



**Cavin's**<sup>®</sup>  
So Tasty, So Good

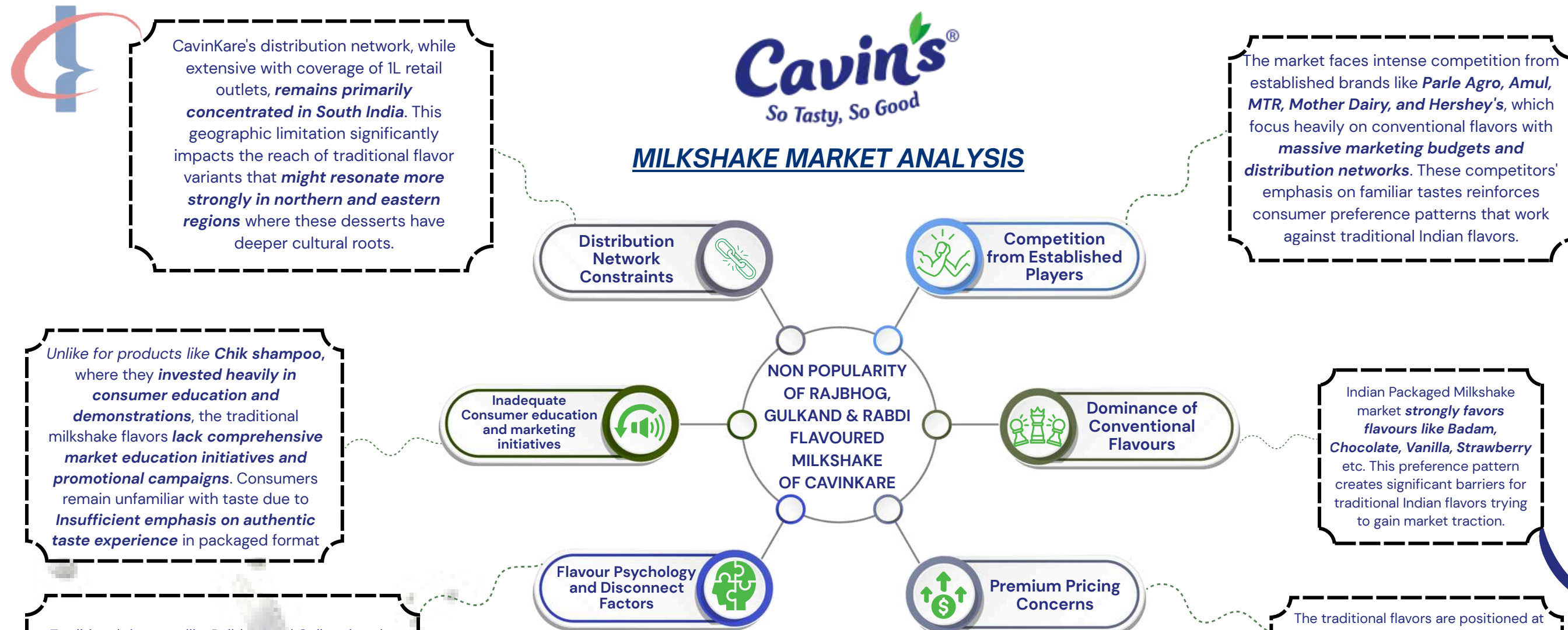


# The New Taste of Tradition: Cavinkare's Dairy Revolution

## TEAM BROKE

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## Enhanced Consumer Education and Storytelling

### Content Development Strategy

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

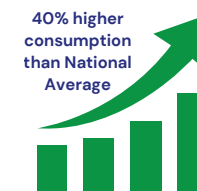
## Geographic Expansion and Distribution Strategy

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.



