

24 MANTRA THE ORGANIC PIONEER



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ORGANIC FARMING

And Why It Makes Sense...

24 Mantra Organic

- Stringent quality control
 - Healthy food and guaranteed purity
 - Topmost player with efficient operational structure
-
- Large untapped market
 - Increasing restaurants, shelf space and investments
 - A developing segment of health conscious people



- Low awareness, loyalty and trust
 - Premium pricing and high investments
 - Consumer driven market and lack of flexible pricing
-
- Government regulations in foreign countries
 - Natural Disaster like droughts and famine
 - Presence of cheaper substitutes

“ Understanding the Fundamentals ”



BUSINESS MODEL

" A look into the current
working model of 24 Mantra ! "

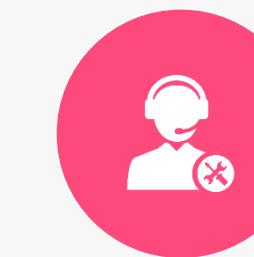
Farm to Fork Model



Identification



Cultivation



Technical support

Identification of right area according to demand and availability of farmers

Right cultivation practices along with selection and training of committed farmers

Technical support to farmers for better quality yield



24 Mantra Organic



Certifications



Harvest Practices

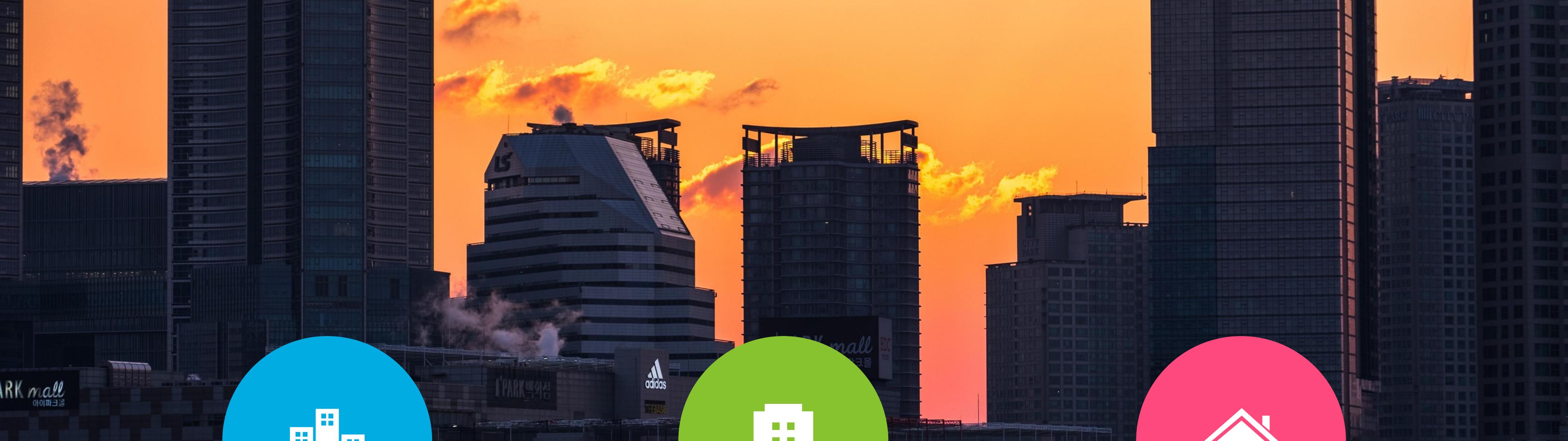


Receipt of application by accredited organic certification body of farmers

Right harvest and post harvest practices along with checks to ensure organic integrity

INDIAN DEMOGRAPHICS





Tier 1

Cities with highest living standard – Main hub of health conscious customers



Tier 2

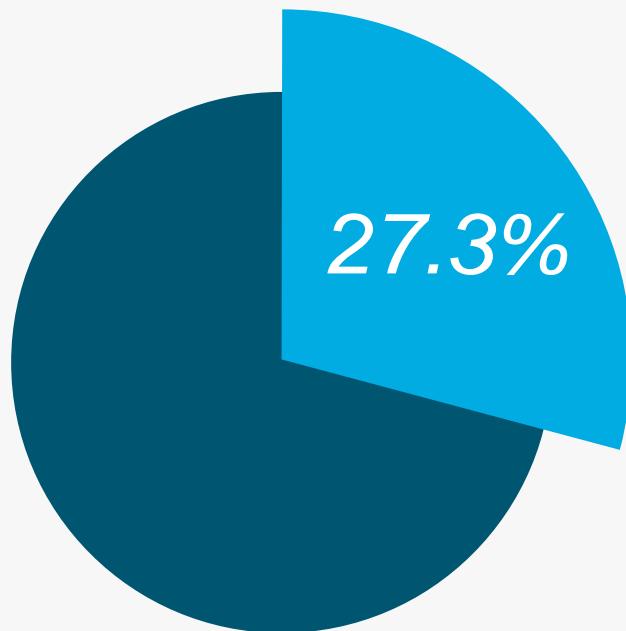
Moderate per capita income – Large population but lack of organic food awareness



