



Haldirams

By

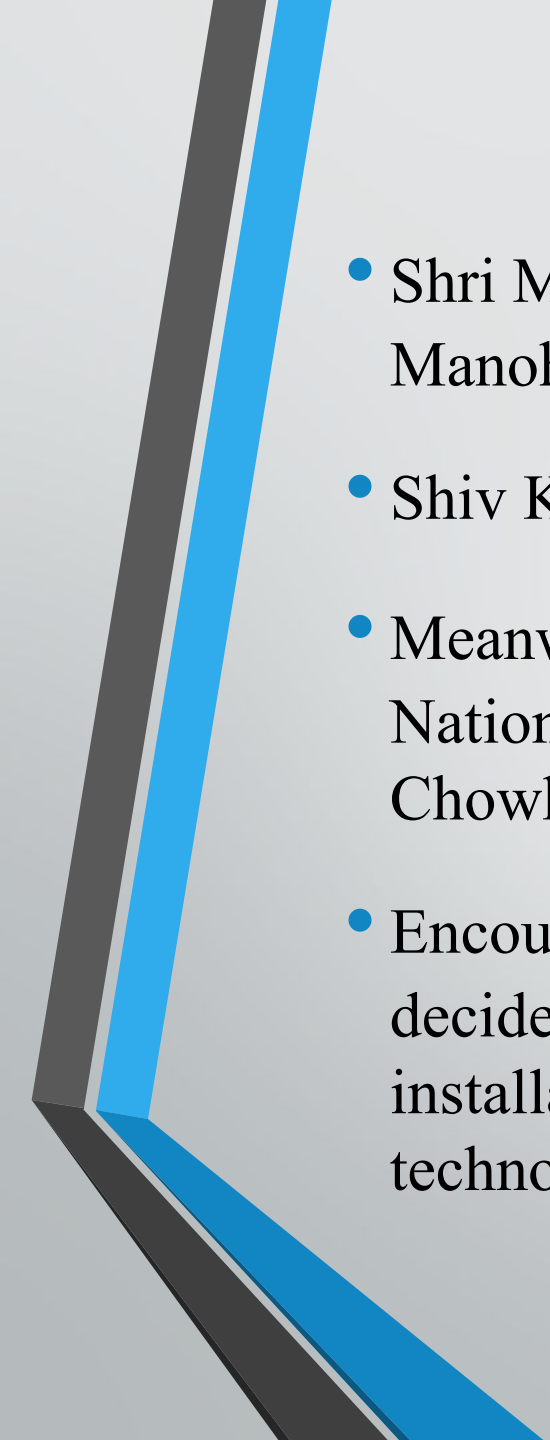
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Objective

- To Study about Haldiram's and its related aspects like its products and services, History, Organizational structure, Subsidiary companies etc
- To study the marketing mix of Haldiram's
- To study the marketing strategies and brand loyalty of Haldiram's
- To study the behaviour of the consumer with respect to attributes such as Brand Loyalty and come up with the recommendations as to what all needs to be considered keeping the consumer in mind
- To analyse Haldiram's competitor and compare their strategies and come up with recommendations for any problem being faced by it

Introduction

- Beginning of way back in 1941 in Rajasthan
- The brand name HALDIRAM BHUJIWALA was introduced
- Subsequently reach extended 1958 to Kolkata and further to west India and never looked back
- 1983 opened shop in Chandni Chowk the main hub of commercial centre in Delhi
- Prime focusing was on sweets and namkeens
- It was lead by three brothers Shri Moolchand, Shri Satyanarain and Shri Ramashwar

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- Shri Moolchand and his four sons Shiv Kishan, Shri Shiv Ratan, Shri Manohar Lal, and Shri Madhu
 - Shiv Kishan established Haldiram's name in Nagpur
 - Meanwhile Manohar Lal Aggarwal and Madhu Sudan had taken Delhi (the National Capital) by storm with resounding success of Haldiram at Chandni Chowk and never looked back
 - Encouraged by the tremendous response of Consumers, HALDIRAM decided to go in for up-gradation in technology, packing, production etc. with installation of plant and machinery of best available state-of-the-art technology and sophistication



Mission

- Quality
- Best packing strategy
- Vast market coverage
- Number's of year's experience
- Performance and quality lead to big competition
- Staff's should be very sensitive and customer friendly about the complaints

Brand Personality

- “Maharaj” known for lip smacking dishes
- Male of 40 years old of middle or upper middle class
- A person fond of food, jolly, old fashioned, down to earth, honest, wholesome, real and authentic
- Image of sincere, experienced, skilled genuine and older brand
- Well liked and respected member of the family
- High quality and rich parentage

