a symbol of safety and durability.

**5. Duracell Bunny:** Energizer owns a similar figure outside of North America, but the Duracell Bunny represents everlasting energy and has evolved into a symbol for power and durability, enhancing its recognition in the AA/AAA market.

**6. CopperTop® Trademark:** Duracell further establishes its trademark ownership of the copper hue in regards to premium, long-lasting batteries with the use of the CopperTop®. This trademarked term is an important part of their branding in the AA/AAA segment

Marketing Recommendations

#### **Promotion:**

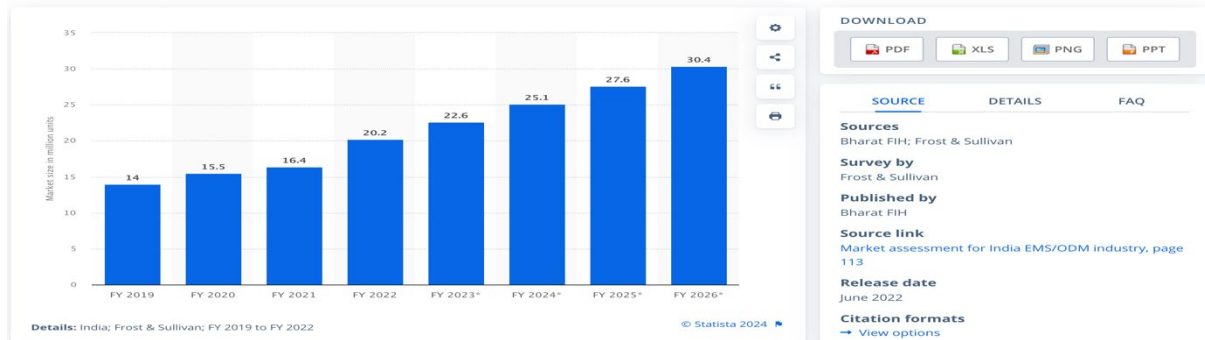
For the initial days of penetrating into the market its better to start with Andhra Pradesh and Telangana as per the data from google trends & on field research by our team on local hardware shops it is observed that the brand has a good reputation and awareness among the people, so targeting the local promotional channels will have a good impact in increasing the product awareness

### Traditional channels:

We can use traditional promotional channels like TV Commercials which is still a major promotional channel with a size of 25.1 million units of market penetration - By using product placement techniques (Covert marketing) and advertisement commercials.

Technology & Telecommunications > Consumer Electronics

**Size of the television market in India from FY 2019 to FY 2022, with estimates till FY 2026**  
(in million units)



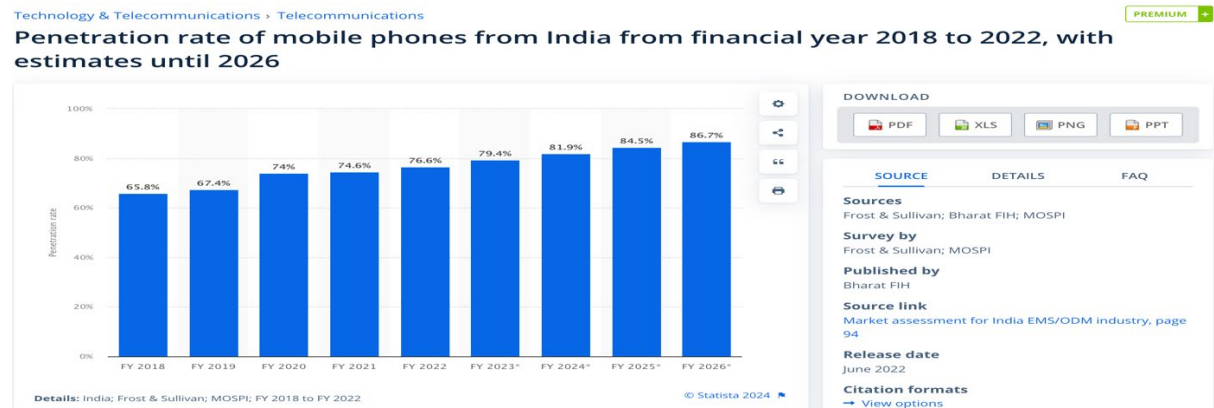
Also in commercials we can use positive and negative framings to get a good perception of our product, Newspaper ads – Local newspapers of like (Eenadu, Andhra Jyothi, Andhra Bhoomi) can help us strengthen our presence in the market, Magazines, Radio – (Red FM, Big FM) we can target these 2 channels for the radio , Bill boards – we can target the locations like schools, Bus stops, Hardware shops.

### Sales promotion channels:

We can use the In-store promotions to increase the brand and product awareness in the initial stage will give a good recognition among the target markets. Tie-ups with the consumer product showrooms (Samsung, Panasonic, LG, etc...) and giving our product samples to the product they purchase can increase our recognition in a better way [For e.g. if a person goes to a Panasonic showroom to buy an air conditioner the showroom sales man will be providing a free pair of Amaron Neo-Bolt batteries for the A/C remote]

### Digital Channels:

Allocation of considerably good amount of budget to the digital marketing channels will pay off in a better way here are the stats why it will:



India is considerably having a good amount of mobile penetration YOY and also we can be able to monitor the performance of the campaigns which is very essential.

SEO – purchase of medium competition keywords and placing them in the right social media platforms/ blogs / websites can enhance our online presence in a great manner, Ecommerce - we can list our products in sites like (Amazon, Flipkart, India mart, Blinkit, Instamart, Zepto, Jio mart, Reliance Digital, Chroma), Social media, Email marketing, Display ads (banner ads) in mobile applications & mobile games.

### Recommendations:

- **Marketing Strategy:** Emphasize the lifetime of the battery and its aspects of safety in selling it to users. "Energy efficiency" may be applicable to this product but as an additional benefit and not as a core selling proposition.
- **Product Development:** Continue to foster or enhance durability and safety in product innovation while highlighting environmental sustainability as an "added" value proposition for a niche.

The ability to understand such trade-offs will allow Amaron to tailor and fine-tune the product line according to customer preferences and thereby deliver the right product to customers at the right time.

