

[Our Food](#) ▾[Recipes](#)[Health & Nutrition](#) ▾[What's New](#)[Who We Are](#) ▾

Our History

We're proudly upholding the values W.K. Kellogg instilled more than 100 years ago — but now we're doing it in 180 countries across the world including India and South Asia. We provide you and your family better breakfasts that lead to better days, and we flake corn the same way W.K. Kellogg did back in 1898. It just tastes better that way!

W.K. Kellogg founded our company through his belief in nutrition and dedication to well-being. Motivated by a passion for people, quality and innovation, he created the first-ever breakfast cereal and then shaped an entire industry. Kellogg soon became a household name; his signature, a trusted mark. Today, his legacy continues to inspire us. Working together, we create moments of delight for people around the world with our well-loved brands.

Make In India Since 1994

We serve consumers with a wide range of cereals which are made with staple grains like wheat, corn, and rice. Our cereals fulfil the diverse nutrition needs of different members in the family, be it the home-maker, growing children or adults on the go. In 1996, we launched Kellogg's Chocos, a product meant to specifically cater to the nutritional needs of growing children. In 1999, we took our cause further when we launched Project Red Alert- fortifying Kellogg's Corn Flakes with iron to address the problems of iron deficiency in children. Then, in 2008, we took yet another leap forward by launching INR 10/- SKUs with a vision to make nutrition affordable and easily accessible to India. In 2014, we added to our snacking portfolio by bringing the much loved Pringles chips to India. In 2020, we expanded our portfolio by launching our first-ever Indian breakfast product Kellogg Upma, followed by targeting the 'In-between meal' segment for our 3 p.m snacking needs with K-energy Bars. With the launch of our globally loved and fastest growing brand Kellogg's® Froot Loops® in 2021, we unlocked food that delights all senses!

[View Dashboard](#)



Region

All



Category

All



Product

All



StateName	Total Store	Sum of Total Sales	Sum of Qty	Average Price of Product
⊕ Uttarakhand	1	11217	50	273.27
⊕ Sikkim	2	42259	154	268.70
⊕ Tripura	1	39033	187	268.16
⊕ Bihar	9	1776126	7683	264.03
⊕ Assam	8	212928	976	262.77
⊕ Jharkhand	12	914546	3630	262.50
⊕ Odisha	23	1937881	8222	261.98
⊕ Gujarat	76	5696374	29699	260.05
⊕ Rajasthan	27	1700466	8754	257.63
⊕ Maharashtra	192	15705537	87943	257.06
⊕ Telangana	221	13301892	59454	256.81
⊕ Haryana	53	2836208	12755	255.95
⊕ Tamil Nadu	51	4270633	21462	254.72
⊕ Karnataka	162	11633603	53522	254.64
⊕ Andhra Pradesh	123	11026627	57422	253.13
⊕ Kerala	17	2561779	11923	251.62
⊕ Chhattisgarh	16	553110	2709	251.33
⊕ Punjab	71	4615556	22884	250.18
⊕ Madhya Pradesh	29	3608793	19347	249.47
⊕ Uttar Pradesh	84	3222110	16220	248.77
⊕ West Bengal	210	12214603	56569	245.82
⊕ Delhi	91	3306269	17525	241.55
⊕ Jammu and Kashmir	3	182475	941	239.68