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



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



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

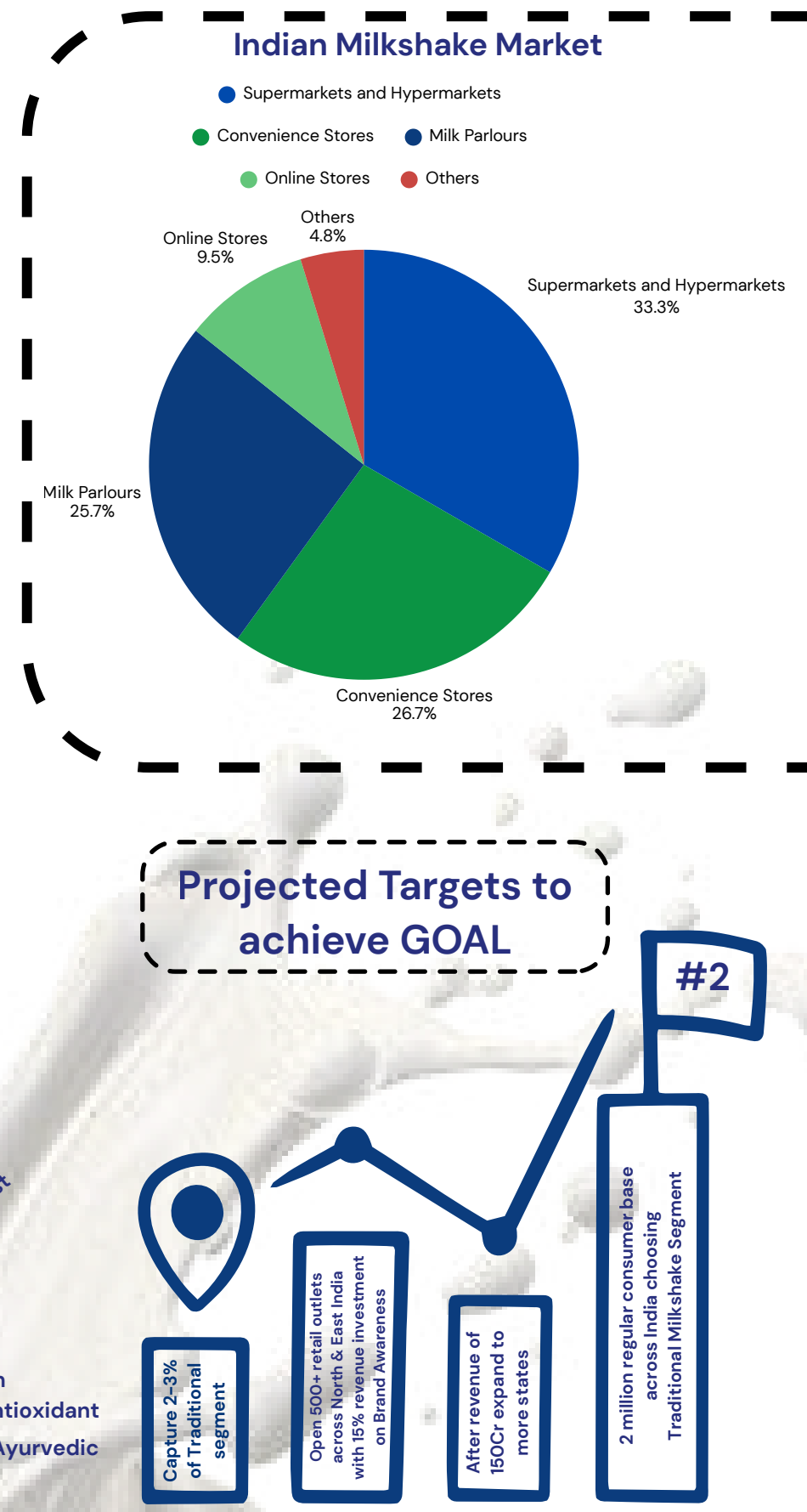
Primary Campaign labelling- "Heritage in Every Sip", with Core Message: "Experience centuries of Indian sweet-making tradition in every sip"



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



### Comprehensive labelling with health focused



Problem Analysis-I

Solution-I

Problem Analysis-II

Solution-II





## 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

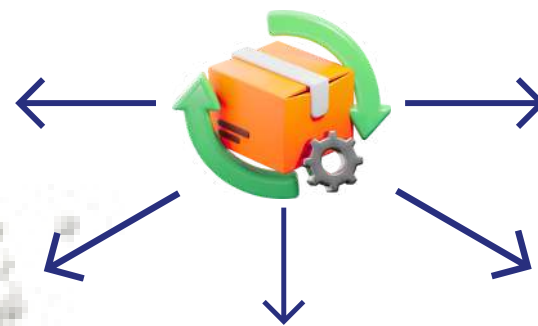
### DISCREPENCIES IN THE BUTTERMILK MARKET

#### 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.



#### Packaging disparity

CavinKare's buttermilk only comes in basic tetra packs, but different customers want different packaging - office workers need spill-proof bottles, gym-goers want sport containers, and premium buyers prefer glass bottles. By offering only one format, CavinKare misses out on higher prices (25-40% more) and loses customers who want other packaging types..