Trend Setter

- It was the first company to brand “Namkeen”
- It was one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as Panipuri, Chatpapri and so on, which catered to the needs of hygiene conscious non resident Indians and other foreign customers
- The group also pioneered new ways of packaging namkeens its packaging techniques increased the shelf life of namkeens from less than a week to more than six months

Competitors

- Fritolays, ITC, Parle (chips)
- Fritolays-Lehar, Bikaner (Mixtures)
- HUL-Kissan, Gopal Ji, Hamdard, Fun Foods, Mapro, Kraft foods-Hersheys's (Flavoured Syrup)
- Traditional food outlets and sweet shops on local level
- S & A Foods (Sweets)

Challenges

- How would they keep the company on a high growth trajectory ?
- How would the company tackle the competition from small, unorganized players in market ?
- Could Haldiram's create and sustain a clear differentiator that marked it different from these players ?

SWOT ANALYSIS

Strength

- Quality
- Research and Development
- Manpower
- Pricing
- Latest Technology
- Packaging
- Trust of the consumer

Weaknesses

- Low Advertising Budget
- Traditional Management Style
- Manufacturing process not completely automatic

SWOT ANALYSIS

Opportunity

- Growing food Industry
- Changes in the consumers taste and preferences
- Increase in the purchasing power of families
- Prospects for Exports

Threat

- Availability of substitute goods
- Health conscious or awareness
- Increasing competition from Indian and MNC food companies

Marketing Mix

- Product : Haldiram offers a various products as per customers requirement such as sweets, dairy products, snacks etc.
- Price : Competitive price to penetrate the unorganized markets. Prices varies according to weights and type of Namkeens and raw materials.
- Place : Where customers can purchase the product is also an important factor in determining sales. It is available at Railway outlets and Retail Shops. It is also available in rural and urban areas.
- Promotion : High awareness among the customers. High brand loyalty for Haldiram products.
- Positioning : Haldiram offers ready to eat high quality readily available Indian snacks with excellent packaging which provides increased shelf life to its products



Marketing Strategies

- The tremendous success of haldiram lies in its “authentic taste” be it Bikaner Bhujiya, South Indian Murukku or Bengali Roosogulla
- Every product is manufactured in house and monitored closely by the management
- Uniformly in Quality and Taste (Promotion)
- Years of Experience
- Competitive pricing
- Attractive packaging
- Excellent Distribution

Haldiram's Five Ps



Market Segmentation

- HALDIRAM PROVIDES A SAVORY SNACKS AS CUSTOMERS TASTE AND PREFERENCES.
- As WOMEN are the buyers for household needs and the deciding factor on what to be served to the guests, Haldiram targets them for their Namkeens. Minute Khana for those ready to eat food needs.
- Takatak and Whoopies for KIDS
- In Mithai also, they have come with sugar free sweets for the "diabetic" or HEALTH CONSCIOUS CUSTOMERS.
- Further, there is something for everyone in Haldiram's varied product range, such as, and the all famous Mithai for everyone at home.

International Market

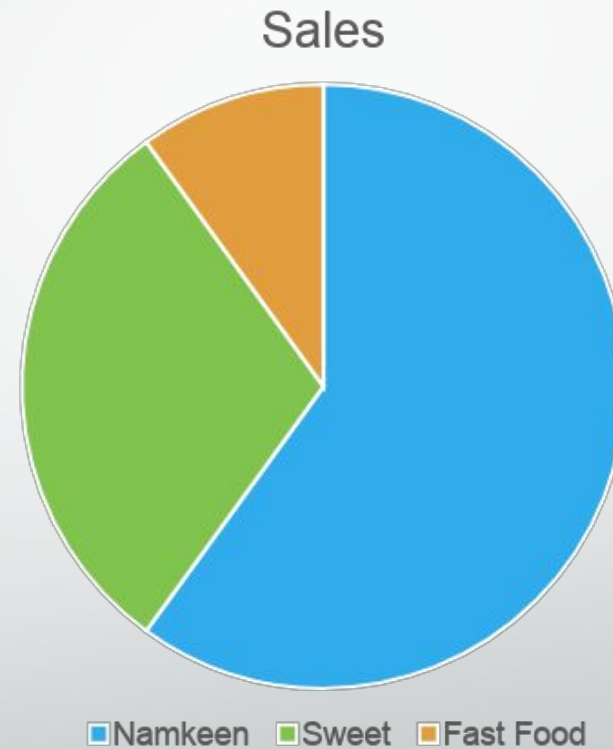
- Haldiram enter in International market in 2000
- Export increase from \$1.7 million to \$6 million from year 200 to till today.
- Open restaurant in abroad
- Available in UK, USA, UEA, Srilanka, Canada, Japan, Australia, Sinagpore, Malaysia, South Africa, Qatar, Kenya, Bahrain.

