



The New Taste of Tradition: Cavinkare's Dairy Revolution

TEAM BROKE

[in](#) Shivansh Malpani [in](#) Sanket Panigrahi [in](#) Swaraj M. Khair

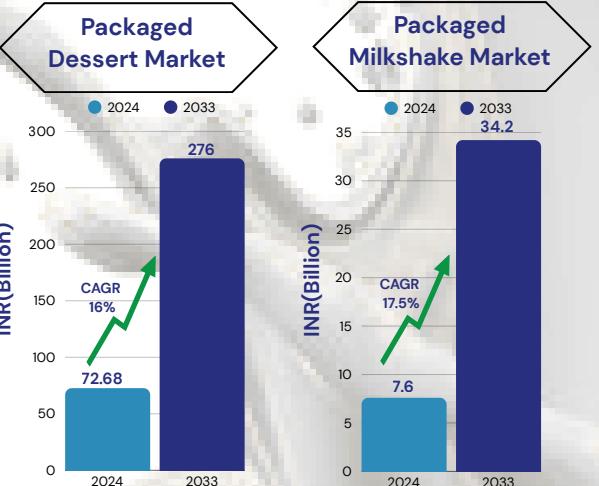


CavinKare's distribution network, while extensive with coverage of 1L retail outlets, remains primarily concentrated in South India. This geographic limitation significantly impacts the reach of traditional flavor variants that might resonate more strongly in northern and eastern regions where these desserts have deeper cultural roots.

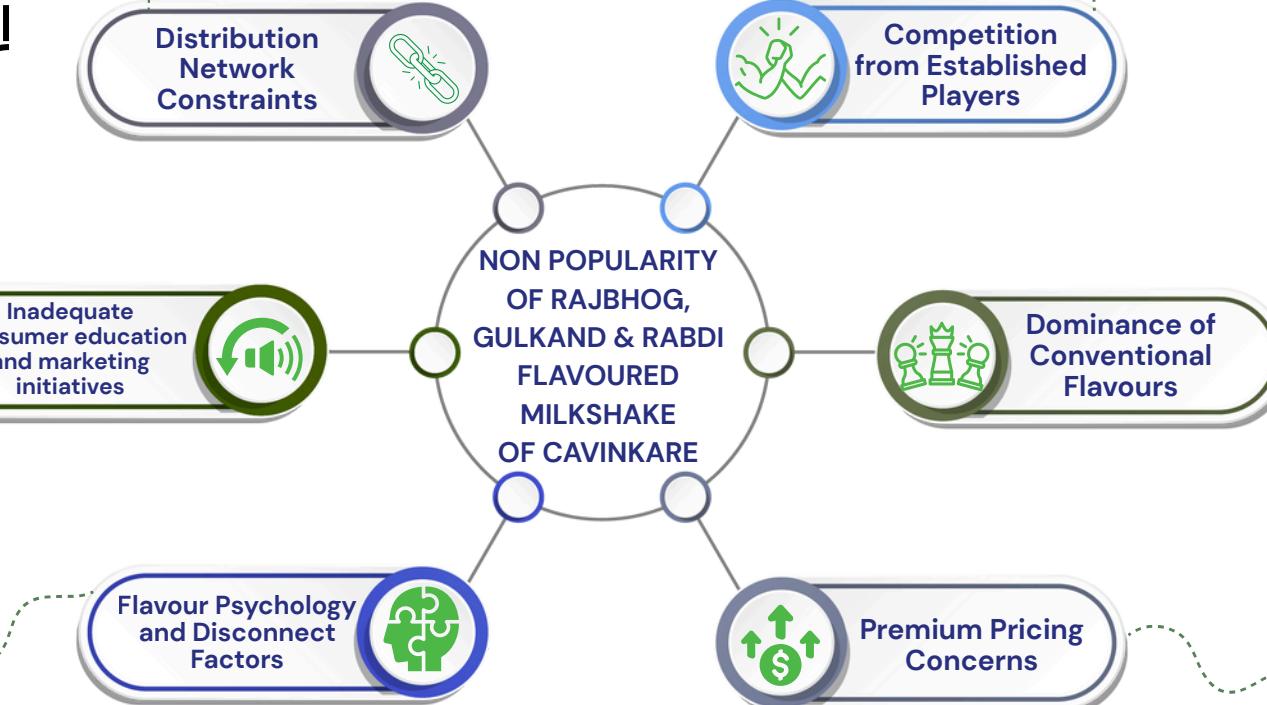
Unlike for products like Chik shampoo, where they invested heavily in consumer education and demonstrations, the traditional milkshake flavors lack comprehensive market education initiatives and promotional campaigns. Consumers remain unfamiliar with taste due to insufficient emphasis on authentic taste experience in packaged format.

Traditional desserts like Rajbhog and Gulkand evoke strong cultural memories, but their packaged milkshake versions may fail to replicate the authentic taste experience, leading to disappointment among traditional dessert enthusiasts.

Understanding dessert market growth is key to projecting our traditional dessert milkshake potential.



MILKSHAKE MARKET ANALYSIS



The market faces intense competition from established brands like Parle Agro, Amul, MTR, Mother Dairy, and Hershey's, which focus heavily on conventional flavors with massive marketing budgets and distribution networks. These competitors' emphasis on familiar tastes reinforces consumer preference patterns that work against traditional Indian flavors.