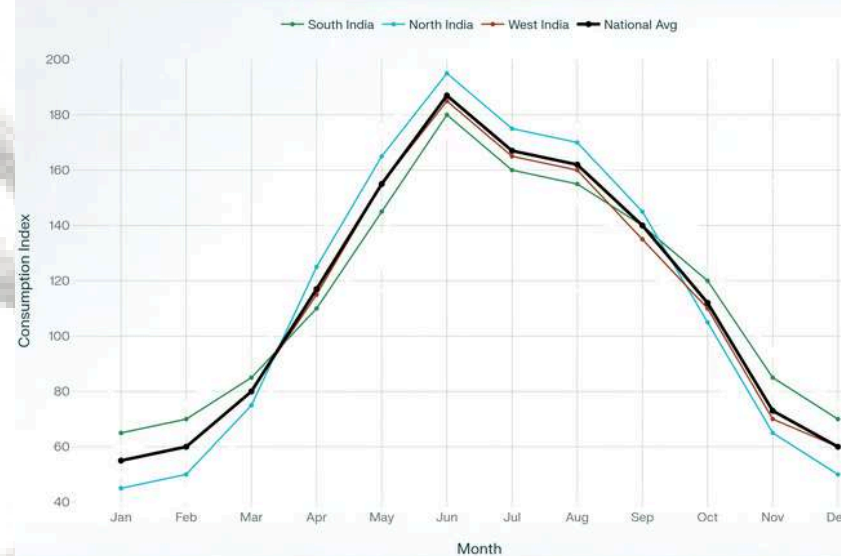
#### Breaking the Seasonal Consumption Trap

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.

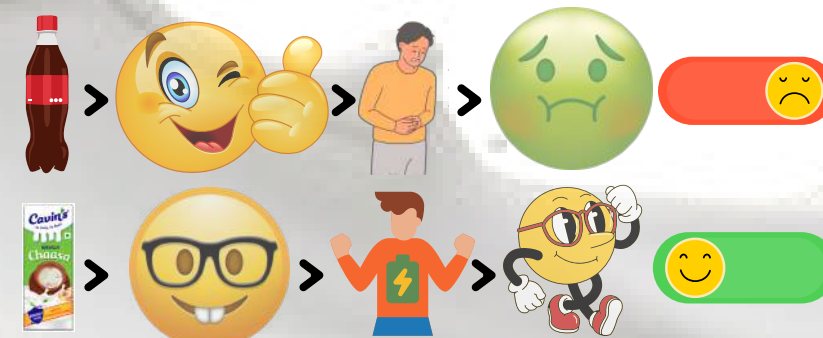
### Consumption Pattern of Buttermilk In India Over the Year