Tier 3

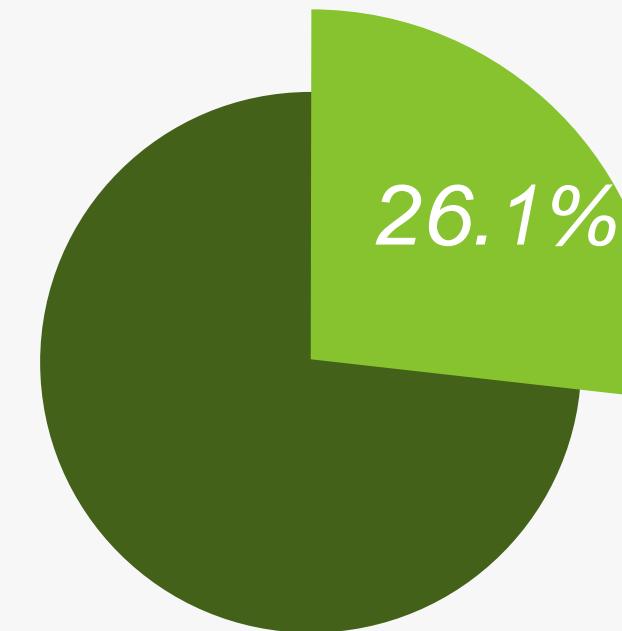
Low penetration of organic products – Currently not ideal as target market

