

# WILL Mukesh Ambani pull a Jio on Coke and Pepsi?

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# Introduction

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- ▶ Mukesh Ambani heads Reliance Industries, a large cap Indian company in energy, telecom, and retail.
- ▶ Mukesh Ambani, a prominent Indian businessman, is known for his transformative impact on various Industries.
- ▶ Ambani's Jio made affordable internet widely accessible, driving India's digital growth.

# India's Beverage Market Leaders: Coca-Cola, PepsiCo

- The founder of Coca-Cola is John Stith Pemberton.
- In FY23, Coca-Cola India Pvt Ltd, an unlisted entity, had reported a net profit of Rs 722.44 crore and revenue from operations at Rs 4,527.31 crore.
- Its expenses on advertising and sales promotion were up 35.47 per cent to Rs 1,520.21 crore during the financial year under review. This was at Rs 1,122.11 crore a year ago.
- Besides, Coca-Cola also has a bottling unit, Hindustan Coca-Cola Beverages (HCCB) Private Ltd, which operates 16 plants. [-economictimes.indiatimes](https://economictimes.indiatimes.com)



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# Pepsico. "Rise up, Baby!"

- The founder of Pepsi is **Caleb Bradham**.
- PepsiCo entered India in 1989 and has grown to become one of the largest MNCs
- It follows the calendar year as financial year from January 2024. During the nine months, its **revenue from sales in the domestic market** was at Rs 5,533.63 crore. Exports contributed Rs 266.19 crore to the total revenue of the company.
- PepsiCo has positioned itself as a major player by responding to evolving consumer preferences and expanding into healthier product lines.



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# Campa Cola: "Naye India Ka Apna Thanda!"



- In 1977, Charanjit Singh, the owner of Pure Drinks Group, created Campa Cola after the Indian government expelled Coca-Cola.
- Campa Cola became a household name in the 1970s and 1980s. It was a market leader in most regions of India, and was known for its unique taste and patriotic slogan, "The Great Indian Taste"



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In the early 1990s, the Indian market opened to foreign players like Pepsi and Coca-Cola after the liberalization policies of the P. V. Narasimha Rao government. Campa Cola faded in popularity.

In 2022, Reliance Industries acquired Campa Cola for 22 crores. Reliance Retail Ventures, the retail arm of the Reliance group, with a new packaging system and a variety of pack sizes.

[://brandequity.economictimes.indiatimes.com/news/marketing/will-mukesh-ambani-pull a-jio-on-coke-and-pepsi/113523599](https://brandequity.economictimes.indiatimes.com/news/marketing/will-mukesh-ambani-pull-a-jio-on-coke-and-pepsi/113523599)

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# BEVERAGES PORTFOLIO





# Price, Product Comparison, Market Advantages, and Taglines: Pepsi, Coca-Cola, and Campa Cola (India 2024)

Brand	Bottles sizes(ml)	Price (INR)	Available Flavours	Advantage of Grabbing Market Share	Tagline
Campa Cola	200, 500, 2,000	10, 20, 49	Cola, Orange, Lemon	Aggressive pricing appeals to price-sensitive markets, aided by Reliance's expansive distribution network <a href="#">-Market Brew</a>	<i>'Apna Thanda, Apna Campa'</i> (Our Cold Drink, Our Campa)
Coca-Cola	250, 500, 2,250	20, 30, 70+	Cola, Thums Up, Fanta, Sprite	Strong brand loyalty, global distribution, and ability to introduce region-specific budget products <a href="#">-Benzinga.</a>	<i>"Have a coke and Have a Smile"</i>
Pepsi	250, 500, 2,250	20, 40, 80+	Cola, 7UP, Mirinda, Mountain Dew	Premium pricing in urban markets, with flexibility to introduce lower-cost variants <a href="#">-Benzinga.</a>	<i>"Rise up Baby"</i>