Problem Analysis-I

### Preference of Soft drinks

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



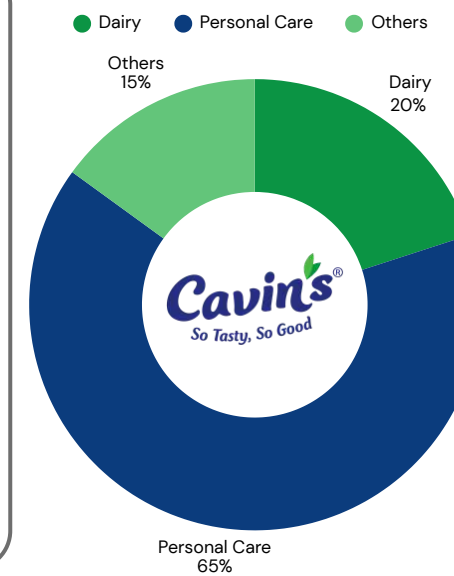
Solution-I

### Investment Priority Disparity

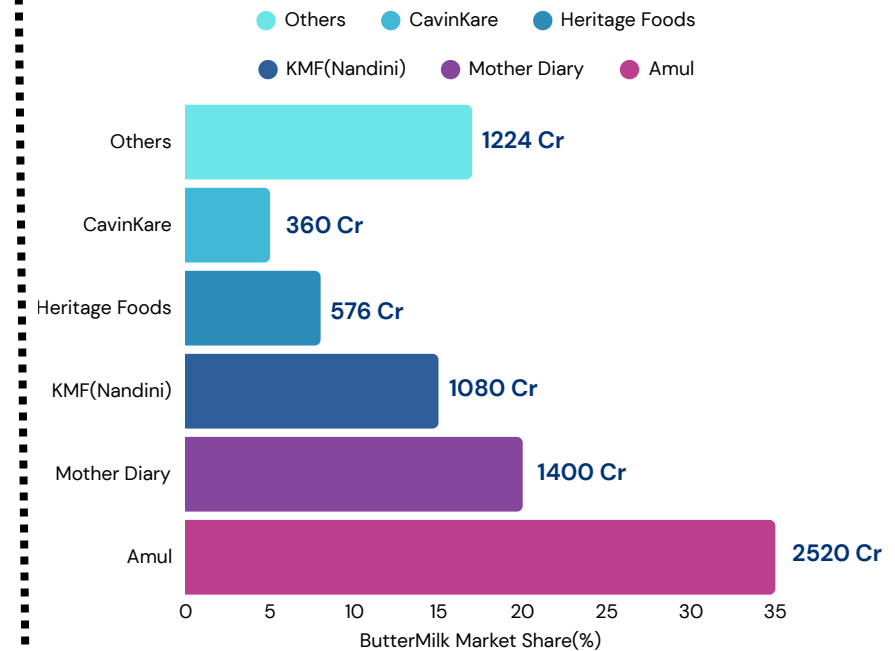
Financial Disparity in revenue leads to:

- Underinvestment in dairy expansion.
- Limited R&D allocation for dairy innovation (2-3% overall R&D spend)
- Management attention divided across multiple business segments.

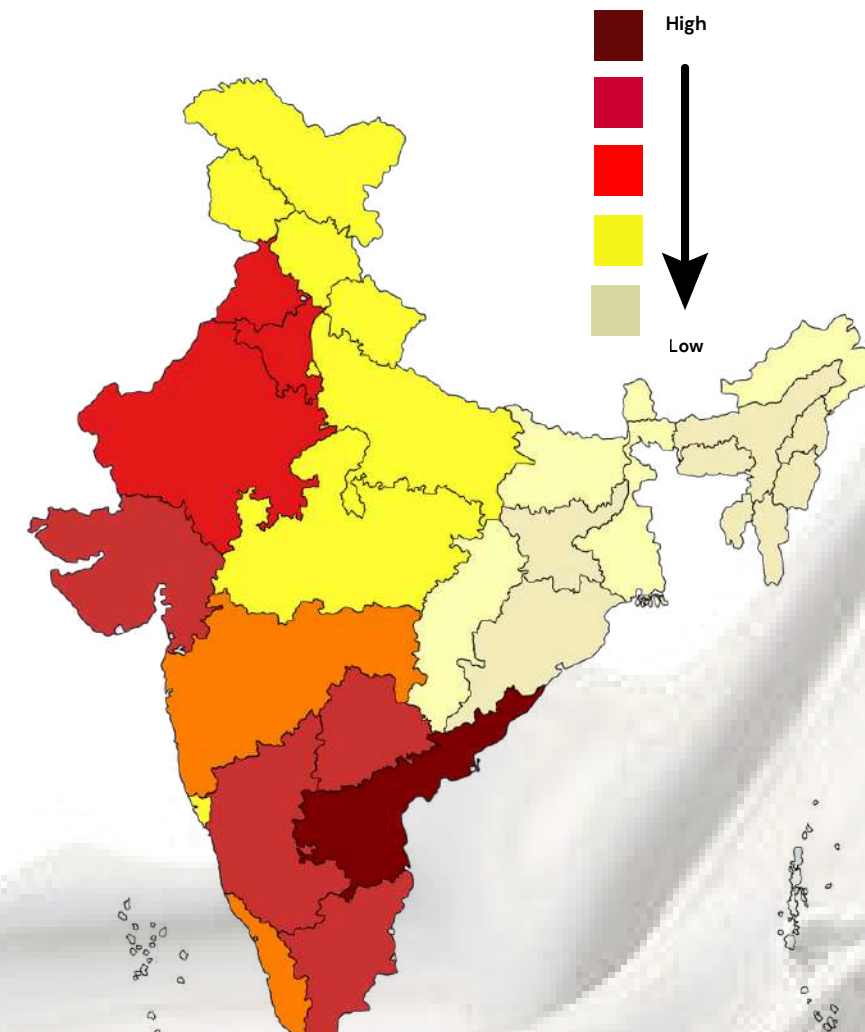
While Pure-play dairy companies like Amul and Mother Dairy have 100% focus and resources dedicated to dairy market domination.