Age Wise Segmentation



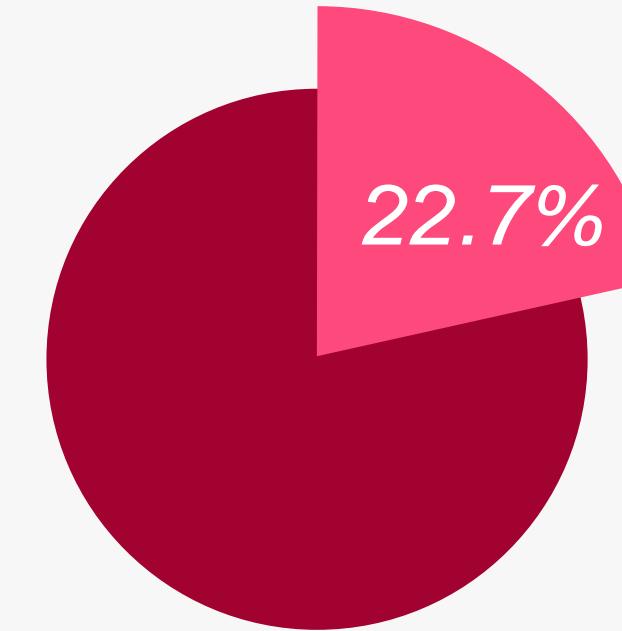
Below 14 years

Comprises of infants and school going children



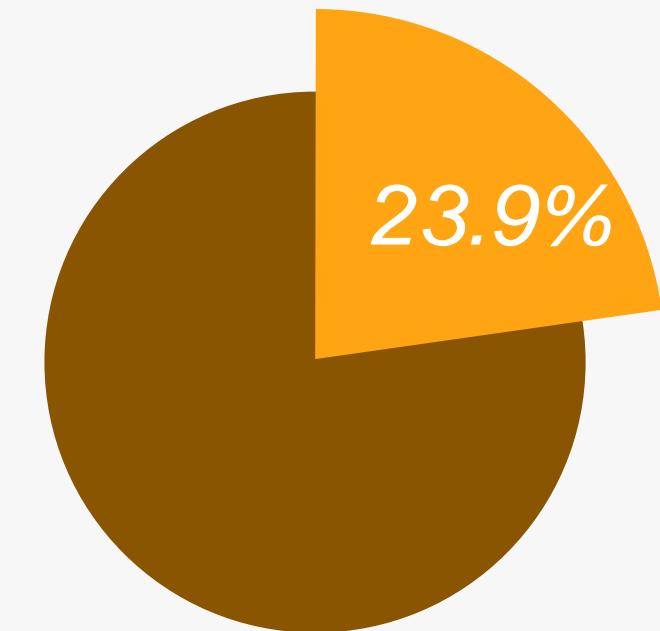
15-30 years