Indian Packaged Milkshake market strongly favors flavours like Badam, Chocolate, Vanilla, Strawberry etc. This preference pattern creates significant barriers for traditional Indian flavors trying to gain market traction.

The traditional flavors are positioned at ₹60 for 200ml packs, placing them in the premium segment without adequate value justification for consumers unfamiliar with these flavors. Unlike established premium offerings (such as coffee drinks), these traditional flavors lack the perception of premium worth.

Strengths & Weakness of Major companies



- Pioneer in sustainable packaging
- Nutrient centric focus
- Regional customer loyalty
- Perceived Quality

- Limited Pan-India presence
- Weak Marketing for new flavours
- Supply chain issues

- Pan-India reach
- Strong brand trust
- Affordable
- Efficient distribution chain



- Slow innovation
- Limited milkshake variety
- Regional quality variance

- Quality and R&D
- Packaging Innovation
- Brand Trust & Heritage



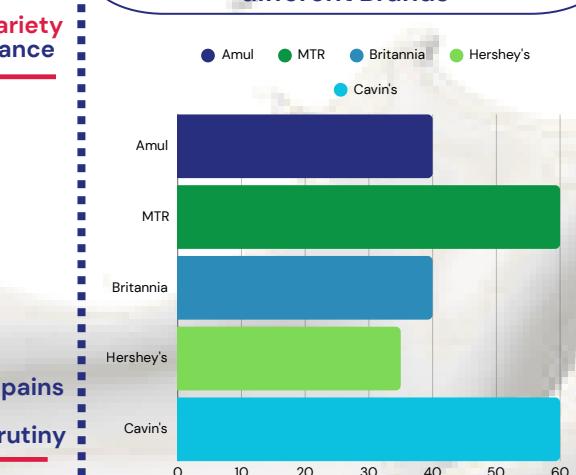
- Low beverage awareness
- Weak digital presence
- Slow flavour innovation

- Versatile product extensions
- Digital-first marketing
- Modern youth centric packaging

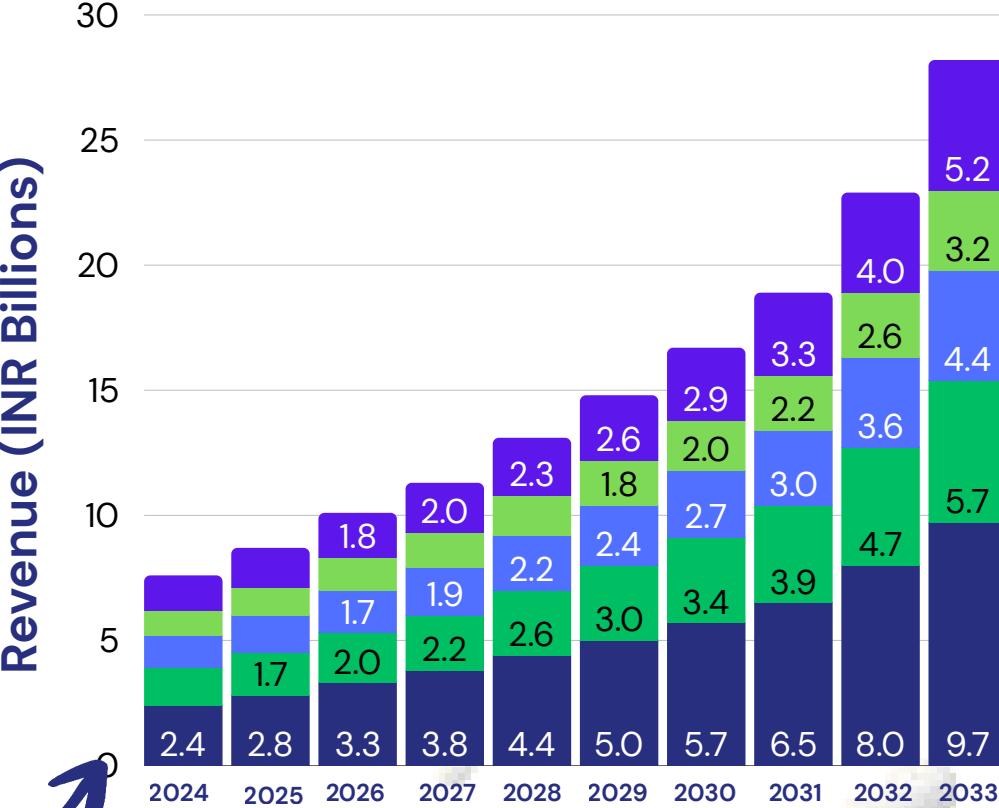


- Supply chain growing pains
- Lower rural reach
- Sensitive to health scrutiny

Prices of 200ml Milkshakes Can of different Brands



Badam Strawberry Chocolate
Banana Others



Figures that tell the story



People prefer conventional flavours over unique traditional flavours which companies like CavinKare offers

