

SSN SCHOOL OF MANAGEMENT

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BRAND MANAGEMENT

BRAND AUDIT REPORT

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1.0 HISTORY:

ITC Limited is an Indian multinational conglomerate company headquartered in Kolkata, West Bengal. Established in 1910 as the Imperial Tobacco Company of India Limited, the company was renamed as the India Tobacco Company Limited in 1970 and later to I.T.C. Limited in 1974. The company now stands renamed to ITC Limited, where 'ITC' today is no longer an acronym or an initialized form. ITC has a diversified presence across industries such as Cigarettes, FMCG, Hotels, Packaging, Paperboards & Specialty Papers and Agribusiness. The company completed 100 years in 2010 and as of 2019–20, had an annual turnover of US\$10.74 billion and a market capitalization of US\$35 billion. It employs over 36,500 people at more than 60 locations across India and is part of the Forbes 2000 list. Aashirvaad is a brand of staple food and kitchen ingredients owned by ITC Ltd. The Aashirvaad range of products include Atta flour, Salt, Spices and Instant mixes.

2.0 BRAND PORTFOLIO:

AASHIRVAAD ATTA

- Aashirvaad Whole Wheat Atta
- Aashirvaad Sugar Release Control Atta
- Aashirvaad Atta with Multigrains
- Aashirvaad Select Atta
- Aashirvaad Fortified Atta

AASHIRVAAD NATURE'S SUPERFOODS

- Gluten Free Flour
- Multi Millet Mix
- Ragi Flour

AASHIRVAAD SVASTI FRESH DAIRY

- Aashirvaad Svasti Toned Milk
- Aashirvaad Svasti Double Toned Milk
- Aashirvaad Svasti Cow Milk
- Aashirvaad Svasti Full Cream Milk

- Aashirvaad Svasti Creamy Milk
- Aashirvaad Svasti Paneer
- Aashirvaad Svasti Dahi
- Aashirvaad Svasti Lassi

AASHIRVAAD SPICES

- Aashirvaad Chilli Powder
- Aashirvaad Garam Masala
- Aashirvaad Kooru Karam
- Aashirvaad Coriander Powder
- Aashirvaad Turmeric Powder
- Aashirvaad Jeera Powder\

AASHIRVAAD INSTANT MIX

- Rice Idli
- Rava Idli
- Rice Dosa
- Gulab Jamun

AASHIRVAAD SALT

AASHIRVAAD SVASTI GHEE

3.0 TARGET CUSTOMER PROFILE:

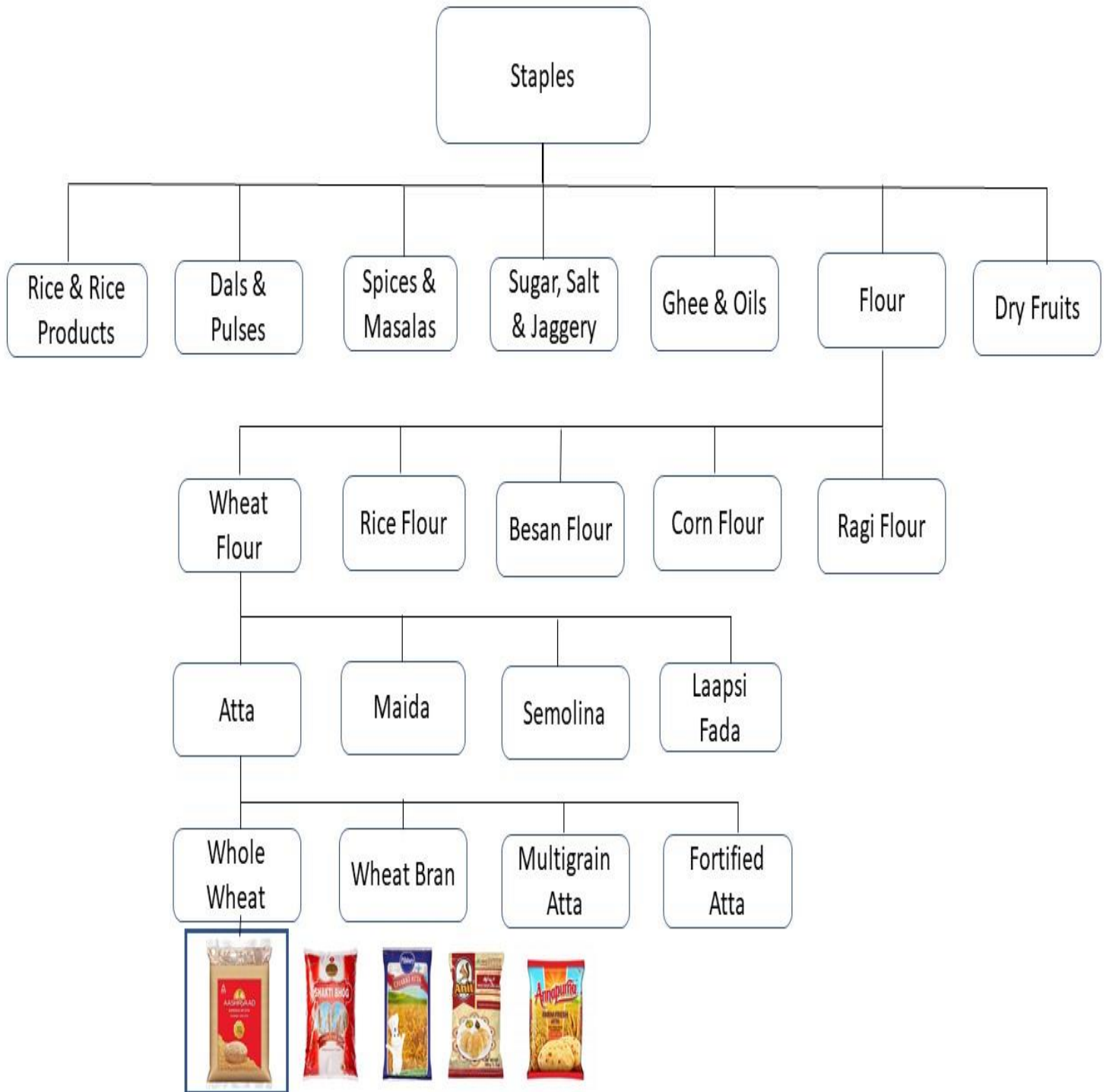
Aashirvaad Atta's target customers are every household. As per Nielsen's Retail Audit June 2020, Aashirvaad is India's No.1 Atta brand, trusted by over 3.5 Cr Households. However, the TV Commercials are mostly targeted towards Mothers / Homemakers along with their kids. Some Advertisements also shows the entire family in it. The Advertisement campaigns are run for all the variants of Aashirvaad Atta.

The Advertisement for Aashirvaad Superior MP Atta is mainly targeted towards Mothers and Kids. The recent campaign "Maa Tujhe Maan Gaye" for Aashirvaad Superior MP Atta, highlights the role of mother in the family. Aashirvaad Sugar Release Control Atta is targeted towards Adults in the family. Aashirvaad Atta with Multigrains is targeted towards the whole family including the kids. Aashirvaad Select Atta is targeted towards the Adults in the family.

