

WHY IS NESTLE MAGGI (2 MINUTE NOODLES) SO SUCCESSFUL? ( Jo 2 minute me kabhi nahi banti!)  
(Translation: which can never be made in 2 minutes!)








MAGGI manufacturing was started in 1885.

Julius maggi joined a failed food factory to make it successful. He perfectly knew the taste and preferences of young people. They wanted food that could be prepared easily and quickly. They wanted a tasty food with loads of nutrition. Due to his consciousness about changing business environment ,he was able to make that loss making food factory into profit making food factory by introducing OUR FAVOURITE MAGGI.

NESTLE had eyes on Such EVERGREEN PRODUCTS which would never die and remain in market even during crisis. A product whose preference would never change. Therefore NESTLE BOUGHT MAGGI in 1947.

NESTLE was Searching for a Maggi friendly market. And it found such market in INDIA . Nestle in initial years captured 90% market share in INDIA. Even we didn't have such food habits. India never eats noodles in their diet. But NESTLE CHANGED FOOD HABITS OF INDIANS. They focused on customer loyalty. Between 2015-2019 Nestle reduced salt amount by 12000 tones. They used AGGRESSIVE ADVERTISING POLICY. They attracted public using good taglines like 2 minute noodles, price friendly ( do

you remember that ad of chotu 5 rs Maggi??) And quick and easy to make. They marketed maggi as HEALTHY FOOD. Even maggi could be made using different recipes!!!! Comment your favourite recipe!! INDIANS NEVER USED THE WORD NOODLES THEY SIMPLY CALLED EVERY NOODLE AS MAGGI!! THATS THE POWER OF THIS BRAND!!

 <p><b>Maggi Masala Noodles</b></p> <p>5:32</p>	<p>Maggi Masala Recipe   Maggi banane ki recipe   Maggi Recipe in hin.. Kabita's Kitchen 3 years ago · 19M views</p>
 <p>3:08</p>	<p>Masala Maggi Recipe   Vegetable Masala Maggi   Easy Snacks Recipe ... Toasted 1 month ago · 388K views</p>
 <p>Makhni Maggi</p> <p>3:15</p>	<p>Makhni Maggi Recipe   Indian Style Creamy Masala Maggi Recipe ... The Terrace Kitchen 1 month ago · 359K views</p>
 <p>3 MILLION+ VIEWS</p> <p>3:51</p>	<p>Masala Maggi Recipe   Vegetable Masala Maggi   Easy &amp; Tasty Maggi .. Kanak's Kitchen 1 year ago · 3.5M views</p>
 <p>5:11</p>	<p>उंगलियाँ चाटने पर मजबूर हो जाएंगे ये मैगी खाकर-Best Masala Ma... Shaluzlovebook 10 months ago · 6.5M views</p>

BUT UNFORTUNATELY FOR MAGGI on JUNE 2015 ; 10 out of 13 samples of maggi were rejected as they had 17% of MSG AND LEAD. MSG (monosodium glutamate) and lead proved to be the start of biggest loss for NESTLE. in it's whole history. THE INDIAN GOVERNMENT BANNED

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# Maggi ban: Govt files case against Nestle, seeks Rs 640 cr in damages

Charges firm of misleading consumers that noodles was healthy.

By: **Express News Service** | New Delhi |

Updated: August 12, 2015 11:54:24 am



MAGGI LOST 640 CR. AS FINE ( SOURCE: INDIAN EXPRESS) and more than 320 CRORE OF MAGGI WAS REMOVED FROM MARKET and 20 CRORE WERE USED BY NESTLE TO DESTROY THE EXISTING MAGGI. 250 CRORE OF LOSS ON SALE . Nestle never expected such downfall. It was a major defeat for nestle. Our favourite Maggi was no more!! It disappeared from Indian markets . It even had 40% share in Bangladesh and Malaysia. But 90% of market share in India was lost.

BLACK DAY FOR NESTLE!!

BOUNCE- BACK !! COME- BACK OF MAGGI!! NEVER GIVING UP NESTLE BRAND!!

Even after such a major defeat in India, Nestle bounced back in November 2015 claiming it to be safe for consumers. They set- up a FAQ for their consumers. They frequently replied to everyone on social media platforms. They increased their number of ads. They tried to RETAIN THEIR LOYAL CUSTOMERS. They tried to retain their loyal customers i.e. 1 kids and children 2. Working women 3. Bachelors 4. Housewives . You all fought for maggi in school ! Isn't it?! You all fought with your siblings ! That he got a major share in maggi! Isn't it?? THEY SURVIVED BECAUSE OF THEIR CUSTOMERS WHO CREATED CUSTOMERS. After the ban they introduced more than 43 varieties of maggi between January 2016 to may 2019.



THE MD HIMSELF HANDLED THE SITUATION! It is the responsibility of top level management to handle and re- create the market share. Many rivals emerged for maggi such as patanjali who claimed themselves as swadeshi over maggi being a foreign brand; ching's Chinese also emerged with a greater force. BUT MAGGI'S LOVE AND FAME WAS NEVER LOST. IT IS STILL THE MARKET LEADER.





Maggi was banned by Food Safety and Standards Authority of India (FSSAI) in June 2015 for five months for allegedly containing lead beyond permissible limits. Photo: Hindustan Times

## Maggi attains over 60% market share, touches pre-crisis level in value terms

1 min read . 06 Aug 2018

PTI

Maggi contributes around one-third of the total sales of Nestle India, which had in 2017 crossed the ₹10,000-crore sales mark

Maggi managed to be market leader due to ITS ORIGINAL TASTE and due to FIRST MOVER ADVANTAGE (as it gained loyal customers) Maggi's loyal customer didn't let it fall.

The instant noodles market in India was valued at INR 93.66 Bn in 2017, and is expected to expand at a compound annual growth rate (CAGR) of ~ 5.6% during 2018-2023. Among the various companies operating in the market, Nestle enjoys the highest market share (~ 60%), followed by ITC. Mar 25, 2019



<https://www.businesswire.com> › home

[Instant Noodles Market Analysis & Forecast in India, 2018 to 2023 ...](#)

Also in 2015 the ministry of health reported iron deficiency in women and children. Nestle used the odds in their favour by claiming that one plate of maggi has 15% of iron in it! WHAT A BRILLIANT MOVE !!

**THINGS TO LEARN FROM MAGGI CRISIS:**

1. NEVER GIVE UP
  2. RETAIN YOUR CUSTOMERS
  3. CREAT CUSTOMERS WHO CREATE CUSTOMERS.
  4. KNOW YOUR TARGET AUDIENCE
  5. PROMOTE AGGRESSIVELY
  6. BUILD GOODWILL
  7. NEVER IGNORE YOUR CUSTOMERS
  8. ANALYSE THE MARKET PROPERLY
  9. USE ODDS IN YOUR FAVOUR
  10. DONT RELY ON SINGLE PRODUCT , INTRODUCE VARIETIES
- ... Many more( comment if you know any)

I don't know who can make maggi in 2 minute! But i personally love it!

Me after making maggi : I am atmanirbhar ( i am self -dependent)

Note : The content is originally made by author based on research and analysis. The author does not claim over images.