13% market share in the milkshake segment of CavinKare in INDIA



Market share South India region in the milkshake segment of CavinKare in INDIA

North India captures 35% of the traditional sweets market share



Problem Analysis-I

Solution-I

Problem Analysis-II

Solution-II



Content Development Strategy

Enhanced Consumer Education and Storytelling

Develop short documentaries showing traditional sweet-making processes transitioning to modern packaged formats



Interactive Digital experience through QR codes linking to stories that connects each flavour to their cultural origin



Traditional Flavour Education and value proposition

Market Rajbhog as "Royal Bengal Sweet Experience", Gulkand as "Rose Garden Wellness" and Rabdi as "festive essence"



Demonstrate how packaged formats provide authentic taste without hours of preparation and show social gatherings enjoying it



Implementation Channels

Through Digital Platforms- Instagram Stories, YouTube documentaries and In-Store Experiences with cultural storytelling cards showing ingredient origins



Festival Marketing: Special campaigns during Diwali, Durga Puja, and regional celebrations

Priority Market Analysis

Geographic Expansion and Distribution Strategy

North India Expansion - High consumption of traditional sweets, especially during festivals.



₹300 Cr+ Market Potential

East India Strategy- Leverage Rabdi and Gulkand popularity during festivals, Introduce variants with local sweet like Pitha-inspired flavors.

40% higher consumption than National Average



Distribution Channel Development

Product Innovation and Positioning

Target 70% penetration in hypermarkets, supermarkets in Tier-1 cities with dedicated traditional flavors section, festival displays



Partnership with Sweet Shops and Regional Distributors, and sales through D2C platform with subscription models



Regional Marketing Customisation

For North India, Hindi campaigns with regional dialects through Regional food bloggers, traditional cooking channels



For East India, Connect culturally through Durga Puja editions, Poila Boishakh campaigns and variants like Mishti Doi milkshake



Differentiated Packaging

Product Innovation and Positioning

Packaging with Heritage-Inspired Graphics like Royal motifs for Rajbhog, floral patterns for Gulkand, festive designs for Rabdi



Replacing usual designs with different shaped Aluminum cans with premium feel



Trial Size Strategy and positioning

Small Pack Introduction- 100ml Packs for trial encouragement and Flavor Discovery Packs: 3-pack combo (100ml each)



"Royal Rajbhog" - Ultra-premium positioning
"Garden Fresh Gulkand" - Wellness positioning
"Festival Rabdi" - Celebration positioning

Comprehensive labelling with health focused

Primary Campaign labelling- "Heritage in Every Sip", with Core Message: "Experience centuries of Indian sweet-making tradition in every sip"

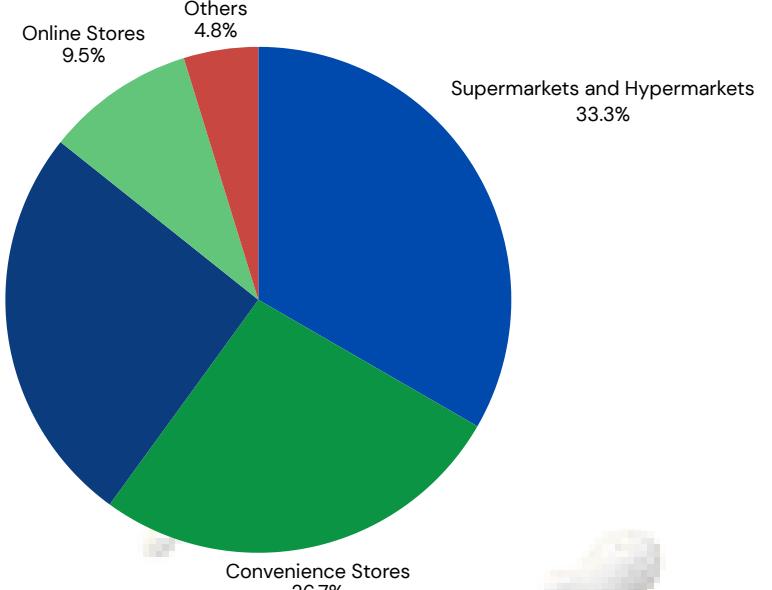


Gulkand leveraging Ayurvedic properties, Rajbhog having antioxidant properties and Rabdi with calcium and protein



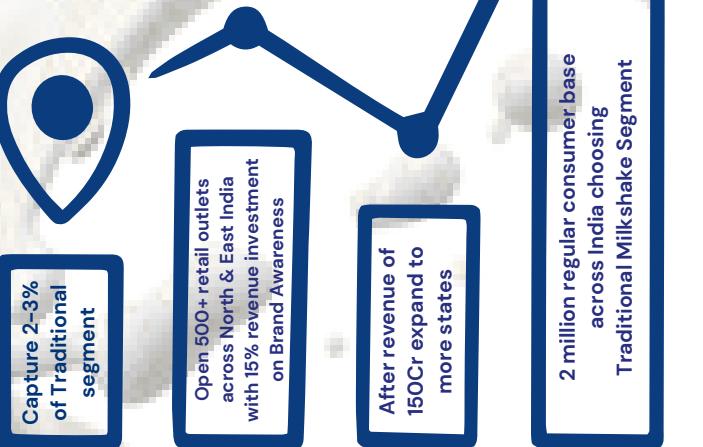
Indian Milkshake Market

- Supermarkets and Hypermarkets
- Convenience Stores
- Milk Parlours
- Online Stores
- Others