Consists of physique and fitness conscious customers



30-45 years

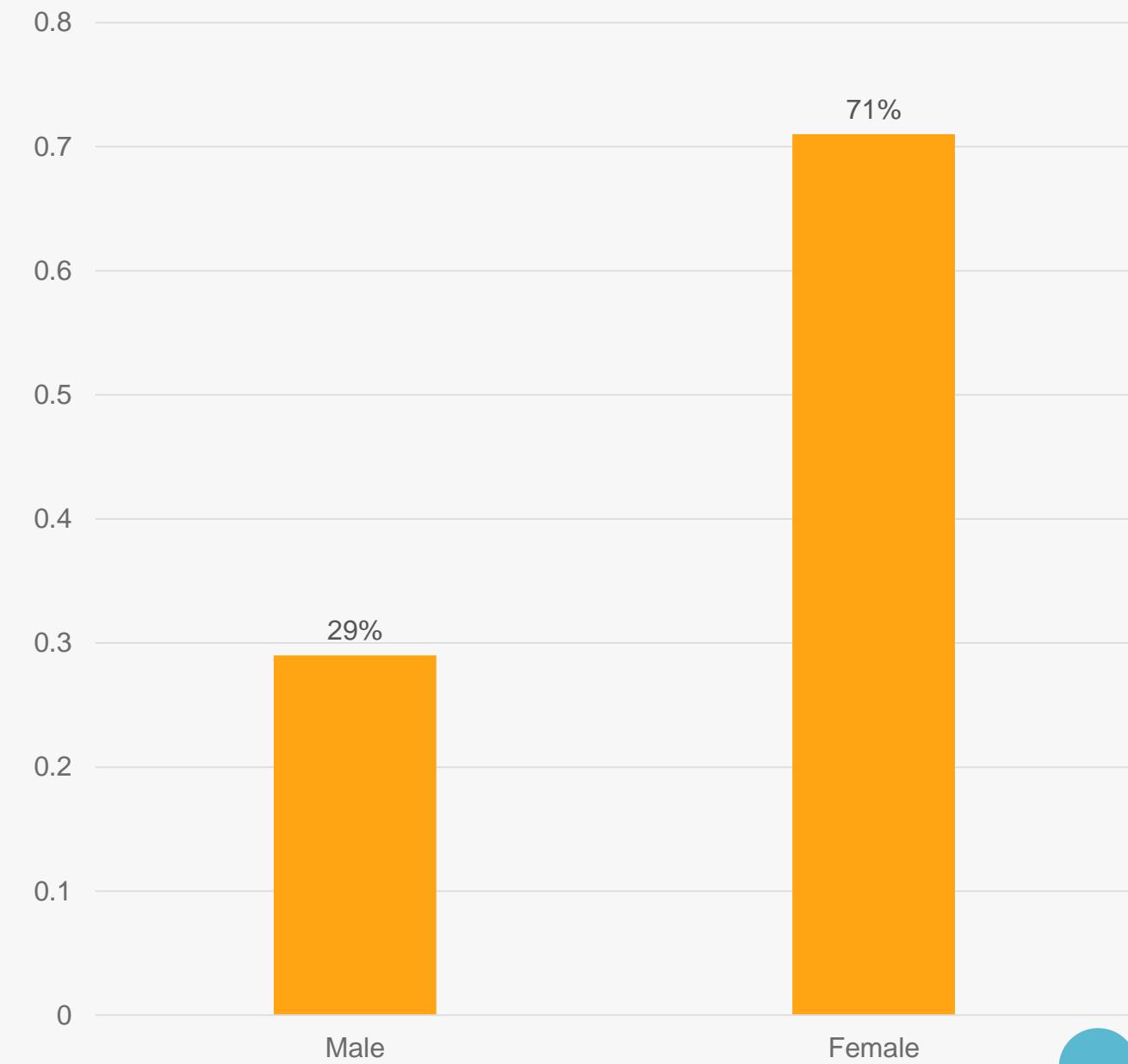
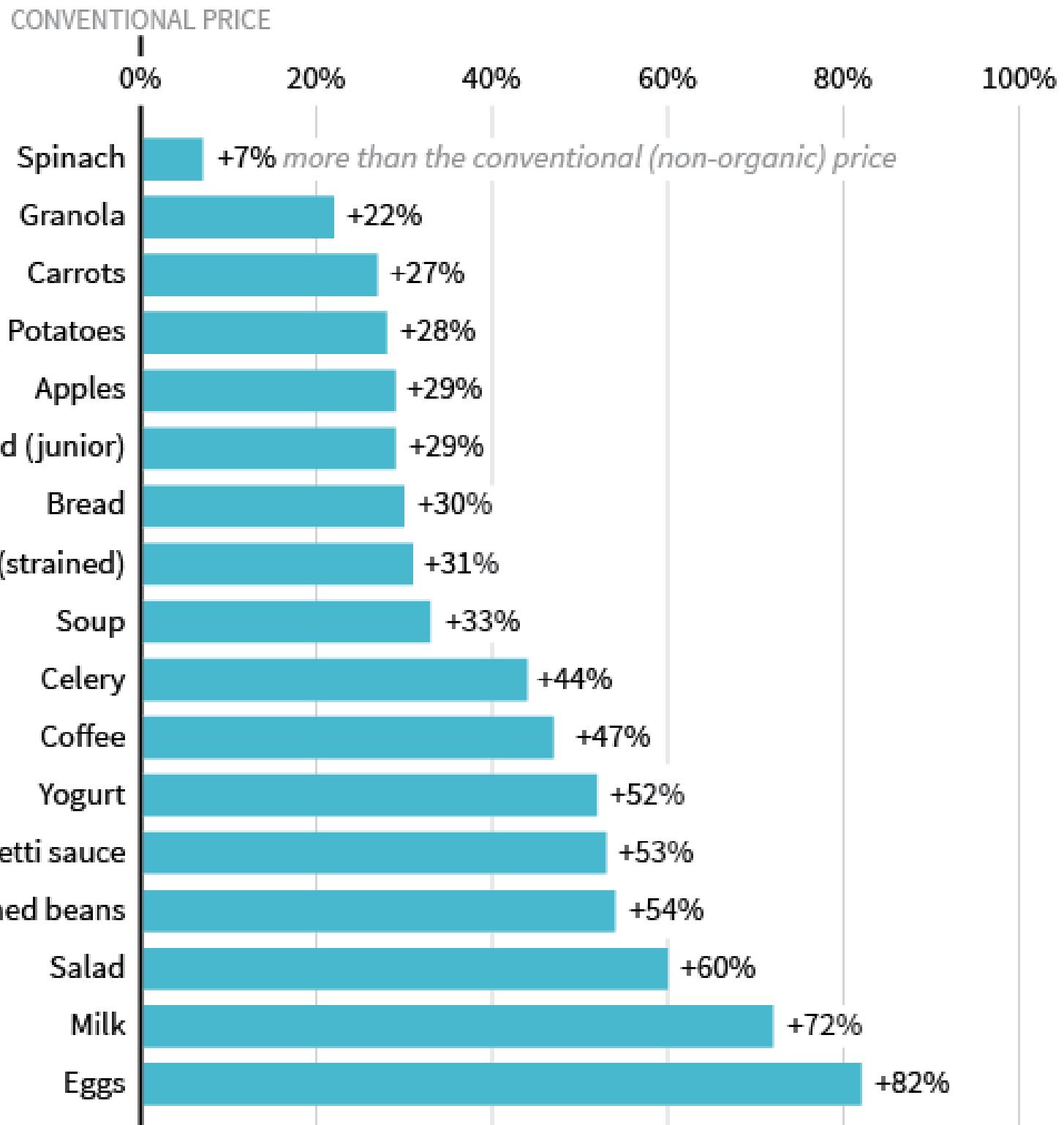
Greater focus on healthy lifestyle



