THE GREAT INDIANTASTE

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OVERVIEW



- 1949: Coca-Cola entered India but was banned in 1977, leading to the launch of Campa Cola by Pure Drinks Group.
- 1977–1991: Campa Cola gained popularity over Double Seven but later faced strong competition from Thums Up, Pepsi (1989), and Coca-Cola's return (1991).
- 2001–2012: The brand declined, shutting operations and fading out, until Reliance acquired it in 2022 for ₹22 crore.

1977 Campa Cola launched 2001& 2009

Campa Cola's major shutdowns

2012

Brand nearly vanished

₹**22** cr.

Acquisition cost (Reliance)

BRAND COMPETITORS







PRODUCT PORTFOLIO

Varieties:



Campa Cola (Classic)



Zero Sugar

Campa Cola



USPs:

- Nostalgia marketing Reminds older generations of the original Indian cola era
- Affordability Priced lower than global competitors to appeal to mass-market

Packaging & Size Variants:

Campa Orange

- Available in glass bottles, PET bottles, and cans.
- Sizes: 250 ml, 500 ml, 1 L, 2 L
- Retro-inspired design with bold, vibrant colors and classic fonts



MARKET ANALYSIS

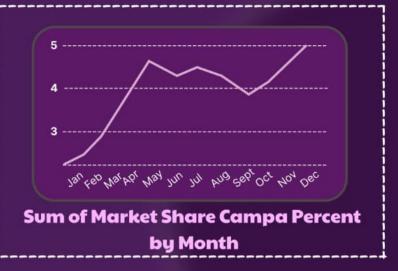
















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MARKETING AND BRANDING STRATEGIES □

- Affordable Pricing Campa Cola starts at ₹10, targeting price-sensitive consumers.
- Reliance's Retail Strength Uses JioMart, Sahakari Bhandars, and kiranas for wide distribution.
- Nostalgic Appeal Rebrand leverages emotional connection with older generations.
- Multi-Channel Distribution Available across modern trade, digital platforms, and local stores.
- Volume-Focused Strategy Prioritizes high sales volume over short-term profit margins.
- Blend of Old and New Combines legacy branding with modern design and flexible packaging.
- Competitive Edge Gains advantage through low prices, strong distribution, and Indian-origin appeal

PRICING AND SCHEME

- Penetration Pricing: 200 ml at ₹10 and 500 ml at ₹20 to attract price-sensitive consumers.
- Bundled Offers: Combos with other Reliance products to boost value perception.
- Retail Discounts: In-store promotions to drive trial and purchase.
- Free Sampling: Introduced in Reliance outlets to encourage firsttime users.

FACTS AND FIGURES

Re-launch Year:

2023, under Reliance Consumer Products.

Revenue Goal:

Capture a significant share of India's ₹50,000+ crore soft drink market.

Pre-Acquisition Status:

Dormant legacy brand with negligible presence.

Post-Acquisition Impact:

Strong sales growth in Tier 2 and 3 cities driven by affordability and nostalgia.





ROOT CAUSE ANALYSIS : WHY CAMPA COLA FAILED

Factor	Explanation
Liberalization (1991)	Entry of Coca-Cola & Pepsi with deep pockets
Outdated Branding	Failed to innovate or rebrand for Gen-Z
Lack of Distribution	Inability to match cold chain and retail scale
No Marketing Evolution	Relied on legacy appeal with no new engagement
Operational Inefficiencies	Stuck with old bottling units, poor logistics

PERFORMANCE METRICS

50M+

impressions in 3 months

10M

product samplings in launch phase

40%

repeat rate in 6 months

1.5L+

outlets across 100 cities



USER PERSONA

Value-Driven & Nostalgic Consumers (Age 30–45)

Rajeev Sharma - Budget-Conscious Family Man



Age: 38

Location: Tier-2 city (Lucknow)
Occupation: School teacher

Demographics: Married, two children, middle-class **Psychographics:** Looks for affordable yet familiar products, trusts Indian-origin brands

Behavior: Buys soft drinks during monthly grocery

runs, prefers family packs

Motivation: Low price + nostalgia from 90s Campa

Cola memories

Touchpoint: Reliance Smart Bazaar, local kirana

Meena Iyer - Homemaker with Brand Loyalty



Age: 42

Location: Metro city (Chennai)
Occupation: Homemaker

Demographics: Middle-class, family of five **Psychographics:** Loyal to trusted household products, open to reliving childhood brands **Behavior:** Picks up beverages during weekly

JioMart orders

Motivation: Familiar taste, easy online access,

Indian brand pride

Touchpoint: JioMart, Sahakari Bhandar

Youthful, Trend-Following Consumers (Age 15-30)

Aryan Mehta - College Student on a Budget



Age: 20

Location: Mumbai (Metro)
Occupation: B.Com Student

Demographics: Middle-income household Psychographics: Looks for low-cost alternatives

to premium brands

Behavior: Buys 200ml Campa Cola during breaks

or while hanging out

Motivation: Rs 10 pricing, cool retro vibe, Reliance

trus

Touchpoint: College canteen, nearby kirana stores

Riya Sinha - Young Working Professional



Age: 27

Location: Bangalore

Occupation: Content Marketing Executive Demographics: Single, lives in shared flat Psychographics: Brand-curious, trend-aware,

experimental

Behavior: Tries new beverages, especially during

summers or online grocery orders

Motivation: Nostalgic name with fresh design,

value-for-money

Touchpoint: Reliance Smart, Blinkit, Swiggy

nstamart



GTM STRATEGY (GO-TO-MARKET)



STRATEGIC ROADMAP TO OUTPACE COMPETITORS

Pricing Strategy

- Aggressive entry pricing at ₹10 to attract mass and rural consumers
- Must balance low prices with long-term profitability



Distribution Expansion

- Utilize Reliance's wide network + quick commerce platforms (e.g., Swiggy Instamart)
- Strengthen modern retail and digital availability for wider reach



Product Innovation

- Launch new flavors and sizes (small for impulse, large for families)
- Use innovative packaging formats like cans and eco-friendly options
- Introduce limited editions to create buzz and drive loyalty

Brand Marketing

- Tap into nostalgia and Indian brand pride for emotional branding
- Use storytelling, digital campaigns, and influencer tie-ups to reach younger consumers





SOFT DRINK

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ABOUT

REVIEWS



DIGITAL AND SOCIAL MEDIA PLAN



#NostalgiaFizz challenge



Quirky meme marketing + moment marketing



"What if Campa Cola never left?" web series



Exclusive coupons, "Refer & Fizz" campaigns

CONCLUSION: THE ROAD AHEAD

- Strategic Revival: With Reliance's backing, Campa Cola is well-positioned to re-enter the market as a strong, homegrown challenger to global cola brands.
- Cultural Resonance: The brand leverages nostalgia, Indian identity, and affordability to connect with both older and younger generations.
- Future-Ready Approach: A modern marketing strategy, wide distribution, and digital engagement make Campa Cola poised for sustained success in the evolving Indian market.



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THANK YOU



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ANUSHKA | SHUBHAM | GAURAV