Projected Targets to achieve GOAL

#2





BUTTERMILK MARKET ANALYSIS

Key Takeaways from the Buttermilk Market

- India's buttermilk market is valued at ₹830 crores with 47 million consumers, growing at 18.5% CAGR, while the larger lassi market stands at ₹1,270 crores with 70 million consumers, creating a combined ₹2,100 crore dairy opportunity.
- Amul dominates with 42.1% share (₹80,000cr revenue), Mother Dairy 18.5% (₹15,000cr), KMF 12.3% (₹23,000cr), while CavinKare holds only 1.2% despite ₹2,200cr total company size.
- 85% unorganized basic variants create premium opportunity; North India (₹420cr) offers volume, South India (₹380cr) provides cultural advantage

DISCREPENCIES IN THE BUTTERMILK MARKET

Navigating the Unorganized Market Landscape

CavinKare's market research revealed a startling reality: while India's ₹830 crore buttermilk market was growing at 18.5% annually, an overwhelming 85% remained trapped in basic commodity offerings. Traditional players like Amul dominated with plain, jeera, and masala variants, leaving a substantial premium segment virtually untouched.

Converting the Lassi Consumer Base

A parallel market analysis uncovered a compelling opportunity: India's lassi market commanded ₹1,270 crores with 70 million consumers—significantly larger than the buttermilk segment. However, these consumers exhibited distinct preferences for sweet, thick textures that contrasted sharply with traditional salty, thin buttermilk.

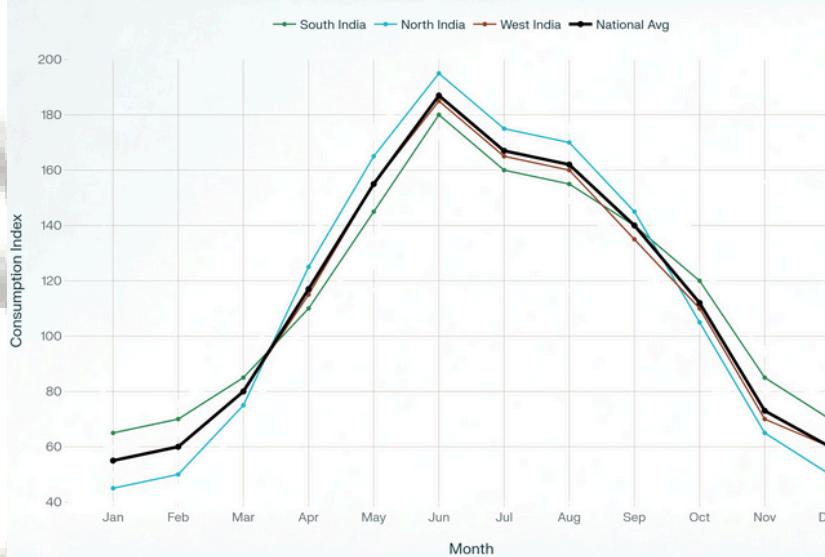
Breaking the Seasonal Consumption Trap

Market intelligence indicated that typical buttermilk consumers purchased the product merely 1-2 times weekly, primarily during summer months. This sporadic usage pattern severely limited revenue potential.

Competing against key players

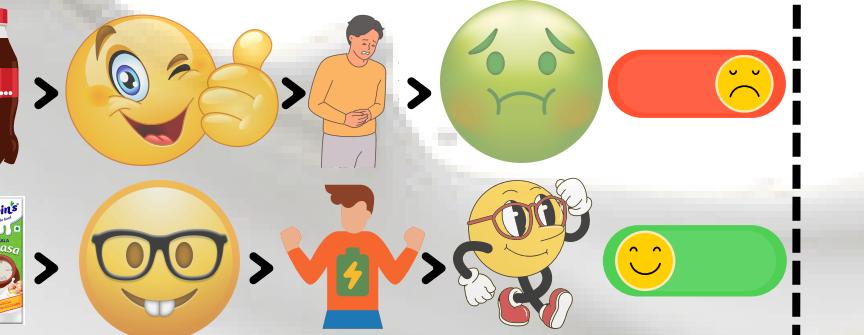
Amul's 79-year market presence generated 42.1% market share with ₹80,000 crore annual revenue, while Mother Dairy and KMF commanded additional significant portions. CavinKare's entire company revenue of ₹2,200 crores paled against these dairy giants.

Consumption Pattern of Buttermilk In India Over the Year



Preference of Soft drinks

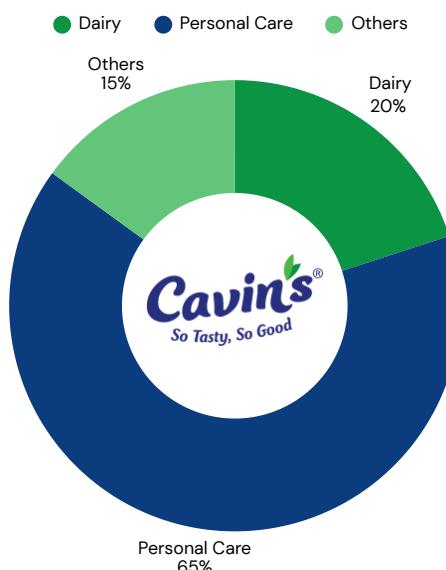
Although buttermilk offers significant health advantages—hydration, cooling, digestion, and probiotic support—these messages are often overshadowed by the instant appeal, taste, and slick advertising of cold drinks.