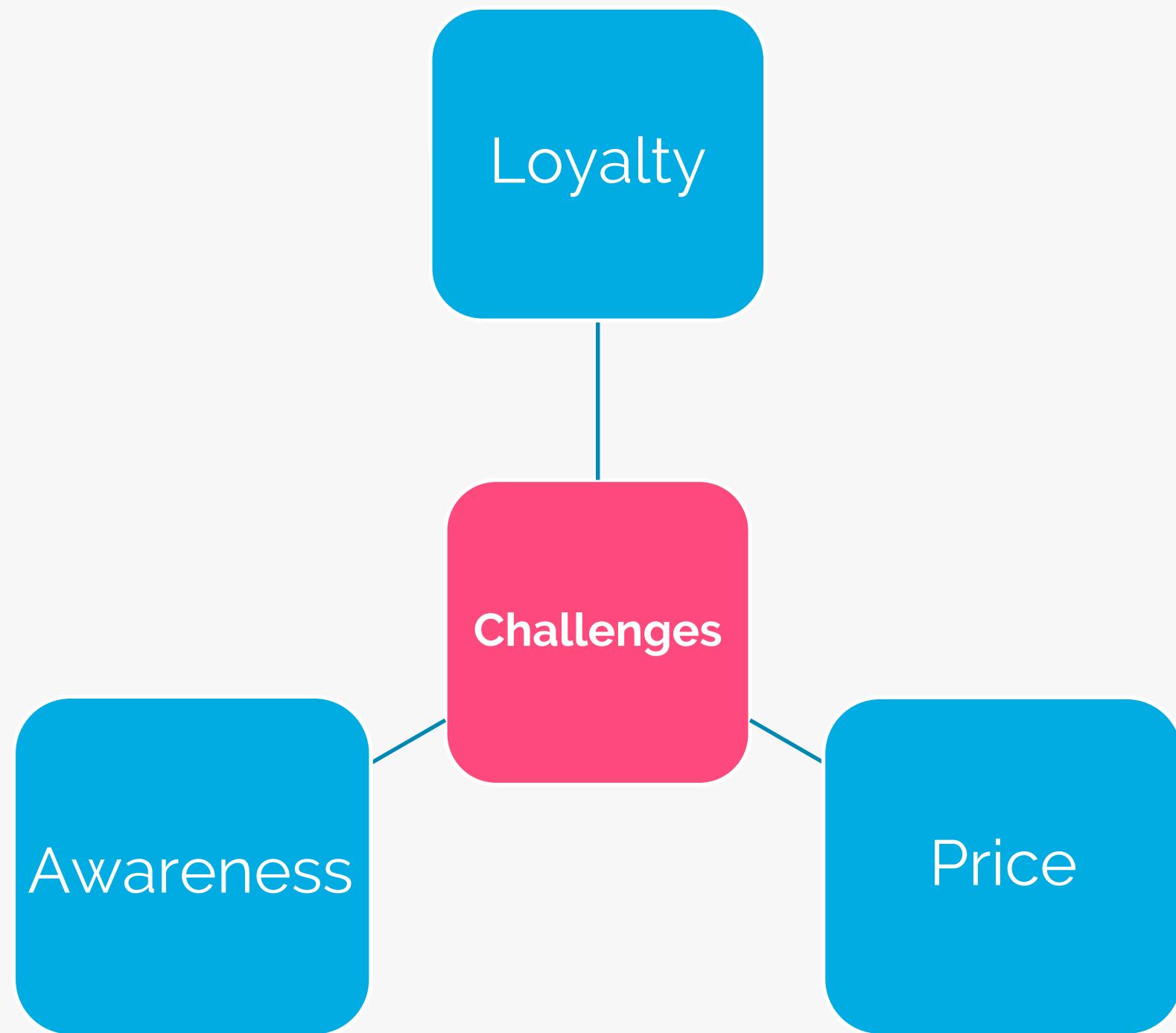
45 years above

Prone to health deterioration

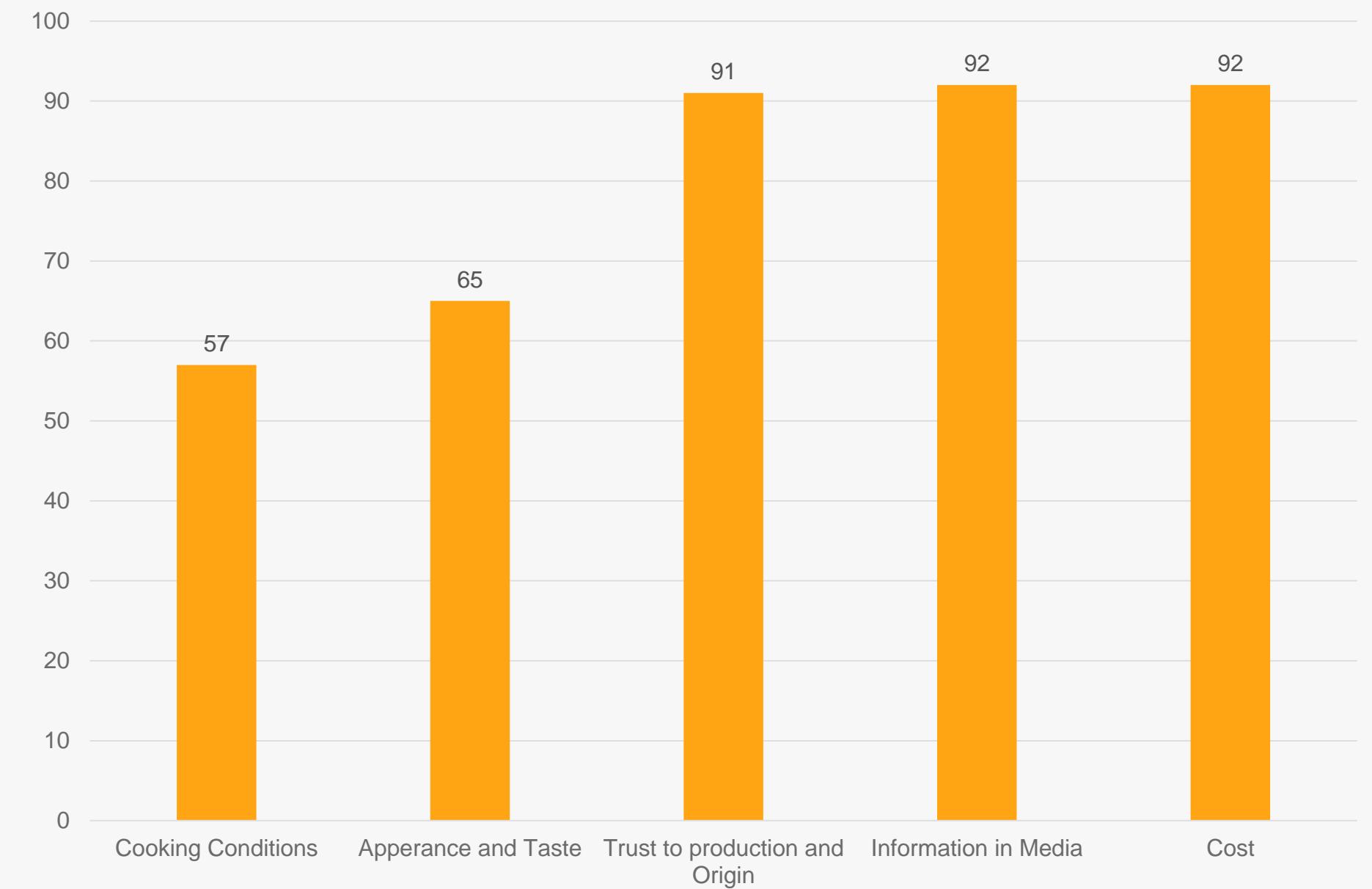
Product and Gender Demographics



Biggest Challenges



Barriers to purchase of organic food