The overall Target Customers for Aashirvaad Atta are Mothers / Homemakers, Kids and Adults in the family. Based on the TV Commercials for all the variants of Aashirvaad, it is implied that the Geographic concentration is more on urban areas and it is targeted towards the Middle Income Groups and High Income Groups.

4.0 TARGET PRODUCT CATEGORY:

The target product category is the Aashirwad Atta



5.0 COMPETITIVE ANALYSIS:

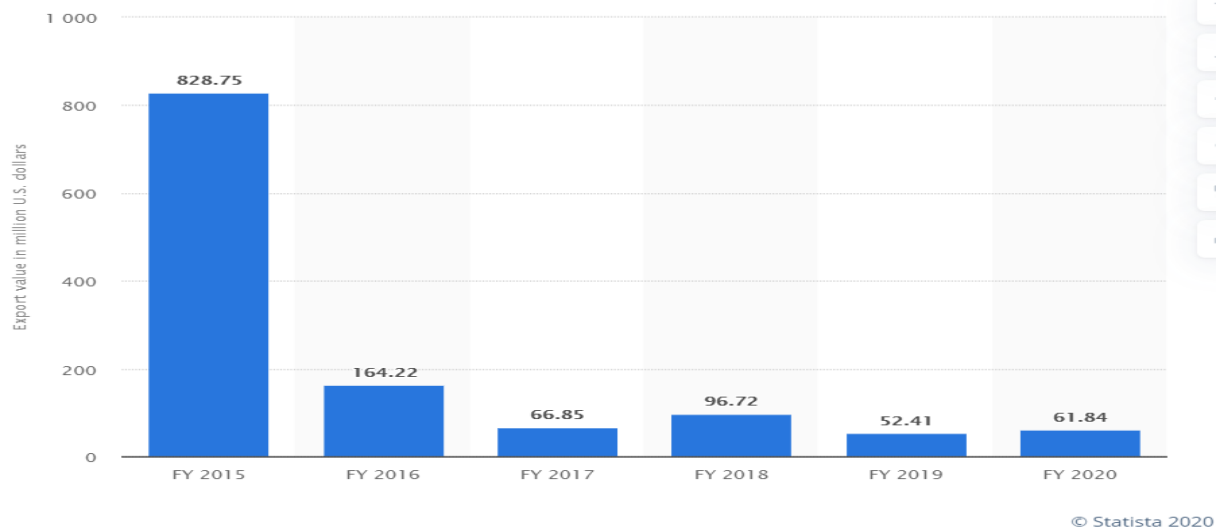
In India, branded wheat flour market is growing rapidly and at present, around 60 percent of households purchase wheat, 25 percent buys loose wheat flour and remaining buys packaged wheat flour. “Aashirvaad is India’s number one branded packaged atta with a consumer spend of over Rs 4200 crore, said by Malik Divisional Chief Executive –Food Division ITC limited (2018). Besides, ITC also exports Aashirvaad atta to 32 countries, including US, Canada and Middle East, targeting the Indian Diaspora and export is about 7 percent of total sales.

Indian packaged wheat flour market growing at 19% to touch Rs 15,500 crore by 2020. Market consists of plenty of brands each one is trying to distinguish themselves with origin of wheat, manufacturing process, quality, taste, textures and price to attract.

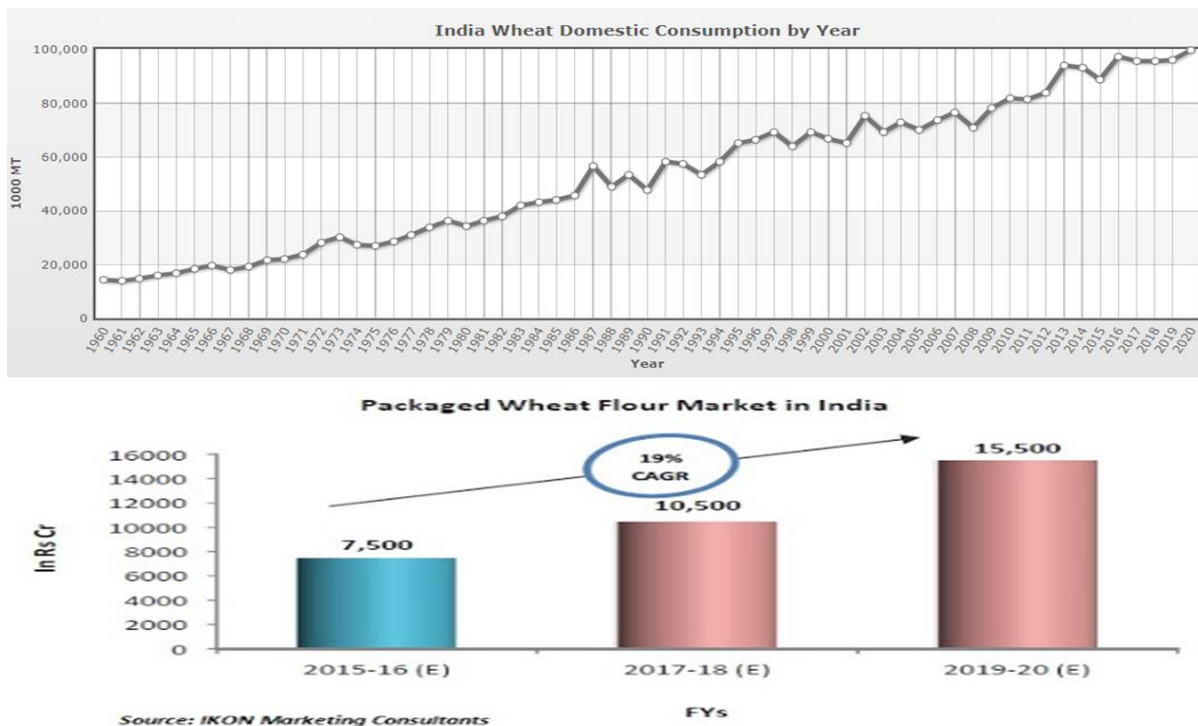
5.1 PRODUCTION OF WHEAT IN INDIA:

Production of wheat during 2019-2020 is estimated at record 106.21 million tones. It is higher by 2.61 million tones as compared to wheat production during 2018-2019 and is higher by 11.60 million tones than the average wheat production of 94.61 million tones.

5.2 EXPORT OF WHEAT FROM INDIA (FY2015-2020):



The value of wheat exported from India amounted to more than 61 million U.S. dollar in the year 2020, it increases compared to previous year. The India's share in global exports was around 0.28% percent in the year 2018-2019.



The consumption of wheat in India is increasing year by year due to the growing population and most of the sugar patient has to consume Wheat based food once in a day to reduce the blood sugar level. The packaged wheat flour market is also increased compared to previous year.