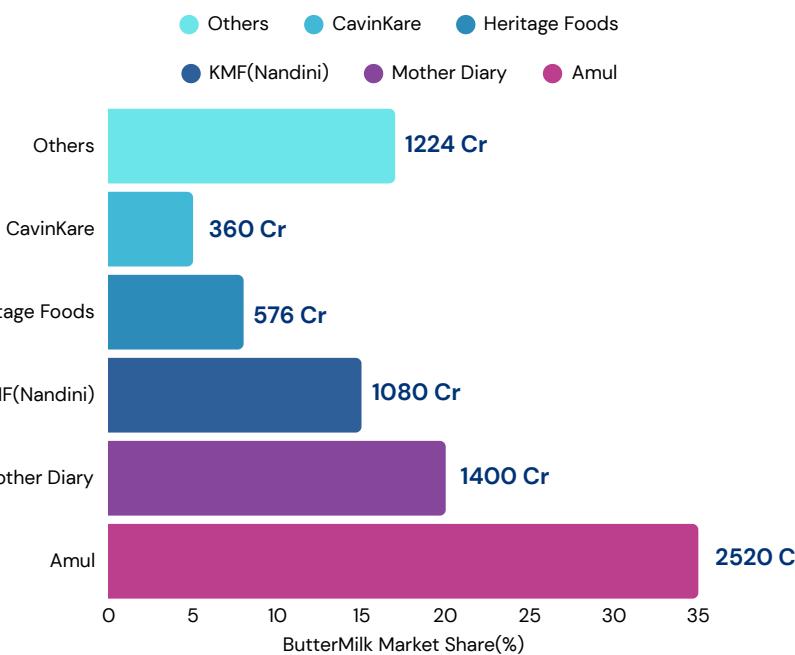
Investment Priority Disparity

Financial Disparity in revenue leads to:

- Underinvestment in dairy expansion.
 - Limited R&D allocation for dairy innovation (2-3% overall R&D spend)
 - Management attention divided across multiple business segments.
- While Pure-play dairy companies like Amul and Mother Dairy have 100% focus and resources dedicated to dairy market domination.



ButterMilk Market Share % Brandwise



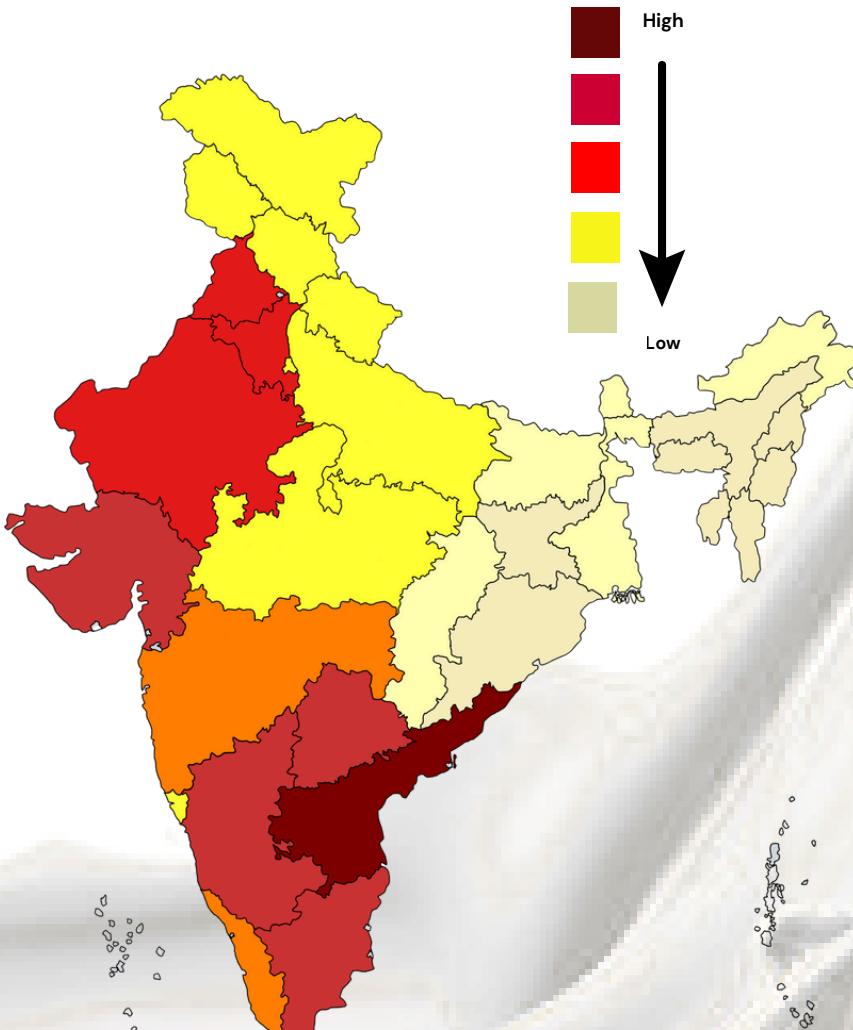
Lassi to Buttermilk

This chart shows the Indian beverage market battle between Lassi and Buttermilk drinks. The data reveals that Lassi currently dominates with ₹1,270 crores market size.