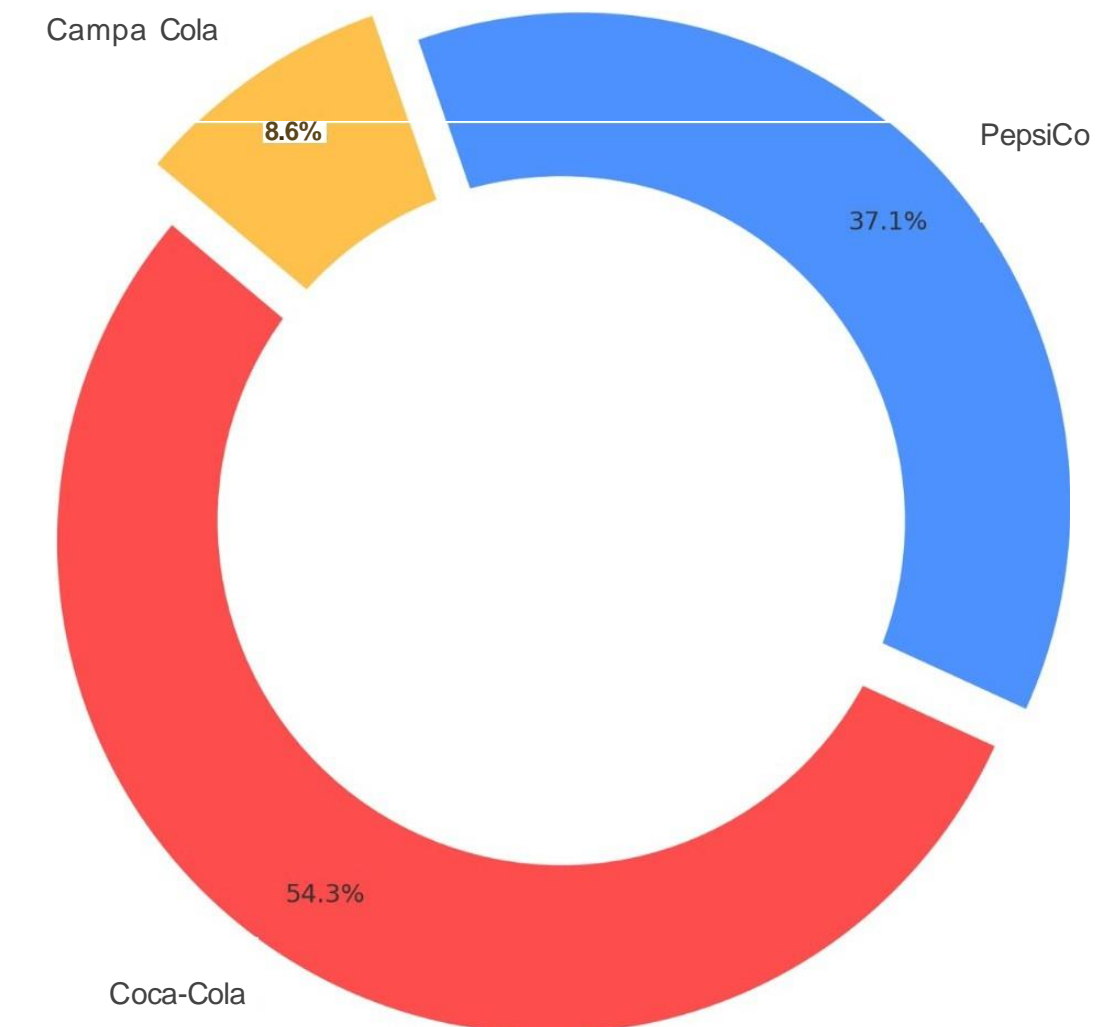


# Marketing Strategy of Campa Cola and Its Impact on Coca-Cola and PepsiCo

Campa Cola's Strategy	Details	Effect on Coca-Cola and PepsiCo
Aggressive Pricing	Products priced significantly lower (e.g., 10 for 200ml, 20 for 500ml).	Forced Coca-Cola and PepsiCo to re-evaluate pricing for smaller SKUs, impacting profit margins.
Higher Trade Margins for Retailers	Offers higher profits to local kirana stores and distributors compared to competitors.	Coca-Cola and PepsiCo needed to increase incentives for retailers to maintain shelf dominance.
Leveraging Nostalgia	Capitalizes on Campa Cola's legacy as a homegrown brand to evoke emotional connections with older consumers.	Coca-Cola and PepsiCo increased advertising campaigns to highlight their strong brand presence.
Wide Distribution Network	Utilizes Reliance's extensive retail network (Reliance Fresh, Jiomart) to penetrate rural and urban areas.	Pushed competitors to strengthen their supply chain presence in rural and tier-2 cities.
Localized Marketing Campaigns	Tailored promotions during local festivals like Durga Puja and Diwali to connect with regional audiences.	Coca-Cola and PepsiCo responded with region-specific promotions and festive packaging.
Focus on Affordability for Rural Markets	Targets price-sensitive rural consumers, offering quality at a budget-friendly price.	Competitors shifted focus to smaller, affordable SKUs to retain market share in rural areas.
Introduction of Nostalgic and Modern Flavors	Combines legacy flavors with modern variants to appeal to both older and younger generations.	Coca-Cola and PepsiCo intensified new product launches and flavor innovation to stay competitive.

# Challenges Faced by Campa Cola

- 1.Coca-Cola and PepsiCo have long-established brands with immense consumer loyalty, making it difficult for Campa Cola to capture significant market share.
- 2.Coca-cola and Pepsico have strong relationships with distributors and retailers, creating stiff competition for shelf space and market visibility.
- 3.Campa Cola faces the challenge of building a modern brand identity that resonates with younger, urban audiences



"Thank You!"