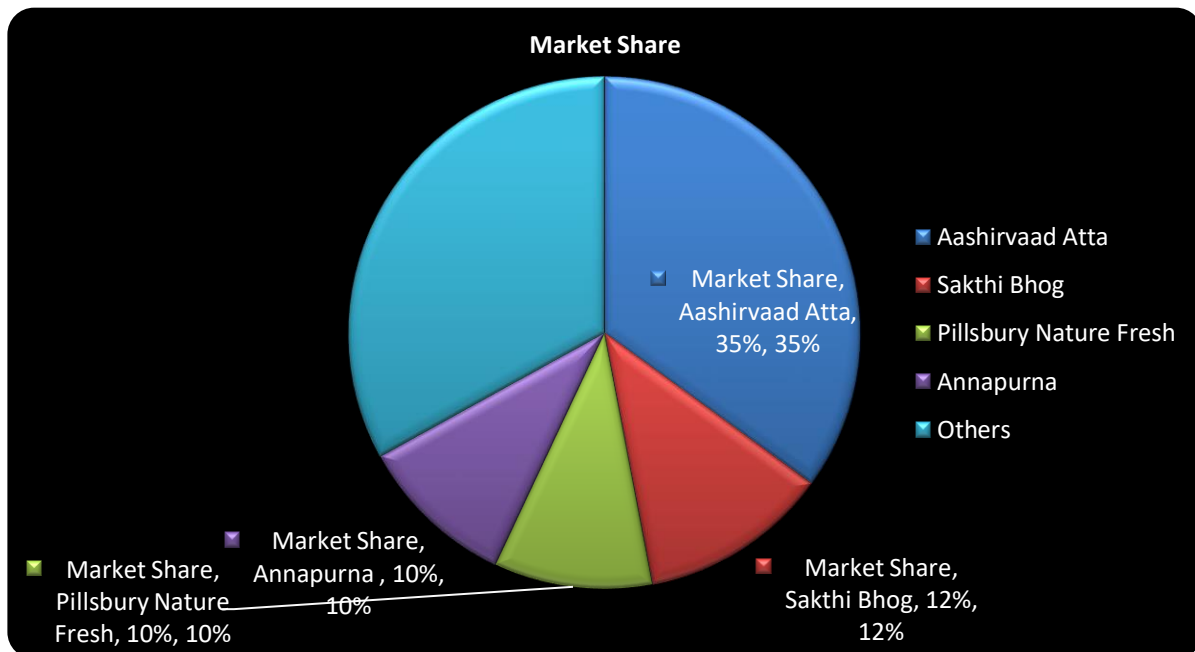
5.3 KEY PLAYERS:



The Major players:

- Aashirvaad Atta
- Laxmi Bhog Atta
- Shakti Bhog Atta
- Nature Fresh Sampoorna Chakki Atta
- Annapurna Farm Fresh Atta
- Fortune Chakki Fresh Atta
- Organic Tattva Wheat Flour

5.4 MARKET SHARE:



ITC's Aashirvaad is the clear market leader among the national players in branded packaged wheat flour market in India with occupying more than 35% market share where as several regional brands together occupy major 40% share of market. Shakti Bhog with wider penetration holds almost 12% market share where as other national players such as Pillsbury, Nature Fresh Annapurna occupies below 10% market share.

5.4.1 AASHRIVAD ATTA



In May 2002, ITC made its entry in the branded Atta segment and within a short period of time became the number one branded packaged atta across the country. AASHIRVAAD promises you only the most delightful rotis straight from your kitchen complete with your love and care through your preparation. We use our Network of 6500 Choupals to buy wheat straight from our farmers across the most fertile fields. This is followed by our rigorous process of cleaning, mechanized packing and nutrition lockage and we deliver to you happiness through the promise of the goodness of whole wheat.



Based on the customer's need the product has been designed according to health, taste etc...Aashirvaad believes in giving you nothing but the best. This is why the ingredients are carefully hand-picked and processed with the same love and care with which you prepare your food. It uses world class technology in packaging across all categories- whether it is the PET poly packaging used to give you fresh Chakki atta or the flour-layer international pouch to retain the flavor of tastefully crafted Instant mixes.

Shakti Bhog Atta: No 2 atta in the market is made from the choicest of wheat grains, selected after testing the grain size and purity. The wheat grains are carefully cleaned and ground using slow speed processors for retaining the natural taste, color and aroma. It consists of 100 percent whole wheat grains thus have high fiber content which is beneficial to our digestive function.

5.4.2 AASHRIVAD WHOLE WHEAT ATTA

The Branded Atta market is around a whopping Rs15000 to Rs 170000 crore market with immense expansion potential. AASHIRVAAD Whole Wheat Atta launched on 27th May 2002 and now has become the number one in branded packaged atta across the country. AASHIRVAAD Whole Wheat Atta is made from the grains which are heavy on the palm, golden amber in colour and hard in bite. It is carefully ground using modern 'chakki - grinding' process which ensures that AASHIRVAAD Atta contains 0% Maida and is 100% Sampoorna Atta. Thus we ensure you get superior chakki atta, through our 4 Step Advantage process of sourcing, cleaning, grinding and nutrition lockage.

By ensuring that all the nutrients of the grain stay intact and protected in our packaging, we deliver the freshness of the fields combined with the power of the whole wheat.

The dough made from AASHIRVAAD Atta absorbs more water, hence rotis remain softer for longer. This means you serve soft, fluffy rotis to your family which powers them through their day

6.0 BRAND POSITIONING:

It is the heart of the marketing strategy. It means finding the proper location in the minds of the consumers or market segments, so that they think about our Product or service in the right way to maximize potential benefit to the firm.

6.1 CURRENT POSITIONING STATEMENT:

“To all households, **Aashirvaad** is a brand of whole wheat atta which delivers freshness of the fields combined with the power of whole wheat that is used to make highly nutritious wheat flour for soft rotis because it is made of the choicest wheat grains which are heavy on the palm, golden amber in color and hard to bite”

Aashirvaad Whole Wheat Atta targeting mainly the people who are living in metropolitan areas as because it is a well packed and ready to use essential staples. It is positioned as the essential staple promoting health, quality and convenience of usage



Aashirvaad commercial

Deciding on a positioning requires determining a frame of reference and the optimal points of parity and points of difference.

6.2 FRAME OF REFERENCE:

The Aashirvaad Whole Wheat Atta is targeted to the all age group consumers who are health conscious, those who like to stay fit and lifestyle (psychographics) who are residing in metropolitan areas.

Points of Parity:

It is the attributes or benefits that consumers strongly associate with the brand.

- High quality wheat grains
- Nourishment
- Taste

Points of Difference:

It is the attributes or benefits that shared with the other brands.