The analysis covers four key areas:

- Market sizes of different drink types
- Regional preferences (North loves Lassi, South prefers Buttermilk)
- How consumer tastes change over time
- Which age groups are most likely to switch products.

INDIA'S BUTTERMILK CONSUMPTION STATEWISE

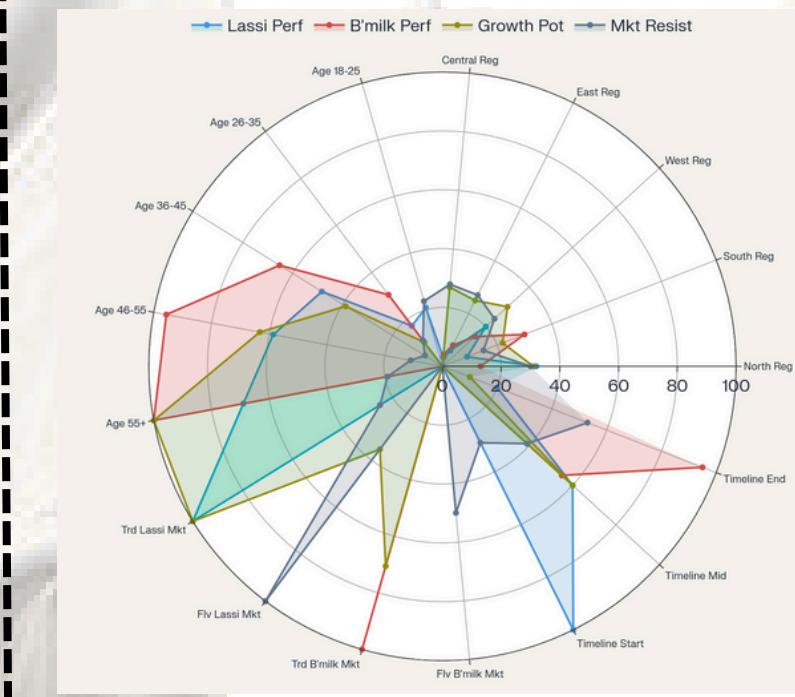


Problem Analysis-I

Solution-I

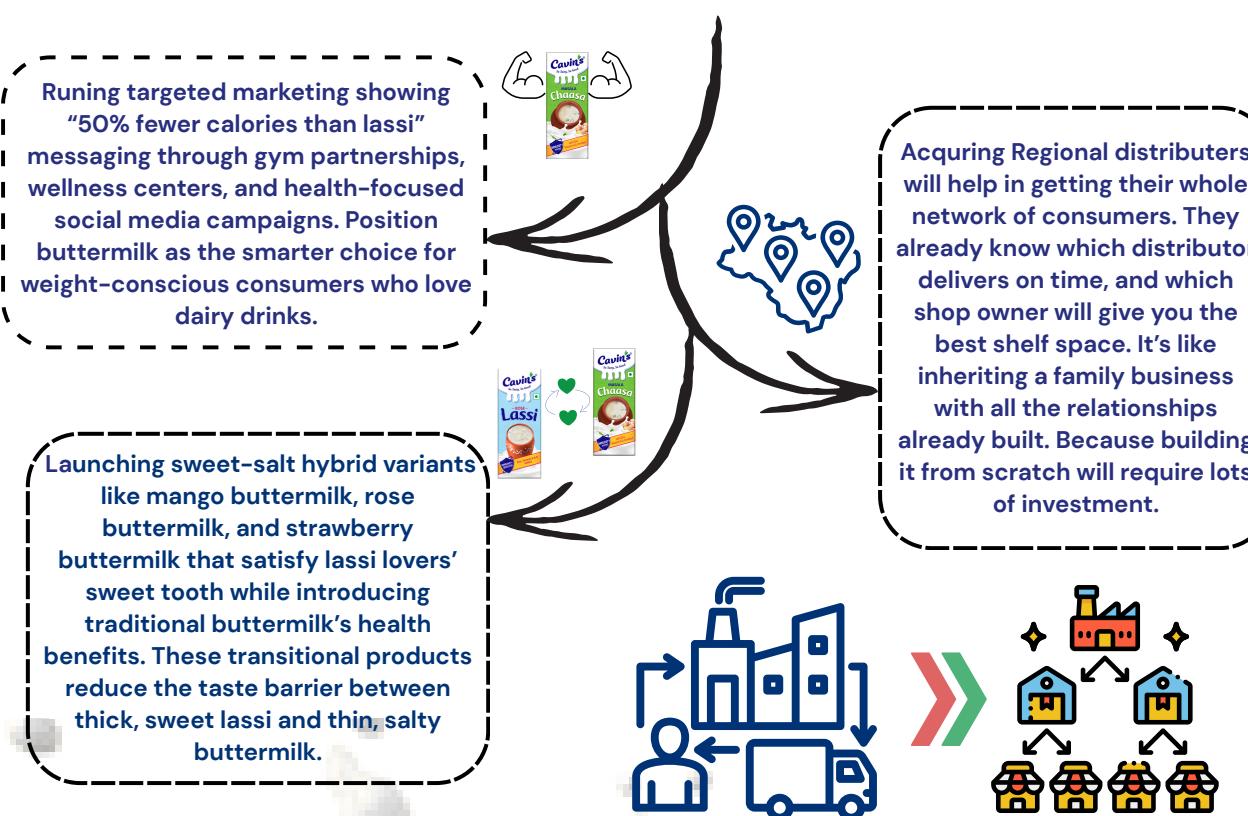
Problem Analysis-II

Solution-II



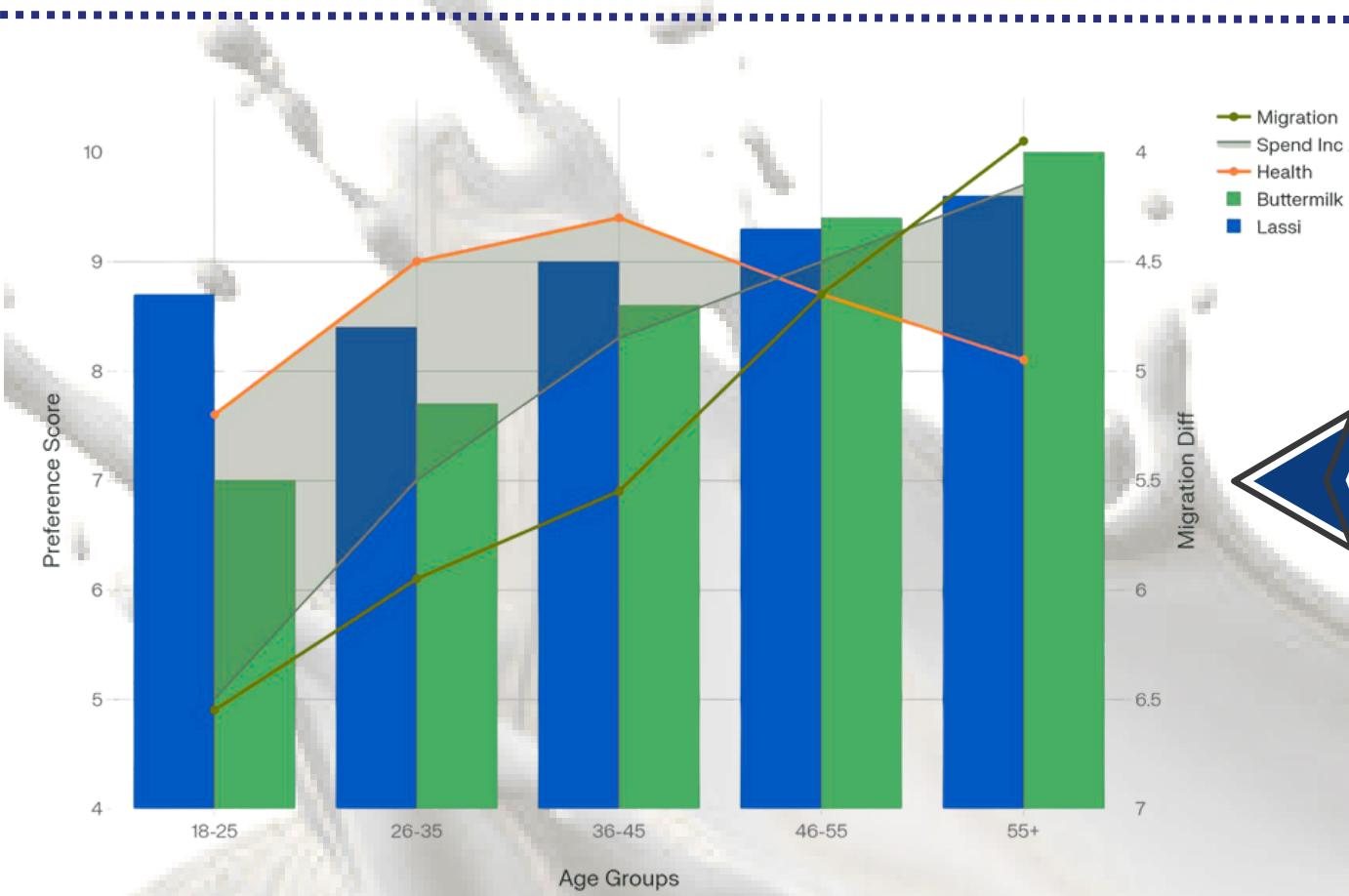
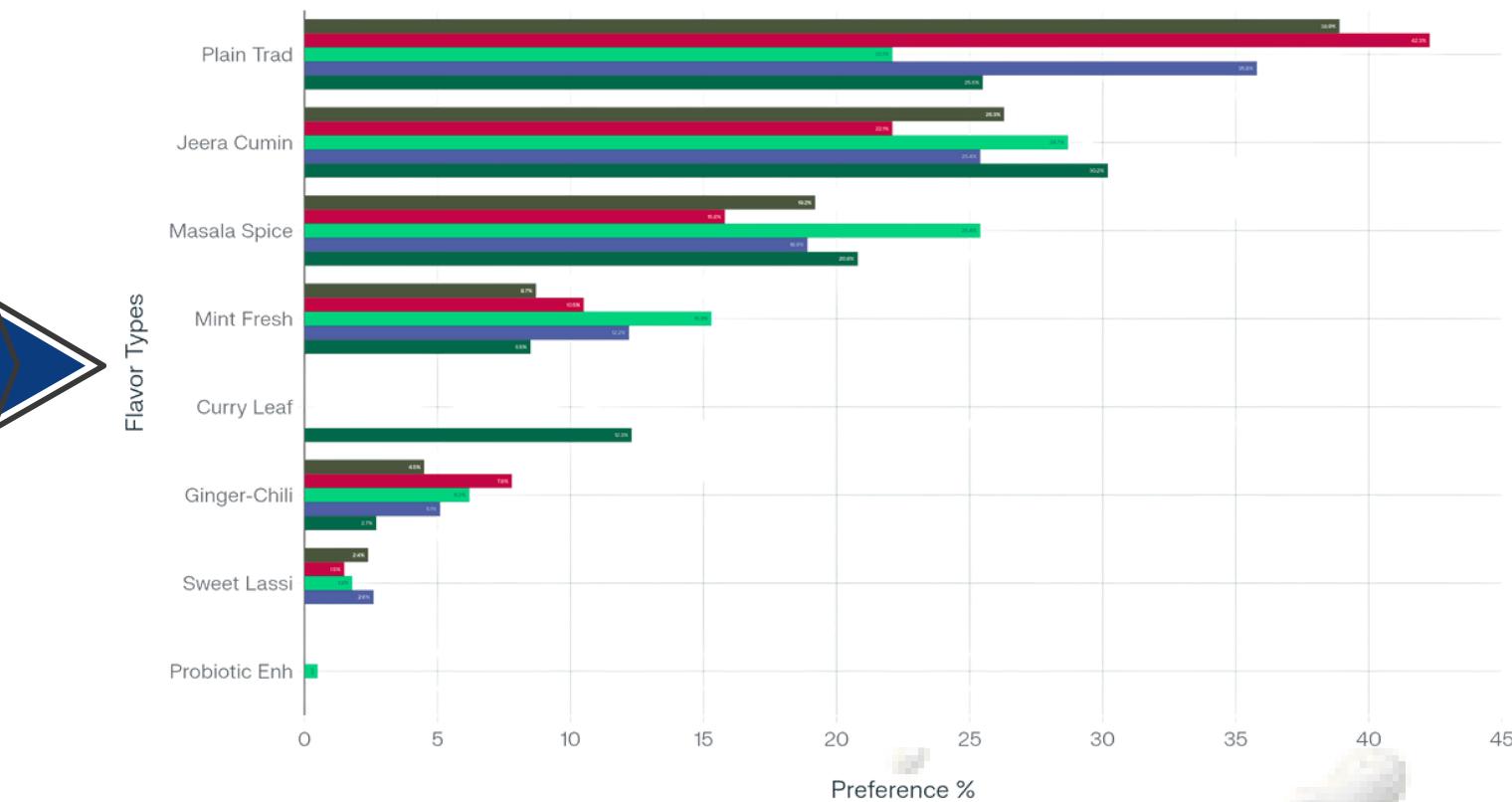