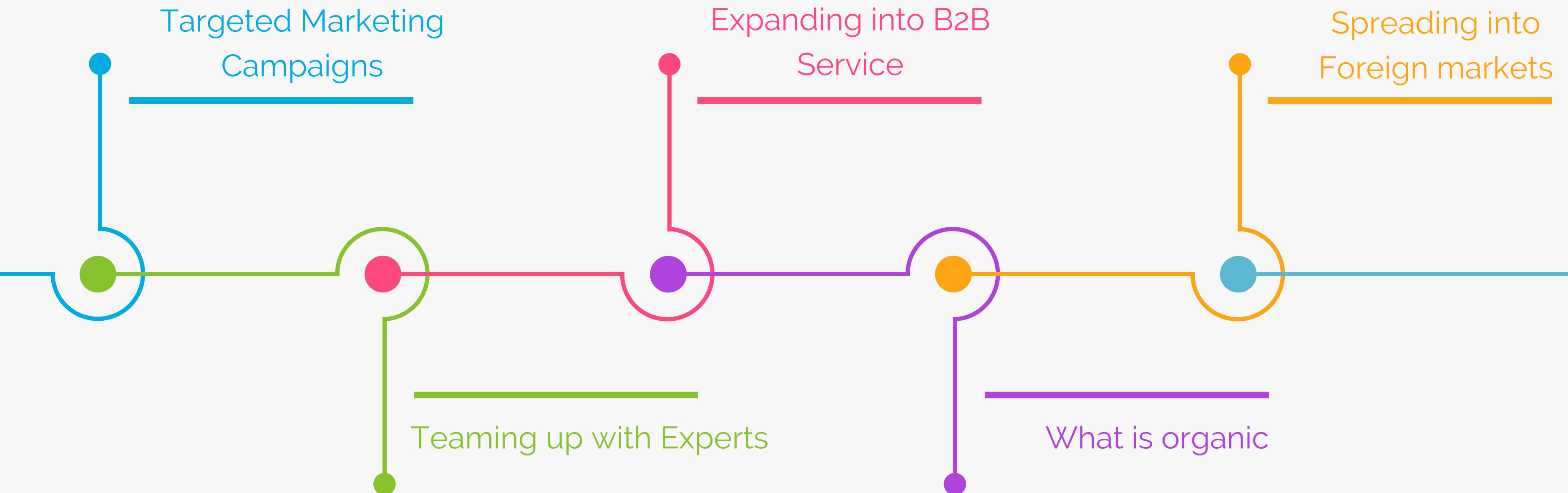




SOLUTION

ACTION PLAN

First things first





Targeted Market Campaigns

Everyone is not your customer

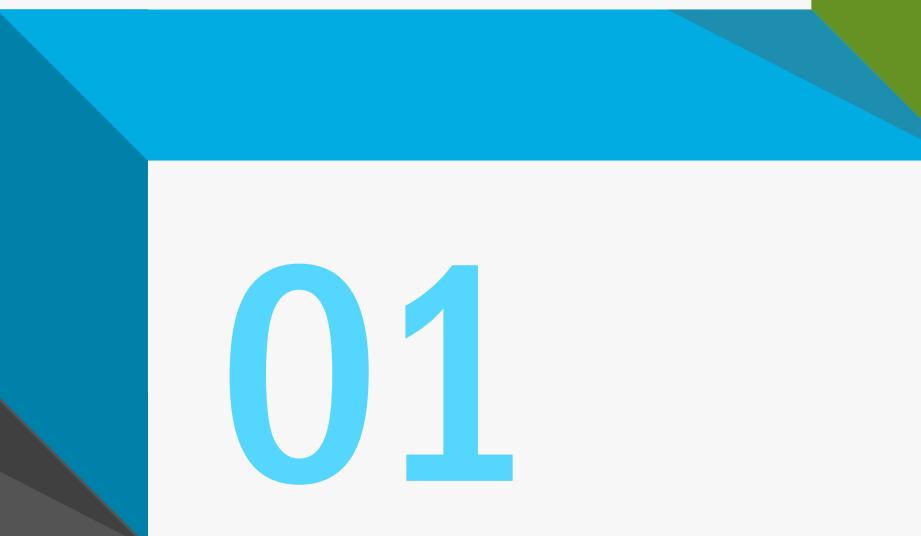
Who ?