- Premium packaging
- 100% Whole wheat Atta
- Absorbs more water
- Very soft Atta

7.0 BRAND MANTRA:

It is a short phrase that captures the irrefutable essence or spirit of the brand positioning. It is similar to Brand essence or core brand promise. In ITC Aashirvaad,

➤ **Brand Functions**

(Type of experience or benefits)

Whole wheat Atta

➤ **Descriptive Modifier**

(Nature of the product / whom the brand is basically for)

Children and Family

➤ **Emotional Modifier**

(How consumers should feel about them)

Natural (Dietary fibers and nutrients)

8.0 BRAND ELEMENTS:

Name: ITC Aashirvaad

URL: <https://www.aashirvaad.com/Home.aspx>

Logo:



Logo of Aashirvaad

Symbol:

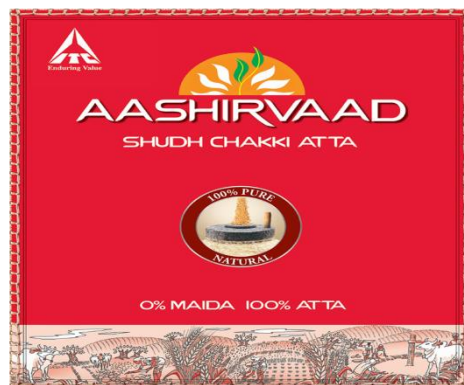


Symbol of Aashirvaad

Slogan /Tagline:

A short and memorable phrase used in advertising to describe the product.

- Mother Aashirvaad (Blessings) Everyday [Amma Aashirvaad (BLESSINGS)]
- Health is bliss [Arokkiyam Anantham Aashirvaad]



Labels of Aashirvaad

Packaging:

Aashirvaad Whole Wheat Atta is made of 0% Maida and 100% Atta, which makes it extremely nutritious and packed with health benefits. The colors used in the package are golden amber, red and the wrapper has a picture of the farmers' work process that makes customers feel the natural product. Available in 4 different package sizes 10kg, 5kg, 2kg, and 1kg. The 10kg large packaging MRP is Rs 490 and the small 1kg MRP pack is Rs 57.

Aashirvaad provided some details on the package such as nutrition information, FSSAI (Indian Food Security and Standards Authority) license number, feedback, and complaint contact. The package is not for sale outside INDIA as shown on the package.



Aashirvaad Atta Package

9.0 BRAND EXPLORATORY:

Advertising:

Most of the advertising through TV commercial campaign (Whole Wheat Atta Commercial 2014- Atta Promise ad) Being a mom means fulfilling all promises to your child. Similarly, we at Aashirvaad believe in fulfilling our promise of purity and wholesomeness to you and your family and adding to that you can trust Aashirvaad Atta quality as much as you trust Mother Nature and yourself for the health of your family. The ad touches an emotional chord with the pure words related with mother and trust. Recently, the company came up with new campaign has garnered more than 5 million views on YouTube, in that it acknowledges the role of mother in the family and she is a blessing for all. The company has underlined the role of the mother in a family and how even during lockdown times, she is the same caring for everyone. The tagline touches an emotional chord **‘Har Maa Ek Aashirvaad Hae’** (every mother is a blessing) and **‘Maa Tujhe Maan Gaye’**, shows how mothers make every situation easy for the family. The campaign has an emotional and empowering narration which shows family members not just realizing but also appreciating the nurturing role a mother brings to their daily lives.

Sales Promotion and Point of Purchase:

Discount coupon mainly through digital platform (Google pay, Paytm, UPI transfer, etc) the offer like super saver combo pack (Tata salt) and more Sugar loose (1 kg) promo pack.



The point of purchase promotion like displays in grocery store.

New Promotional Trends:

It follows traditional model mostly on TV commercials and news paper advertisement. Now connecting with customers through Facebook in-stream video ads as a way to drive awareness and encourage customers to participate in a contest. To reward loyal customers this in-stream video ads on top of its usual campaign format to reach new audiences, remind existing consumers.

10.0 MENTAL MAPPING

A **mental map** is a person's point-of-view perception of their area of interaction. It is a psychological process that register, code, store, then call to mind and decode all information on our everyday spatial environment.

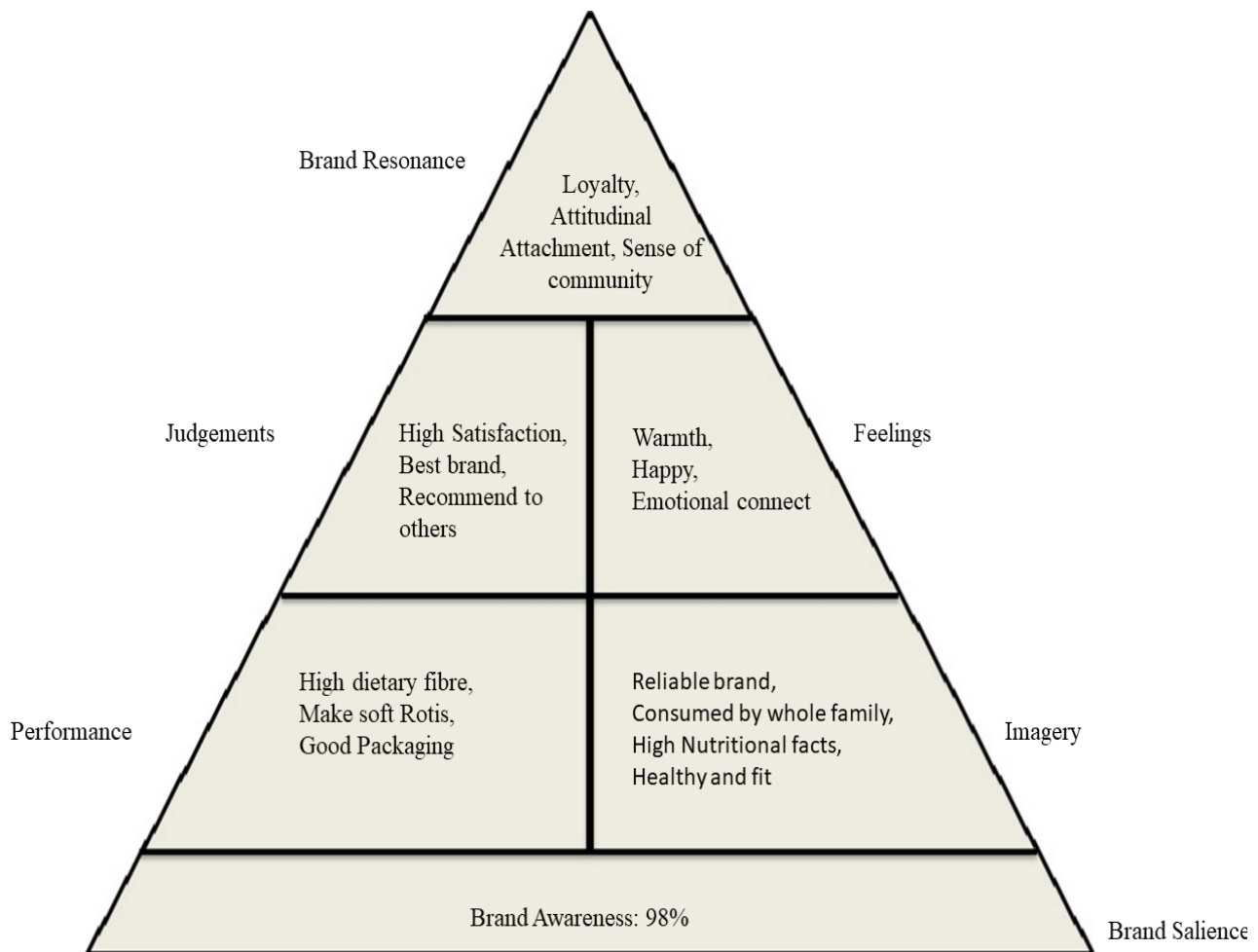


Inference:

From this mind mapping we can conclude that Aashirvaad Aata is a brand that is closely associated with hygiene and quality. The high nutrient content of this product makes us happy and healthy through the promise of goodness of whole wheat. It reminds us of the most delightful rotis which comes straight from mom's kitchen complete with love and care.