Robust Strategies



Unity Through Variety: How Diverse Flavors Unlock India's Buttermilk Potential

- Regional Portfolio Optimization:** Lead with Plain Traditional in East/Central, Jeera Cumin in North/South, and Masala Spice in West
- Exclusive Regional Launches:** Introduce Curry Leaf variants specifically in Southern markets for competitive advantage
- Targeted Distribution:** Allocate inventory based on regional preferences to maximize shelf velocity
- Cultural Marketing:** Create region-specific campaigns highlighting local flavor preferences and cultural connections
- Cross-Regional Expansion:** Use successful flavors as bridge products to introduce brand in new regions
- Innovation Opportunities:** Develop new flavors for underserved segments like Ginger-Chili and Mint Fresh



Demographic Analysis

This demographic analysis illustrates preference scores for buttermilk and lassi across five distinct age groups, alongside migration trends, spending patterns, and health perceptions. The chart reveals how age influences beverage preferences, with younger groups favoring lassi and older demographics leaning toward buttermilk. External factors like migration, disposable income, and health awareness significantly shape consumption behavior, offering key insights for targeted marketing strategies.



Leading dairy brands are winning consumers by offering buttermilk in affordable pouch packs, making it accessible to a wider audience



Beating the Price through Packaging

Branding in Sports Events

Providing ButterMilk as refreshment in Sports tournaments like Marathon, Kabaddi, Table tennis etc, instead of Energy Drinks will help in promoting Cavin's Brand as healthy choice being chosen by sports personalities.



Celebrity Promotions

Promotions by Celebrities can be a powerful marketing lever if they match the brand's core values and philosophy. Actors like Hritik, Shahrukh and Anil Kapoor can be good choices owing to their fitness and large crowd impact.



Problem Analysis-I

Solution-I

Problem Analysis-II

Solution-II