### ButterMilk Market Share % Brandwise



### INDIA'S BUTTERMILK CONSUMPTION STATEWISE

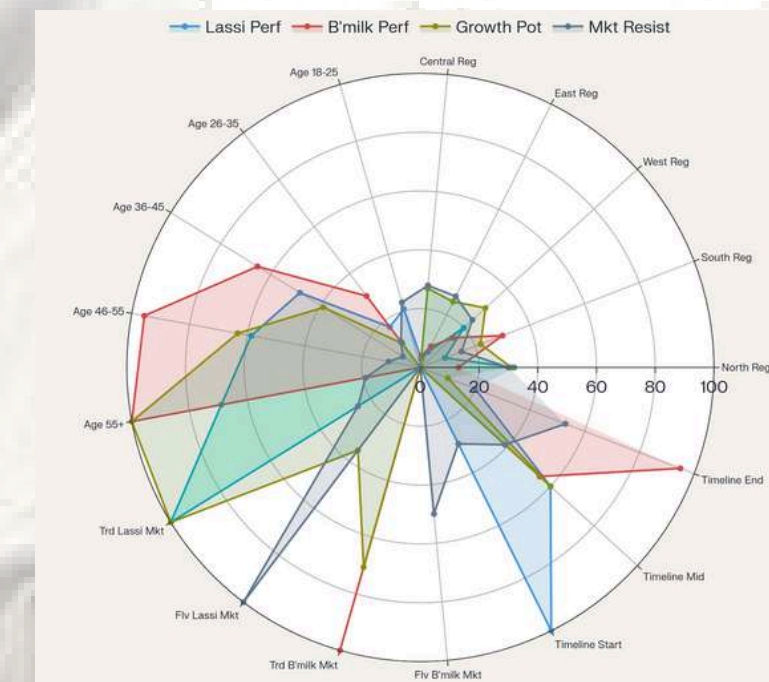


### Lassi to Buttermilk

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.