Distribution of Product



Profitability

- Namkeen : 60%
- Sweet : 30%
- Fast Food : 10%



Market News on Haldiram's

- Haldiram's among Bidder for Videocon industries
- Dead lizard allegedly found in food at haldiram's , Outlet Shut down
- Maharashtra FDA gives clean chit to Haldiram snacks, says lead within limits
- Haldiram's Revenue more than Mcdonalds and Domino's Combined

Quality Standards

- Proper Quality management systems
- Haldiram's is pleased to certify that all our products are BRC 'A' Certified
- Monitoring of customer feedback
- Performance monitoring of supplier
- Training and development of our employees
- Regular audit of our internal process

Pricing

- Haldiram's offers its product competitive prices in order to penetrate huge unorganized market of Namkeen and sweets
- The company pricing strategy has taken into consideration the price conscious nature of consumer in India. Haldiram has launched Namkeen in small packet of 30grams, priced as low as Rs.5. The company also launched Namkeen in 5 different packs with prices various according to their weights.
- Prices also vary on basis of type of material used to manufacture it. Cost of metalizes packing also has an impact on price
- Company revises prices of products upwards only when there is increase in raw material costs

Place for Distribution

- Robust Distribution network
- Attractive policy to encourage distributor or retailers
- Strength its distribution through internet. For example, www.channelindia.com
- 50 C&F agents and 1035 distributors in India
- Tie up with India times with delivery time of 48 hours to one week and value added services
- Retail outlets such as supermarkets, sweetshops provision stores (Goodwill : Pull strategy : Stockists compete to hold the brand)

Promotion

- Haldirams product promotion had been low key competition intensified in the snack food market
- To increase the visibility of Haldirams brand company place its hoarding in traffic areas such as train station and bus stand
- For those people who want to know about Haldirams product special broacher were design which described product and give information about ingredients used to make it
- An often recalled puch line for Haldiram's product
 - “Always in good taste”
 - “Chota samosa- big maza”
 - “Millions of tongues can't go wrong”

Packaging

- Packaging is an important aspect of Haldiram's product promotion. Since Namkeen's are impulse purchase items.
- Attractive packaging in different colours influences purchases.
- Haldiram's uses latest technology to increase shelf life of its products
- Shelf life of similar product is less than single a week, while shelf life of Haldiram's product is 6 months.
- Posters highlighting shelf life of its products carried caption "6 months on the shelf and 6 second in mouth"
- During festival season, Haldiram's products were sold in specially packaged gifts packs.

Positioning

- Haldiram's gained an edge over its competitors by minimizing promotion costs.
- Tremendous quality and growth in product quality and packaging
- Its clever products and brilliant distribution moved it into the star category of brands
- Haldiram's earned recognition both in India and abroad. The Nagpur unit got International food award at Spain for its hygiene
- Manoharlal Agarwal played key role in success of Delhi unit makes haldiram more established in domestic market

Expansion

- Haldiram's was not the kind of company to stay with what it had already achieved
- The restaurant at Nagpur devised an innovative strategy
- Travelers passing through Nagpur railway station in ordering food from Area where company stocks were located
- Customer could place an order for lunch or dinner through cheque at Nagpur unit
- Along with payment, customer asked to provide information such as name of train, time of arrival, customers name and seat number
- The lunch or dinner will be delivered to them when train arrived at Nagpur

Haldiram's Statistical Analysis

Chipping Away

SNACKS MAKERS	MARKET SHARE (%)		% CHANGE	OFFERING* PER ₹10 PACK
	MAR-11	MAR-08		
Frito Lay India	58	66	-8	28
Balaji Namkeen	14	13	1	55
ITC	9	11	-2	36
Haldiram	5	3	2	55
Parle Products	5	0	5	30
Prakash Snacks	4	2	2	45

*Weight In grams

Source: The Nielsen Co



Indian Snack Market Growth

Indian Snack market is growing due to following factors :

- Lifestyle Changes
- Rising Urbanization
- Growing Middle Class population
- Local Availability
- Availability of Snacks in Small package size
- Economical to premium price
- Company's Strategies to focus on regional taste.

Conclusion

- There is high awareness level for different Haldiram's products amongst the retailers
- From the survey of 250 retailer in Delhi it was noticed that in most of the retailers are keeping Haldiram namkeens
- Market share of Haldiram namkeen is more than double of its competitors
- From the data it's quite clear that while promoting any brand the foremost considerations are good demand and margins followed by regular supply and next comes brand names
- Average annual sale come out to be highest for Haldiram's namkeens followed by Lehar, Bihano, local brand like namkeens, Raja, Shammi, Tingle, Shah, Aone, Rajsi, etc
- Margins as revealed by retailers are highest for local brand followed by Lehar, Bikano and Haldiram's is that order
- Brand awareness for Haldiram's product is very high

These are the reason for its sustainability in market and no other brand can compete with haldiram in namkeen industry.



Thank You