11.0 CBBE MODEL

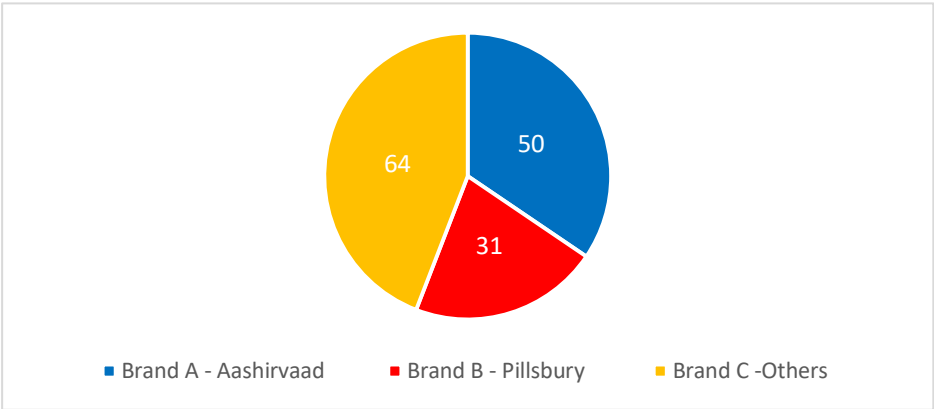
Customer-based brand equity (**CBBE**) is used to show how a brand's success can be directly attributed to customers' attitudes towards that brand.



The above model was drawn from the inferences we made on the questionnaire. The questionnaire is attached below.

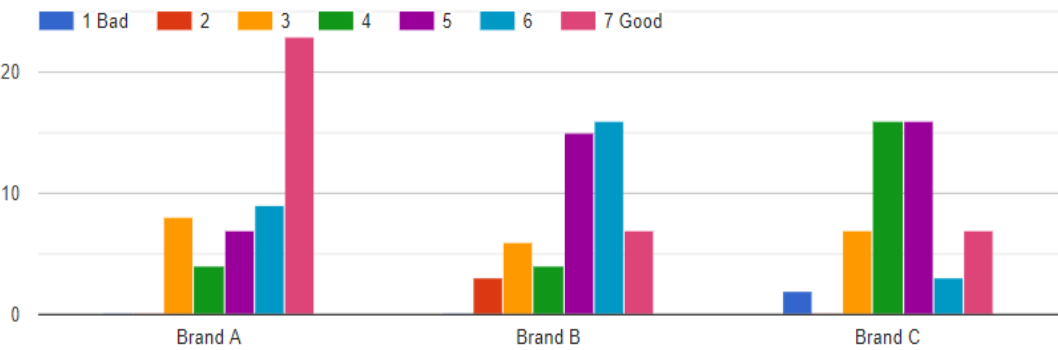
Inferences:

1. Name any three Brands of Atta



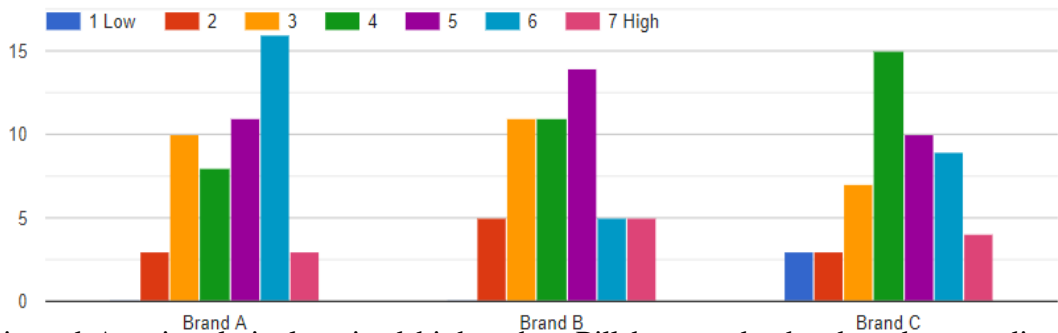
Most of the respondents choose Aashirvaad Atta as the primary brand that comes to the mind

2. Rate the Ingredients of the Brand you have mentioned



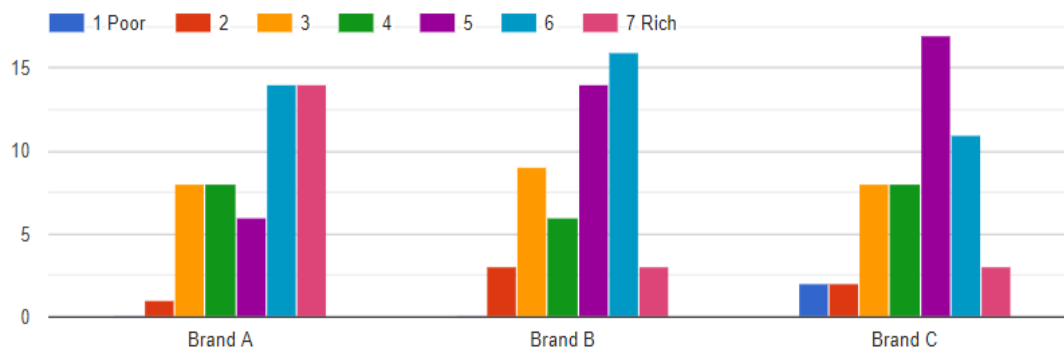
Aashirvaad Atta is regarded to have better ingredients as opposed to Pillsbury and other brands

3. Rate the Price of the Brand you have mentioned



Aashirvaad Atta is relatively priced higher than Pillsbury and other brands according to the respondents

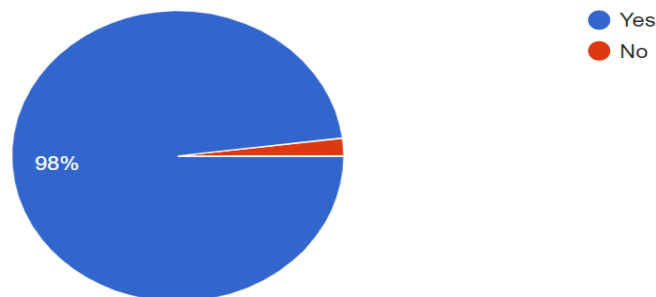
4. Rate the Nutrient values of the Brands you have mentioned