Identifying customers with tier
and age wise classification

01

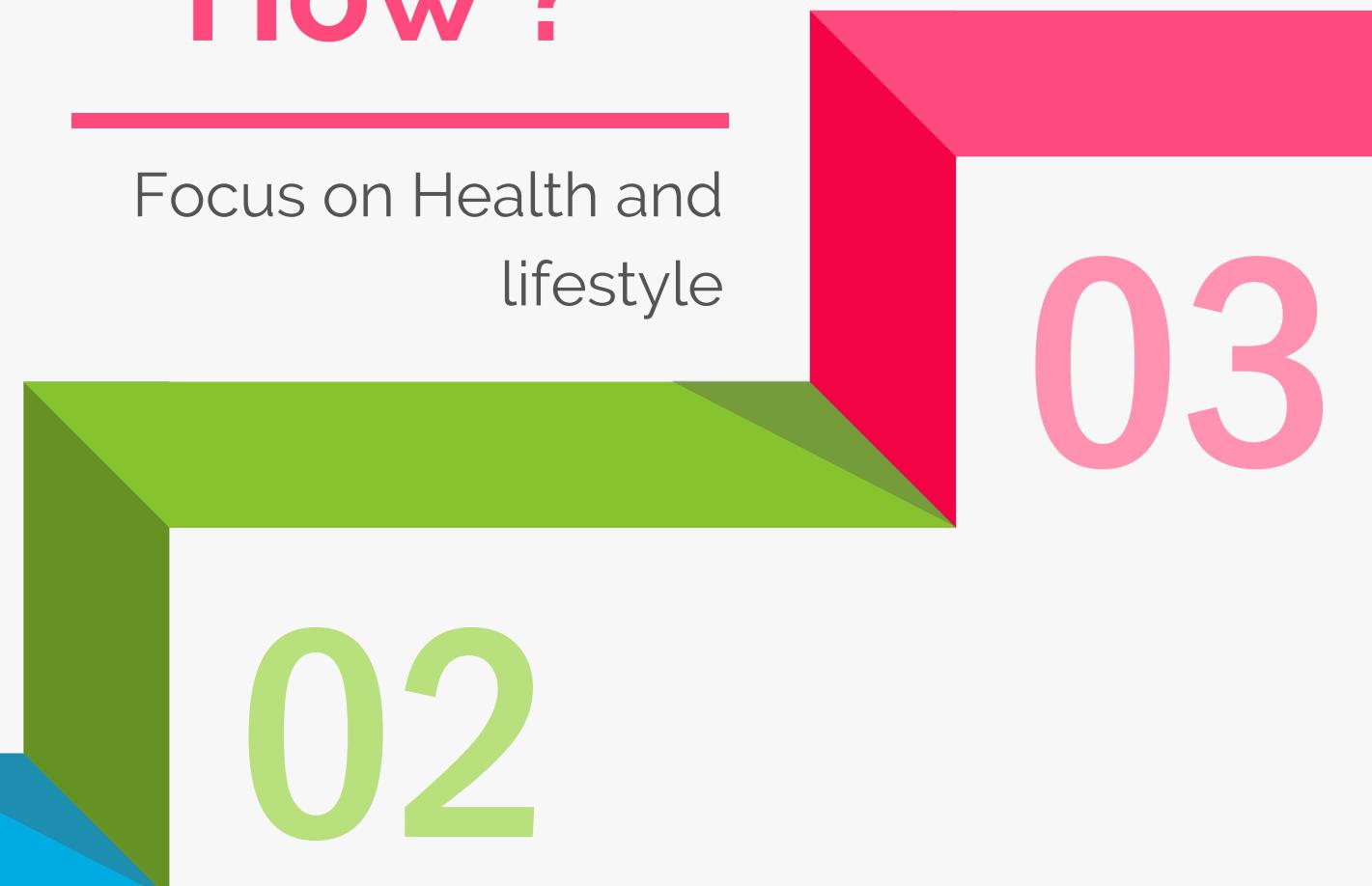
What ?

Data based product
segmentation



How ?

Focus on Health and
lifestyle





Digital Presence



Social Media
Publicity



Targeted
Advertisements



Collaborating
with fitness
YouTubers

The Power of Digital Medium..

“ Proper digital marketing will help 24 Mantra to expand to Tier 2 cities ”

Teaming up with the Experts



DOCTORS



GYM TRAINERS



FITNESS EXPERTS



NUTRITIONISTS

"Opinion of experts has always been a liability, it's time to make it an asset"



The Pathway

Farm Tours

Organizing farm tours for health experts in Tier 1 cities to gain their trust

Opinion Videos

Shooting advertisements featuring these experts to improve trust in 24 Mantra organic

Mutual Collaboration

Providing health experts and gym trainers our organic products in bulk which they can further recommend to their customers