Kellogg's

Supervisor

All

Total Sales

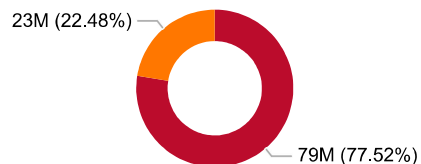
101M

Avg. Total Sales

1.10K

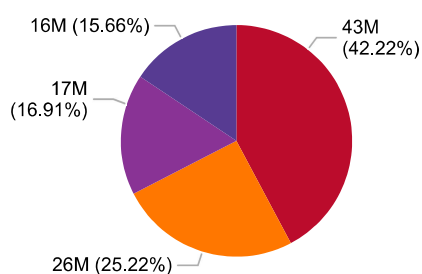
Sum of Total Sales by Designation

Designation ● Merchandiser ● Promoter

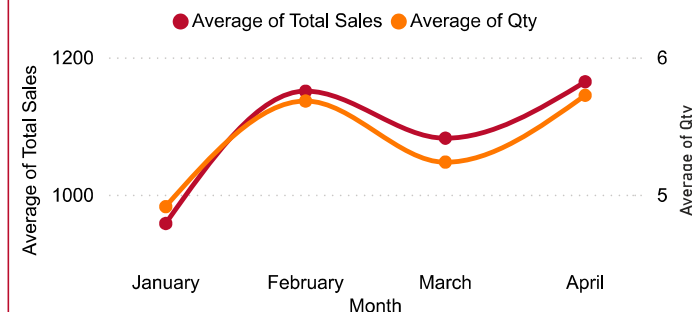


Sum of Total Sales by RegionName

RegionName ● South ● West ● East ● North

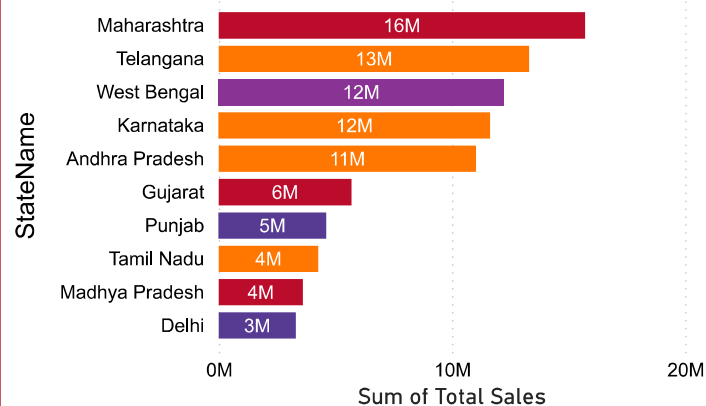


Average of Total Sales and Average of Qty by Month

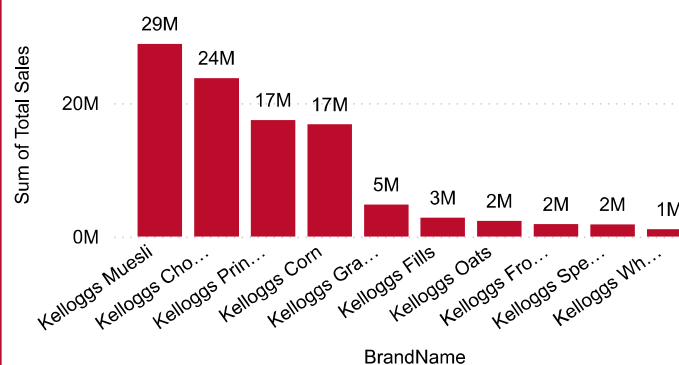


Sum of Total Sales by StateName and RegionName

RegionName ● East ● North ● South ● West

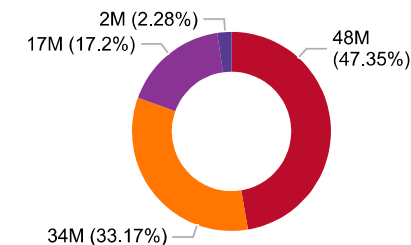


Sum of Total Sales by BrandName



Sum of Total Sales by CategoryName

Category... ● RTEC ● Muesli ● Snacks ● HOTC



Insights





INSIGHTS

Sales by Category

Sales Distribution:

- RTEC: ₹48M (47.35%)
- Muesli: ₹34M (33.17%)
- Snacks: ₹17M (17.2%)
- HOTC: ₹2M (2.28%)

Sales by State

Top States by Sales:

- Maharashtra: ₹16M
- Telangana: ₹13M
- West Bengal: ₹12M
- Karnataka: ₹12M
- Andhra Pradesh: ₹11M
- Other notable states: Gujarat (₹6M), Punjab (₹5M), Tamil Nadu (₹4M), Delhi (₹3M)

Regional Performance

Western Region:

- Maharashtra and Gujarat show strong performance.

Southern States:

- Tamil Nadu and Andhra Pradesh have significant sales figures.

North Eastern States:

- Generally show lower performance compared to other regions.