Aashirvaad Atta is considered to be very rich in nutrient value rendered

5. Are you aware of the Brand – ITC Aashirvaad Whole Wheat Atta?

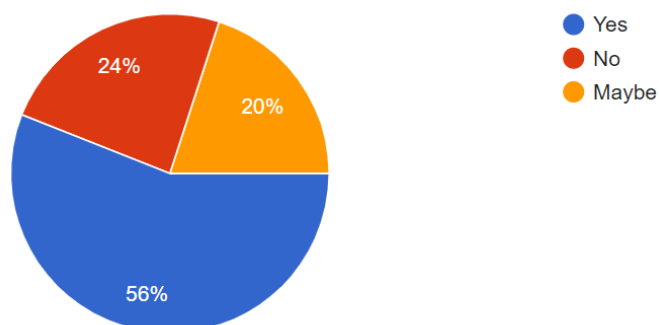
50 responses



98% of the respondents have the awareness of ITC Aashirvaad wheat atta

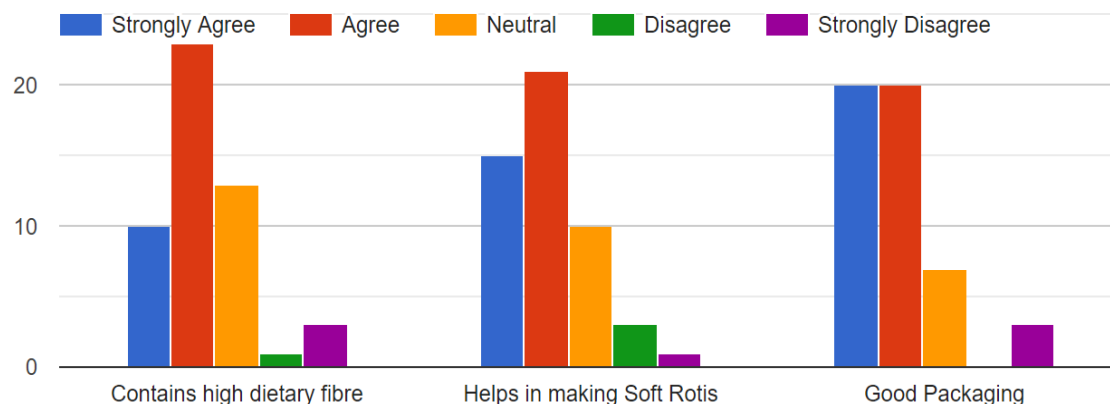
6. Do you know that ITC Aashirvaad Whole Wheat Atta contains 0% Maida and 100% Sampoorna Atta?

50 responses



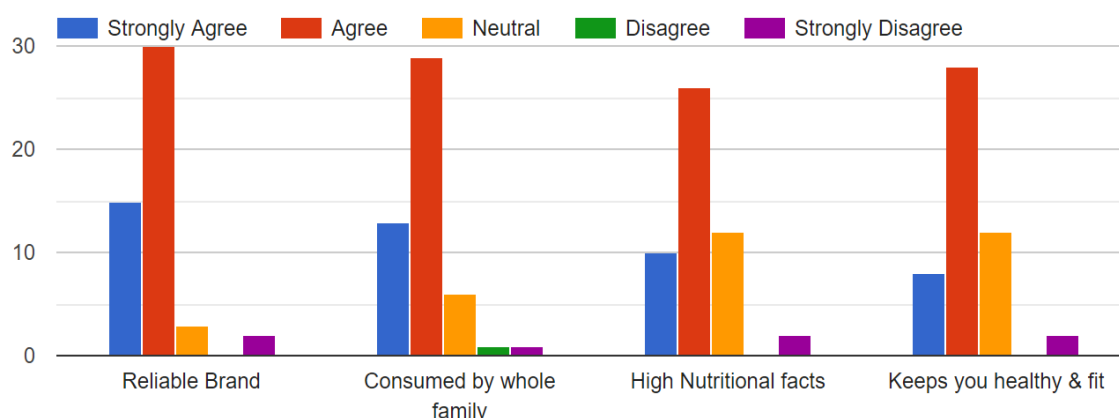
About 56% of the respondents agree that Aashirvaad Whole wheat atta contains 0% Maida and 100% Atta

7. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Performance)



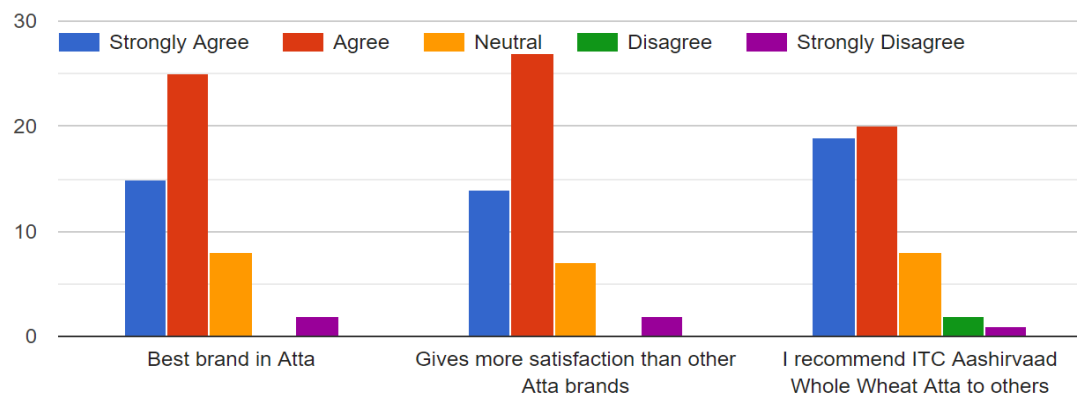
Based on the performance, ITC Aashirvaad is in good packaging and contains a lot of dietary fiber.

8. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Imagery)



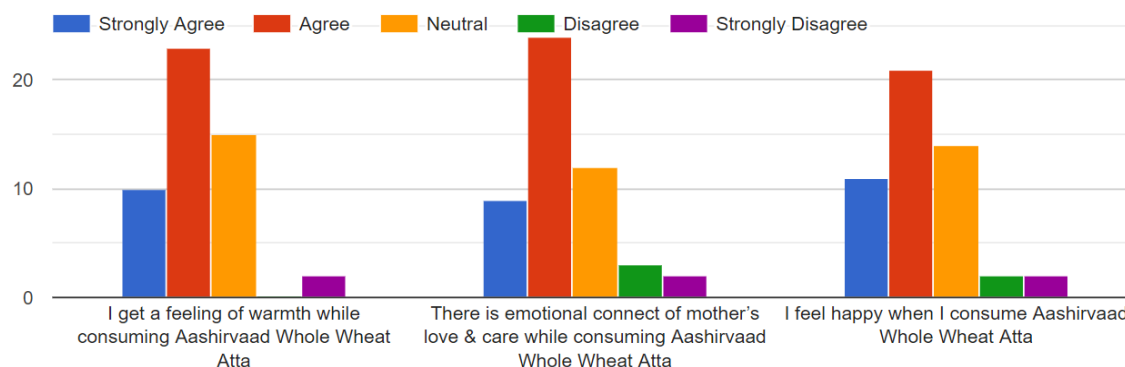
Based on the imagery, ITC Aashirvaad is a reliable brand and is consumed by the whole family

9. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Judgement)



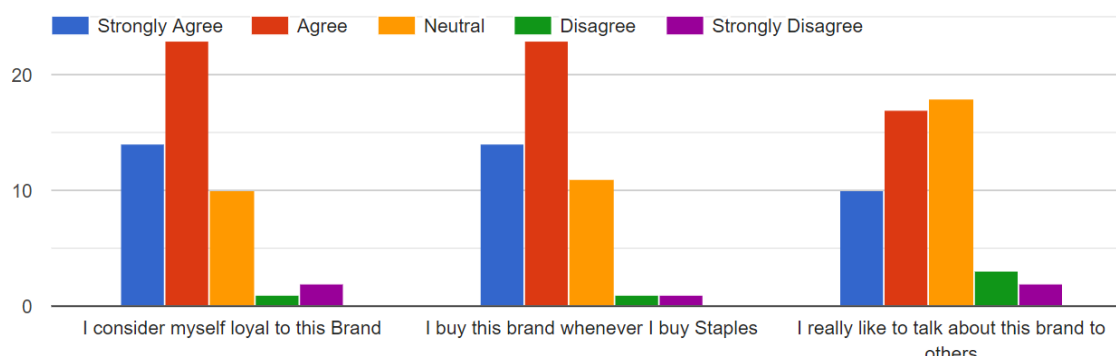
Based on the judgement, ITC Aashirvaad is a highly recommended and best brand in the Atta segment

10. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Feelings)



Based on the feelings, ITC Aashirvaad makes the consumer to feel happy and warm when ingested.

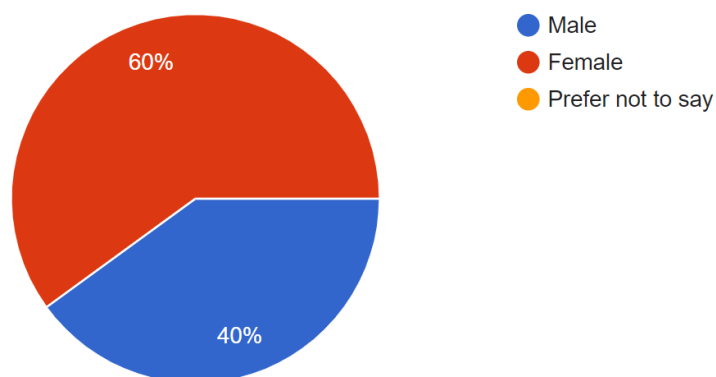
11. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Resonance)



Based on the resonance, ITC Aashirvaad is loved and the most sought Atta brand

12. Gender

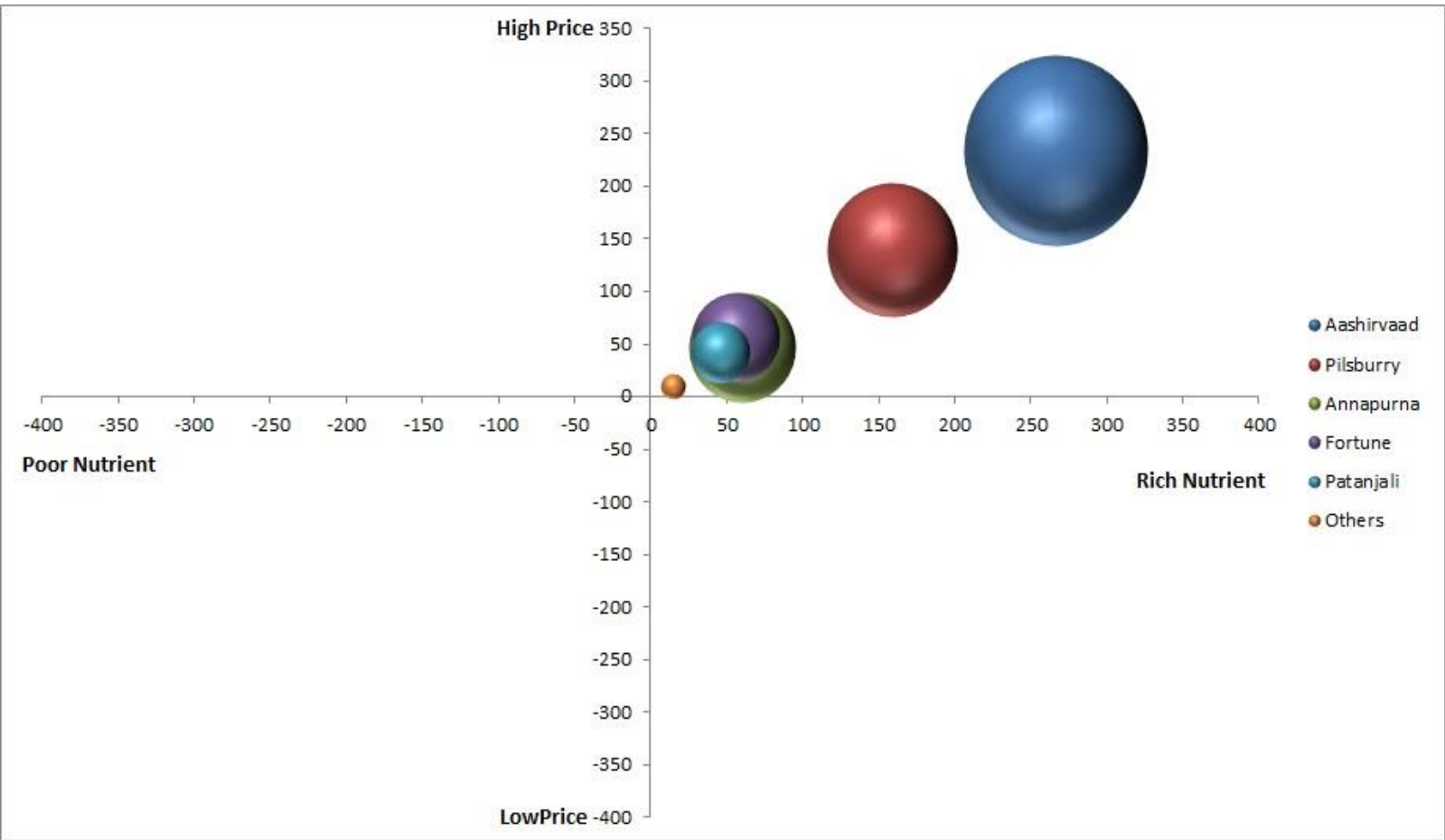
50 responses



Among the 50 responses, 60% of the samples were women and 40% were men.