THE UNTAPPED POTENTIAL



Business To Business Approach

Tie Up with Elite School Canteens

To begin with, elite schools across all tier 1 cities should be targeted

Exploiting government inclination

CBSE board has banned selling HFSS foods in school canteens

Collaboration with cloud kitchens

Emerging as a supplier to the organic wing of online food platforms

Building upon Potential Investors

Capitalizing positive inclination of investors towards organic food market

**“ How to
distinguish when
everything is
'organic' ! ”**





The Organic Propaganda

ORGANIC

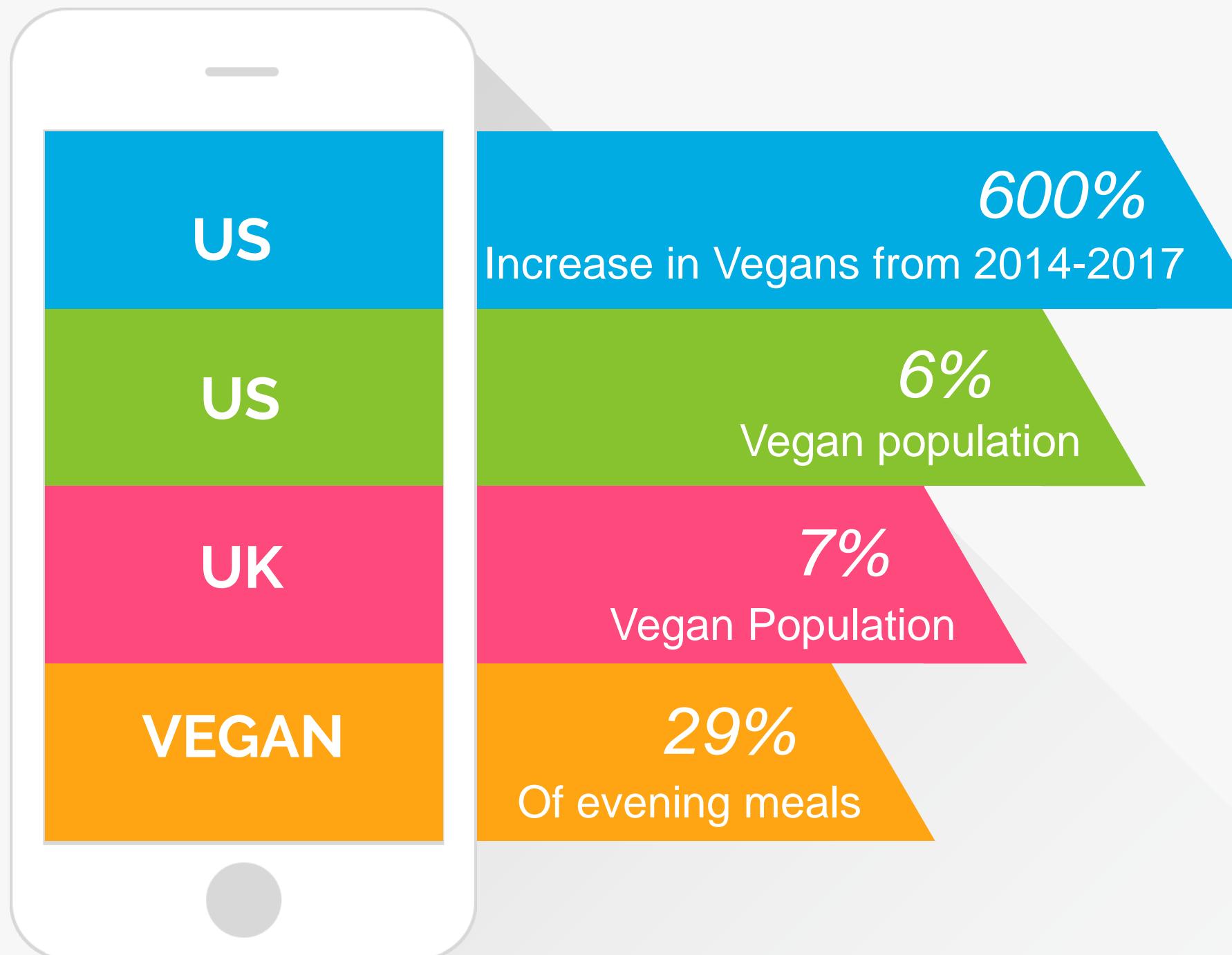
- Capital invested in rigorous processes
- Focus on Quality
- Certified Products

PSEUDO-ORGANIC

- Misleading Advertisements
- Excessive focus on Marketing
- No relevant certifications

Foreign Markets

Where the future lies...



The Vegan Movement

Initially considered a fringe movement, it has now become mainstream with immense popularity with more and more people adopting a healthy vegan lifestyle



Moving to Bigger Markets

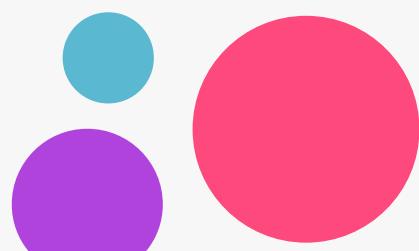
USA is the world's largest economy with GDP per capita of \$49,800 whereas India has a GDP per capita adjusted with PPP of \$6,426.67

IN A NUTSHELL



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TEAM NAME

The Four Wizards

THANK YOU

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Aditya Parashar

Tushar Singla

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