

COMPETITOR ANALYSIS

Hatsun Agro Product Ltd (HAP) is a prominent private-sector dairy company in India, offering a diverse range of dairy products such as milk, curd, ice creams, dairy whitener, skimmed milk powder, ghee, and paneer. ^[1] To understand its position in the market, it's essential to analyze its key competitors, including their market presence, product offerings, and financial performance.

Key Competitors

- 1.AMUL: India's largest dairy cooperative and a key competitor.
2. Mother Dairy: Strong player in North India with a similar product range.
- 3.Dodla Dairy: A competitor in the dairy sector, Dodla Dairy's financial performance for the recent quarter is yet to be reported.
- 4.Prabhat Dairy: Another player in the dairy industry, competing with similar product lines.
- 5.Heritage Foods: An Indian dairy products maker, Heritage Foods reported a consolidated profit of ₹486.3 million in the quarter ending September 30, 2024, marking its seventh consecutive quarter of earnings growth. The company's revenue from operations rose 4% to ₹10.2 billion during the same period.

BUYER'S AND AUDIENCE'S PERSONA

Buyer & Audience Persona for Hatsun Agro Product Ltd
Hatsun Agro Product Ltd is India's largest private-sector dairy company, catering to a diverse customer base. Understanding its audience helps refine marketing strategies and product offerings.

1. Buyer Persona :

- A. Household Consumers (Primary Buyers)
- B. Health-Conscious Consumers
- C. Parents with Young Children
- D. Restaurants & Bulk Buyers (B2B Segment)

2. Audience Persona :

- A. Demographic
- B. Psychographic

Hatsun Agro's brand identity revolves around purity, nutrition, and innovation, ensuring a strong connection with its diverse audience.

TARGET AUDIENCE

Hatsun Agro targets a broad range of consumers, including:

- **Households & Families:** For daily dairy consumption.
- **Young Consumers & Children:** Ice creams and flavored milk products.
- **Health-Conscious Individuals:** Products like probiotic curd and high-quality ghee.
- **Cafes & Restaurants:** B2B customers for dairy and ice cream supplies.

PRODUCTS

