

- COMPANY/TOPIC FOR PROJECT : HATSUN AGRO PRODUCTS LTD
- BRAND LOGO : The logo consists of the letters 'HAP' in a bold, sans-serif font. The 'H' and 'A' are dark blue, while the 'P' is a lighter blue.
- BRAND TAGLINE : "It all begins with a single drop"
- BRAND WEBSITE : [hap.in](http://hap.in)

# INTRODUCTION

Hatsun Agro Product Ltd (HAP), established in 1970 by R.G. Chandramogan, is a prominent private-sector dairy company in India, headquartered in Chennai, Tamil Nadu. [08.1] Over the decades, Hatsun has developed a robust brand identity, characterized by its commitment to quality and a diverse product portfolio that resonates with consumers. Hatsun's brand identity has evolved to reflect its expansion from dairy-centric products to a broader agro-food portfolio.[08.1]Product Portfolio and Sub-Brands Hatsun's brand identity is also reflected through its diverse range of products, each catering to different consumer needs:

- \***Arun Ice creams:** A leading ice cream brand in South India, offering a variety of ice cream bars, cups, shakes, tubs, cones, and sandwiches. [08.1]

- \***Arokyā Milk:** A popular milk brand known for its quality and purity, contributing significantly to the company's revenue. [08.1]

- **Hatsun Curd, Ghee, and Dairy Whitener:** Products that reinforce the brand's presence in the dairy segment, emphasizing quality and trust. [08.1]Retail PresenceTo enhance consumer accessibility and reinforce its brand identity, Hatsun established "HAP Daily" outlets. These stores provide a hygienic and convenient shopping environment, offering the company's diverse product range under one roof..

# BRAND STUDY

## Company Overview

- Hatsun Agro Products Ltd. (HAPL) is one of India's leading private sector dairy companies, headquartered in Tamil Nadu. Established in 1970, it has grown into a trusted name in dairy products, known for quality, innovation, and strong distribution.

## Brand Portfolio

- Hatsun Agro operates under multiple brand names, each catering to different segments of the market:
- **Arokyam Milk** – Fresh milk brand known for quality and consistency.
- **Arun Ice Creams** – One of India's largest private ice cream brands, popular in South India.
- **Ibaco** – Premium ice cream parlors offering customizable flavors.
- **Hatsun Dairy Products** – Includes curd, ghee, paneer, and dairy-based products.
- **Santosa** – Cattle feed brand aimed at improving dairy farming efficiency.

# BRAND STUDY

## Brand Positioning & Unique Selling Proposition (USP)

- **Quality Assurance:** Focus on purity and freshness with stringent quality control.
- **Widespread Distribution:** Strong rural and urban supply chain across South India and expanding nationally.
- **Innovation & Diversification:** Regularly introducing new products and flavors to meet changing consumer demands.
- **Farmer-Centric Approach:** Direct procurement from farmers ensures high-quality raw milk supply.

## Future Outlook

- Hatsun Agro Products Ltd. is poised for growth through continuous innovation, digital expansion, and increased market penetration. With a strong brand identity and a commitment to quality, it is well-positioned to maintain leadership in the dairy industry.
- Would you like any additional insights, such as a SWOT analysis or branding recommendations?