12.0 BRAND IMAGE:

Based on perceptual mapping brands like Pilsburry and Annapurna are very close to Aashirvaad Atta, but with a significant amount of difference.



Inference:

From the perceptual mapping it is clear that ITC Aashirvaad Atta is positioned as a high nutritious Atta brand with optimal pricing.

Methodology Used:

The CBBE model for ITC Aashirvaad Whole wheat Atta was framed by conducting online survey through a set of questionnaires on 50 respondents

13.0 BRAND ARCHITECTURE:

Brand Architecture Strategy Review:

Brand architecture is defined as the logical, strategic and relational structure of the brands or it is the entity's "family tree" of brands, sub-brands and named products. Brand architecture is an organized structure of the company's portfolio of brands, sub-brands, and other offerings.

House of Brands

House of Brands is a Brand Architecture model where the Parent Organization's products bear a wide variety of Brand names as opposed to the Organization's Brand name.

ITC Limited is a home to several Brands as follows across various Product Categories.



Aashirvaad Whole Wheat Atta is marketed as Shudh Chakki Atta with 0% Maida and 100% Atta and is manufactured by ITC Limited. There are a wide range of products under the Brand – Aashirvaad such as:

- Aashirvaad Atta
- Aashirvaad Nature's Superfoods
- Aashirvaad Salt
- Aashirvaad Svasti Fresh Diary
- Aashirvaad Svasti Ghee
- Aashirvaad Spices
- Aashirvaad Instant mix

Aashirvaad Atta has many variants as follows:

- Aashirvaad Whole Wheat Atta
- Aashirvaad Sugar Release Control Atta
- Aashirvaad Atta with Multigrains
- Aashirvaad Select Atta
- Aashirvaad Fortified Atta

Suggestions:

- From the analysis, the campaign intends to make consumers in all age groups to consume the Aashirvaad whole wheat atta in order to increase purchasing of the brand
- The advertising strategy will have to link consumers' health aspects in consuming Aashirvaad whole wheat atta given the 0% Maida content.
- In order to increase sales and maintain the competitive nature of Aashirvaad whole wheat atta, the company can start a blog or create a social media handle like a Twitter account for the product will bring excellent returns on investment.

Growth Strategies:

Aashirvaad Atta has identified five key strategies to increase and sustain the market share. They are,

- **Prime Production** – E-Choupals systems are used effectively to get farmers on board with handpicked grains and modern processing techniques. Also build a raw emotional connection with consumers
- **Consumer Bond** – Firmly understand the different target markets while also figuring out what was common between them, Aashirvaad Atta tapped into the mood with a wheat ‘roti’ for every meal
- **Diversity** – Aashirvaad Atta launched multiple varieties of Atta types
- **Pricing Showbiz** – Aashirvaad Atta **has chosen to be a high-quality product with standard pricing.**
- **Advertising game plan** – Different media promotions (TV, E-Commerce chains, etc..) targeting homemakers, the decision-maker of a family.

The drivers of growth includes,

- Strong Rural linkages
- World class manufacturing
- Superior agri-sourcing
- Impactful social performance (e-choupal, Afforestation, Watershed development, etc..)

14.0 RECOMMENDATIONS:

- The price and placement strategies are near perfect although consumers should understand the product needs and what it is meant to fulfill.
- Utilize company's historic heritage in communication with the consumer.
- Highlight the company's longevity and trustworthiness.
- Use new media extensively to engage consumers through contests and an ongoing dialogue which would help in improving the brand resonance.
- Improve the product dimensions like taste, quality, grain size of Aashirvaad Whole Wheat Atta.

Strategic Recommendations

Positioning:

Points of Parity:

Aashirvaad Whole Wheat Atta delivers nourishment through high quality wheat grains. It gives better taste through quality wheat grains and modern Chakki - grinding process.

Points of Differences:

Aashirvaad Whole Wheat Atta separates itself through various factors. It is positioned as Superior Chakki Atta with 0% Maida and 100% Sampoorna Atta and has Premium packaging. The Advanced 4 stage grinding process ensures all the nutrients of grains stay intact & provides high nutritional value. Aashirvaad Whole Wheat Atta Rotis stays soft for a longer period.

Brand Mantra:

Aashirvaad Whole Wheat Atta has successfully built a Strong Brand name through its Marketing and Communications. The Brand Aashirvaad Atta has become synonymous for the staple product Atta and often referred as "India's No.1 Atta Brand". The Brand Mantra "Shudh Chakki Atta" conveys the message of its Purity with Natural contents.

Tactical Recommendation:

From the brand audit it proves that Aashirvaad atta is a strong brand. Aashirvaad atta mostly engaging with mother and family with their campaign it shows that the women in home cook for their family. It shows that mother promises and provide best to their family.

Lot of campaigns with the concept of family and mother. The recently launched new campaign during COVID 19 also includes various roles of women.

Aashirvaad atta is mostly advertising through TV (focusing on women or mother) and now engaging with customer by displaying ad-videos in Facebook but other than these things we need to display ads in other Medias like Websites, Payment Apps. It will focus the customer from age 20 to 60.

Changing the advertisement concept rather than making roti with atta, we can alter it by making various snack or sweet items to attract the children's and other family members. During the festival seasons we can provide combo pack Gulab Jamun (sweet).

APPENDIX-I

ITC Aashirvaad Atta - Brand Audit Survey

* Required

1. Name *

2. Email ID *

3. Gender *

Mark only one oval.

☐ Male

☐ Female

☐ Prefer not to say

4. Name any three Brands of Atta *

5. Rate the Ingredients of the Brand you have mentioned *

Mark only one oval per row.

	1 Bad	2	3	4	5	6	7 Good
Brand A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Rate the Price of the Brand you have mentioned *

Mark only one oval per row.

	1 Low	2	3	4	5	6	7 High
Brand A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Rate the Nutrient values of the Brands you have mentioned *

Mark only one oval per row.

	1 Poor	2	3	4	5	6	7 Rich
Brand A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Are you aware of the Brand – ITC Aashirvaad Whole Wheat Atta? *

Mark only one oval.

☐ Yes

☐ No

9. What comes to your mind when you think of ITC Aashirvaad Whole Wheat Atta? *

10. Do you know that ITC Aashirvaad Whole Wheat Atta contains 0% Maida and 100% Sampoorna Atta? *

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

11. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Performance) *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Contains high dietary fibre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps in making Soft Rotis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Imagery) *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Reliable Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumed by whole family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High Nutritional facts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeps you healthy & fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Judgement) *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Best brand in Atta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives more satisfaction than other Atta brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recommend ITC Aashirvaad Whole Wheat Atta to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Feelings) *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I get a feeling of warmth while consuming Aashirvaad Whole Wheat Atta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is emotional connect of mother's love & care while consuming Aashirvaad Whole Wheat Atta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel happy when I consume Aashirvaad Whole Wheat Atta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Please read the following statements relevant to ITC Aashirvaad Whole Wheat Atta and mark accordingly (Based on Resonance) *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I consider myself loyal to this Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy this brand whenever I buy Staples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I really like to talk about this brand to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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