

## **CASE THREE : RUF AND TUF JEANS**

### **A success Strategy of Arvind Mills**

India's leading denim manufacturer, Arvind Mills, achieved the expansions of its consumer base, with new brand tailored for specifically the rural market.

**It required not only a new product but also a new distribution approach.**

**1. Consumer Preferences :** Market research required : (a) Many in rural areas found even the cheapest branded jeans beyond their means. (b) There is skepticism towards readymade products among rural Indians.

**2. Product :** The result : Ready-to-stitch jeans for the fast time price at ₹ 195, as against the unorganised sector's range of ₹ 150-350, the kit included a denim trouser length with specific tailoring instructions and the branded zipper, rivets and buttons that distinguish jeans from mere denim trousers in the consumer's mind.

**3. Distribution :** Distribution was the critical issue. Not only the product be made available but also the expertise to tailor it is to be created. Success depended on local tailor's finesse. The product was made available in villages with a populations as small as 5,000. Local cloth shops were used as a tailor outlets.

Seminars were organised to train tailors in denim fits and informs them about the changes required in regular sewing machines for stitching jeans. The additional machines accessories were initially provided free of cost and later at a subsidised rate.

### **Outcome :**

The strategy worked. In the first two months, demand crossed a million pieces as against a production capacity of 2,50,000 kits. So that the company had to stop advertising. And within 1.8 months, five million kits were sold. Consumer feedback showed that nearly 75 per cent were first time jean wearers. R & T Shirts as well as readymade, jeans were launched for the slightly more evolved

consumer who demanded jeans specifics like the right wash. Cotton and formal trousers are now on the anvil.

**You are Required to Answer**

1. Trace the reasons for the success of Ruf and Tuf in rural India.
2. Which other companies do you think can emulate the strategies of Arvind Mills ?