Problem Analysis-II

Solution-II

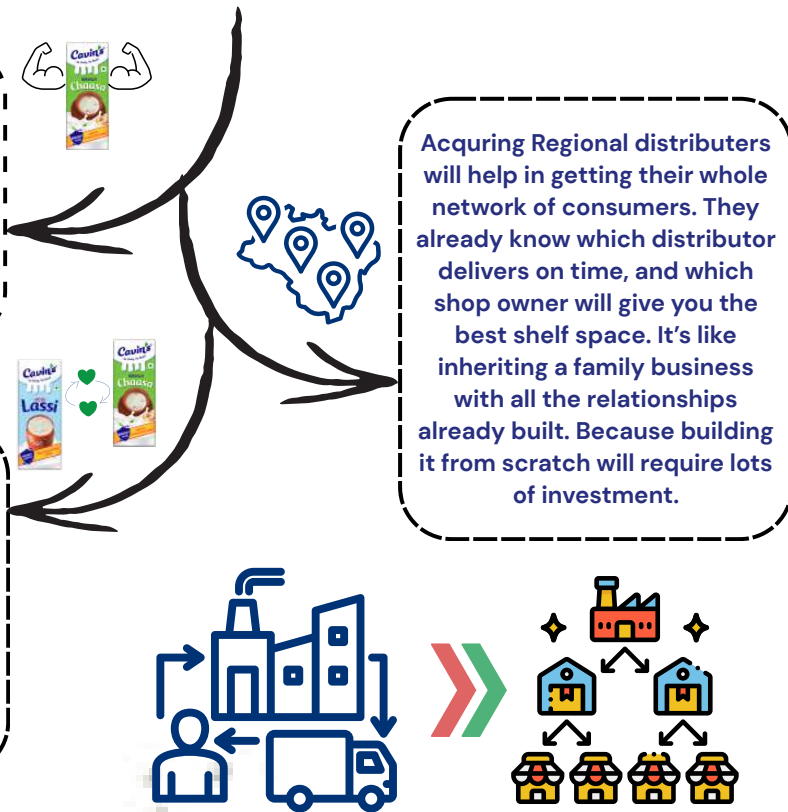




# Robust Strategies

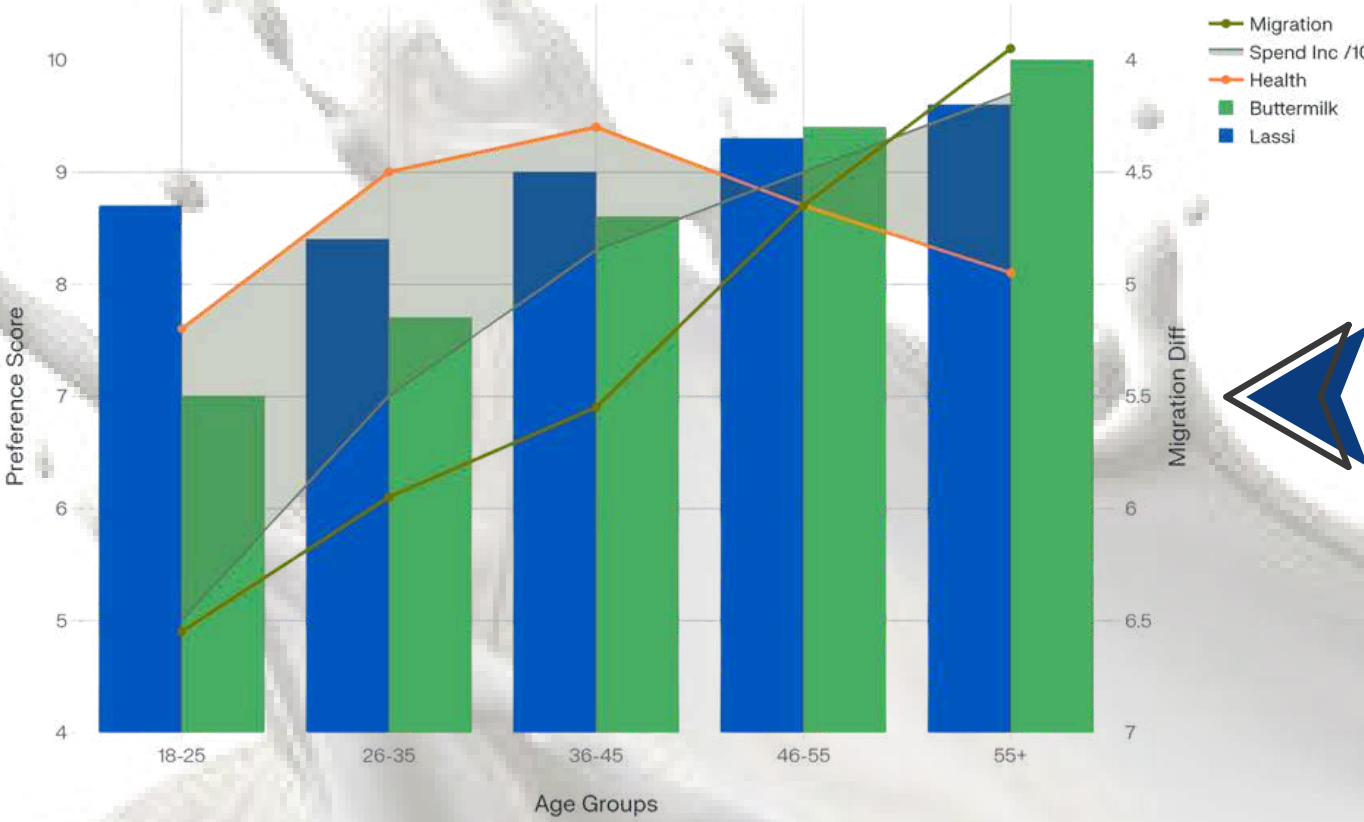
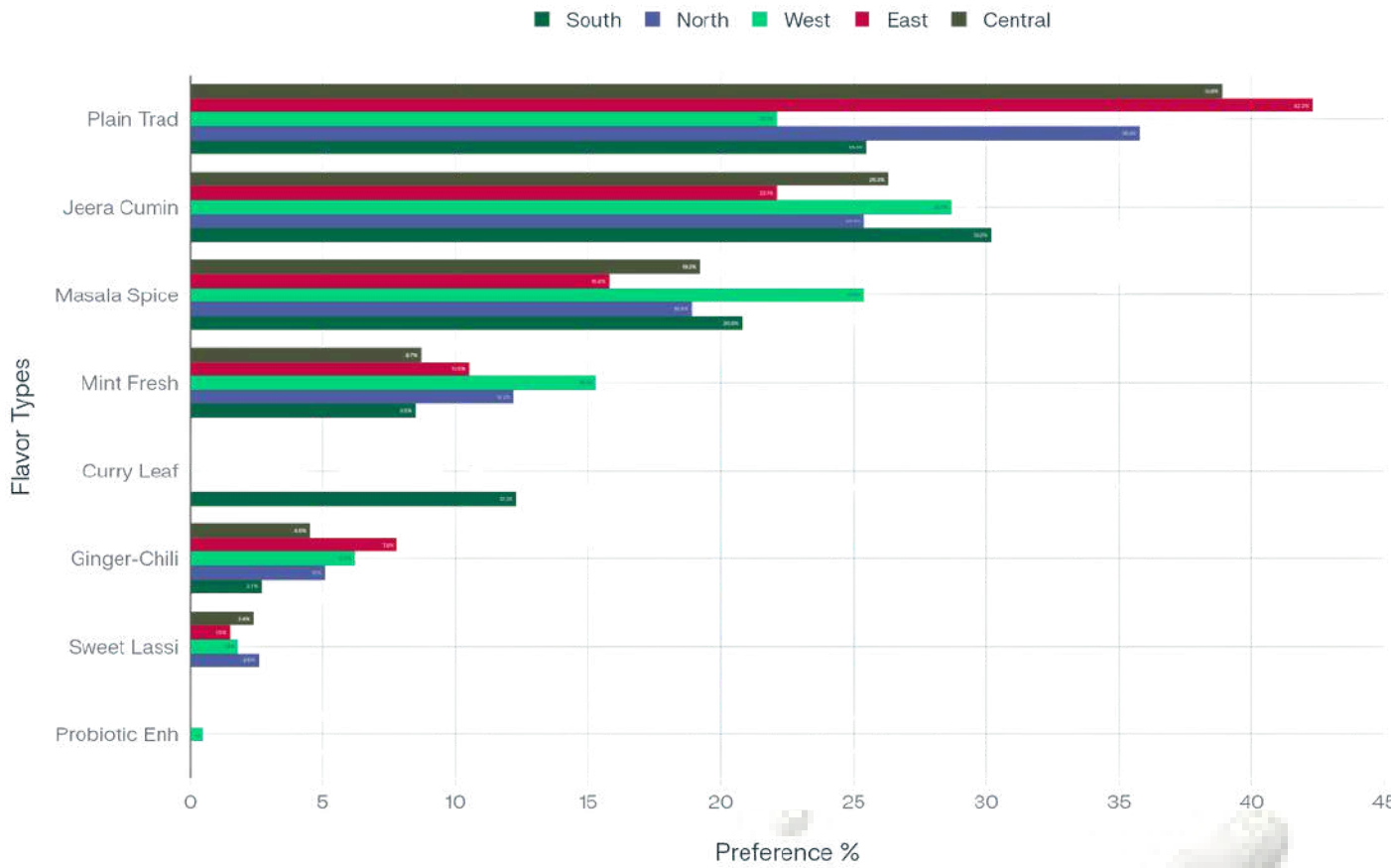
Runing targeted marketing showing "50% fewer calories than lassi" messaging through gym partnerships, wellness centers, and health-focused social media campaigns. Position buttermilk as the smarter choice for weight-conscious consumers who love dairy drinks.

Launching sweet-salt hybrid variants like mango buttermilk, rose buttermilk, and strawberry buttermilk that satisfy lassi lovers' sweet tooth while introducing traditional buttermilk's health benefits. These transitional products reduce the taste barrier between thick, sweet lassi and thin, salty buttermilk.



## 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.



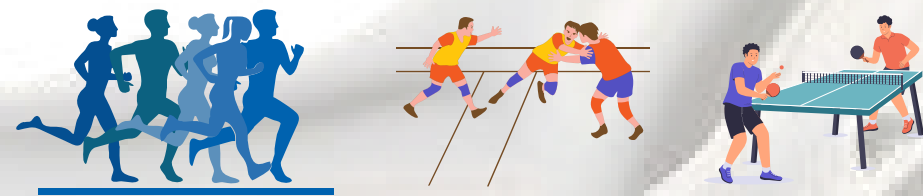
Leading dairy brands are winning consumers by offering buttermilk in affordable pouch packs, making it accessible to a wider audience



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