Quantity Insights

Highest Quantity Sold:

- Jharkhand: 3,630 with total sales of 914,546

Low Quantity Sold States:

- Tripura: 187
- Uttarakhand: 50

Highest Sales

Top Performing State:

Maharashtra

- Total Sales: 15,705,537
- Quantity: 87,943
- Average Price: 257.06

Next Closest:

Telangana

- Total Sales: 13,318,092
- Quantity: 59,454
- Average Price: 256.81

Lowest Sales

Lowest Performing State:

Tripura

- Total Sales: 39,033
- Quantity: 187
- Average Price: 268.16

Minimal Sales States:

- Sikkim: 42,259 sales
- Uttarakhand: 11,217 sales

Average Price Insights

Highest Average Price:

- Uttarakhand: ₹273.27
- Lowest Average Price:
- Jammu and Kashmir: ₹239.68
- Average Price Variation: Most states have prices ranging from ₹239.68 to ₹273.27.

Key Observations

- Strongest performing regions: East region is the highest contributor to sales.
- Top selling products: Kellogg's Muesli is the best-selling product.
- Sales are steadily increasing over the months, indicating a positive trend in performance.

Overall Sales Summary

- Total Sales: ₹101M
- Average Total Sales: ₹1.10K

Sales by Designation

Total Sales Breakdown:

- Merchandiser: ₹23M (22.48%)
- Promoter: ₹79M (77.52%)

Sales by Region

Total Sales by Region:

- South: ₹16M (15.66%)
- West: ₹17M (16.91%)
- East: ₹43M (42.22%)
- North: ₹26M (25.22%)

Trends Over Time

Average Sales and Quantity by Month:

- Average sales started at ~1000 in January, peaking in February and March, with a slight drop in April.
- Average quantity sold shows a consistent increase from January through April, reaching around 6.

Overview of Sales Performance

- Total Sales: Indicates the total revenue generated across states.
- Quantity Sold: Reflects the total number of products sold.
- Average Price of Product: Provides insight into pricing strategies and product premium.

Potential Growth Areas

States with High Total Sales but Low Quantity:

- Maharashtra and Telangana: Price strategies can be reevaluated to enhance reach.

Low Performance States:

- Targeting marketing efforts towards states like Tripura and Uttarakhand to boost sales.

Sales by Product

Top Products by Sales:

- Kellogg's Muesli: ₹29M
- Kellogg's Choco: ₹24M
- Kellogg's Corn: ₹17M
- Other brands include Kellogg's Granola (₹5M) and Kellogg's Fills (₹2M)





CityName	Opening Stock	Closing Stock	Total Qty	Total Sales
Mumbai	160473	114484	53421	9648131
Hyderabad	98215	52992	51021	11653999
Kolkata	63820	29339	41995	8966343
Bangalore	110454	76849	41679	9217661
Pune	68296	54052	18427	3481321
New Delhi	109421	92437	17525	3306269
Vizianagaram	14309	5327	14496	2714094
Chennai	21543	12480	13311	2843311
Bhopal	24274	15633	11086	2038047
Ahmedabad	23158	15149	10892	2190255
Visakhapatnam	44827	36080	10114	1881630
Gurgaon	24160	14658	9641	2156430
Total	1331581	903362	500031	101370025

StateName	Opening Stock	Closing Stock	Total Qty	Total Sales
Maharashtra	288806	214089	87943	15705537
Andhra Pradesh	131527	81980	57422	11026627
Karnataka	125093	80328	53522	11633603
Telangana	111606	58876	59454	13301892
Delhi	109421	92437	17525	3306269
West Bengal	93026	45747	56569	12214603
Uttar Pradesh	83503	68054	16220	3222110
Gujarat	80155	59351	29699	5696374
Punjab	58006	36116	22884	4615556
Tamil Nadu	45676	30847	21462	4270633
Madhya Pradesh	42695	28690	19347	3608793
Haryana	35156	23151	12755	2836208
Total	1331581	903362	500031	101370025

Our Analysis

At 1,164.46, April had the highest Average of Total Sales and was 21.54% higher than January, which had the lowest Average of Total Sales at 958.05. Average of Total Sales and total Average of Qty are positively correlated with each other. Average of Total Sales and Average of Qty diverged the most when the Month was April, when Average of Total Sales were 1,158.73 higher than Average of Qty. Kelloggs Muesli accounted for 28.47% of Sum of Total Sales. Across all 10 BrandName, Sum of Total Sales ranged from 1068120 to 28856210. South had the highest total Sum of Total Sales at 40232755, followed by West at 25010704 and North at 7921825. Maharashtra in RegionName West made up 18.39% of Sum of Total Sales. South had the highest average Sum of Total Sales at 1,00,58,188.75, followed by West at 83,36,901.33 and North at 39,60,912.50.