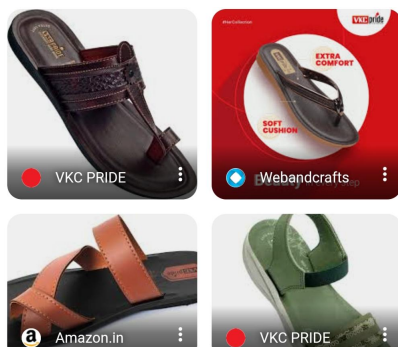




It is almost impossible to not hear about Britannia while living in India. This household name has conquered the country with its spectacular food products, which have been tasted by almost everyone. From starting a 'Good Day' by being the partner of a cup of tea to patch up the broken hearts with 'Little Hearts'. It has done everything, to be one of the leading food companies in India specializing in bakery and dairy products.

### Goals

Foods Company, serving products that brim with exciting goodness, through the day. We do that by working together as a creative, energetic and Passion.



**Part of the job of shoes is to absorb impact as we walk, but bad shoes (or no shoes) can throw the whole body out of alignment. If shoes don't have enough padding or don't allow for an even stride, pain is an almost inevitable side effect. The ankles, knees, hip joints and lower back are all affected by bad shoes.**

### Goals

VKC Group's motto is "Celebrate Hard Work", which reflects its core values of integrity, quality, customer satisfaction and social responsibility. VKC's ShopLocal campaign aimed at energising local and neighbour business post covid crisis was a huge success



*The product strategy and mix in Fastrack marketing strategy can be explained as follows:*

*Fastrack is one of the most stylish and well recognized brands which started as a watch brand and then went to diversify its offerings. Keeping with its motto of being the stylish brands and youth centric, most of the design and offerings of the Fastrack products are trendy and appealing. Fastrack has categories of products attracting men and women alike by considering their preferences. The most famous products include the watches and sunglasses. Fastrack has different types of watches ranging from digital, analog, dual time, chronograph etc.*

### Goals

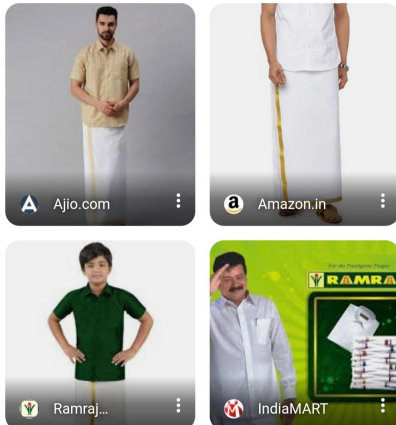
*fosters innovation, drives performance and ensures the highest global standards in everything we do.*



*Visakha Dairy is one of the fastest growing Milk & Milk Products Manufacturing Company having plants at Visakhapatnam and Rangampeta (EG) in Andhra ...*

### Goals

***procure quality milk from the farmers and produce milk and milk products through superior technology and process and makes it available to customers at competitive***



***price.***

***The Sea Island Cotton is considered the most valuable (and expensive) cotton in the world. Depending on the provenience of cotton there are considerable differences in color:***

### Goals

*Sea Island cotton fabric is one of the most luxurious and expensive textiles in the world, known for its exceptional quality, softness, and durability.*