



GOPAL AGRO

Tamarind-Based Product
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Introduction

- **Gopal Agro** is an agro-based business focused on tamarind processing.
- The brand aims to deliver high-quality, natural, and hygienic tamarind products.
- Our mission: “*Provide pure, processed, and value-added tamarind products to India and global markets.*”



Product Portfolio

- Raw Tamarind
- Seedless Tamarind
- Tamarind Powder
- Tamarind Sauce / Chutney
- Tamarind Soap (Natural skincare)
- Tamarind Candy / Drinks
- Special Export-Grade Tamarind



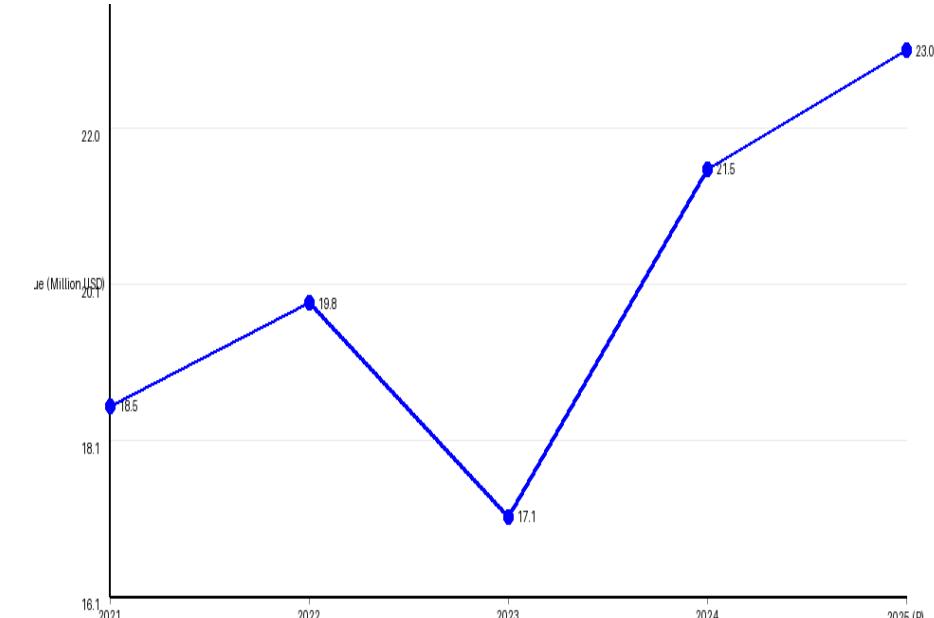
Problem Statement

- Market has impure/adulterated tamarind.
- Lack of standardized packaging.
- Customers face inconsistency in taste and texture.
- Limited product innovation in tamarind industry.



Market Opportunity

- High demand for hygienic, processed tamarind.
- Rising preference for natural & organic products.
- Growing export market for tamarind.
- Tamarind-based skincare demand increasing.



Target Audience

- **Geographic:** India, Gulf countries, Malaysia, UK.
- **Demographic:** 18–60 age group, households, restaurants.
- **Behavioral:** Health-conscious, frequent buyers.
- **Business Buyers:** Hotels, food industries, spice companies.



Marketing Objectives

- Build strong brand identity for Gopal Agro.
- Achieve 20% market penetration in first year.
- Expand product range in value-added items.
- Develop domestic + export sales channels.

Letter	Full Form
G	Genuine (Guaranteeing Purity)
O	Organic (Commitment to Natural Produce)
P	Premium (Delivering High Quality)
A	Authentic (Traditional Taste & Texture)
L	Leadership (In Market Innovation)
A	Advantage (A Benefit to Consumer & Farmer)
G	Global (Focus on Export & Reach)
R	Reliable (Consistent Supply)
O	Organization (Structured & Hygienic Process)

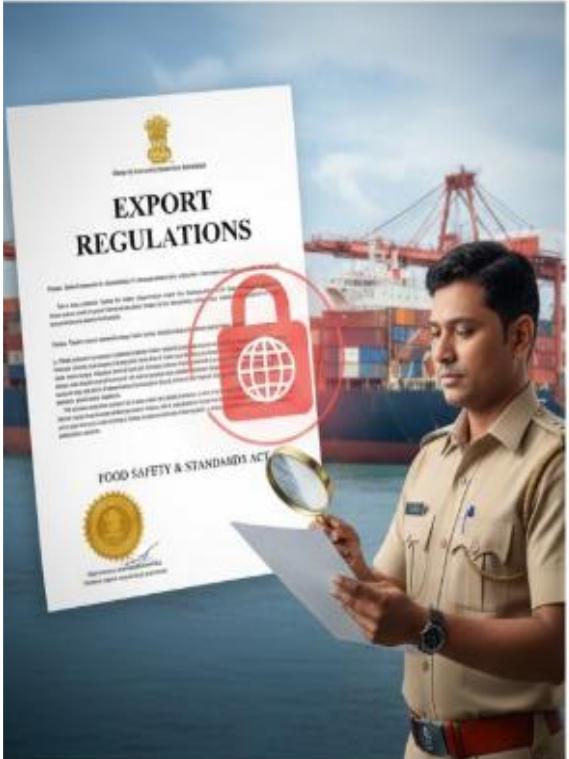
SWOT Analysis

- **Strengths:** Own production, organic raw material, large volumes.
- **Weaknesses:** New brand, limited awareness.
- **Opportunities:** Export demand, e-commerce growth.
- **Threats:** Price competition, seasonal production issues.



PESTLE Analysis

- **Political:** Export regulations, food safety laws.
- **Economic:** Growing FMCG market, inflation affects pricing.
- **Social:** Shift to organic foods.
- **Technological:** New processing & packaging machines.
- **Legal:** FSSAI, packaging norms.
- **Environmental:** Waste management, sustainable farming.



Unique Selling Proposition (USP)

- 100% Natural & Chemical-Free
- Hygienic Processing
- Premium Quality
- Traceable Farm-to-Factory System
- Eco-Friendly Packaging

GOPAL AGRO: OUR UNIQUE SELLING PROPORTIONS

100% Natural & Chemical-Free



Hygienic Processing



Traceable Farm-to-Factory System



Eco-Friendly Packaging



Marketing Mix (4Ps)

- **Product:** Fresh tamarind, seedless tamarind, tamarind powdered, skincare tamarind items.
- **Price:** Competitive + value-based.
- **Place:** Local markets, malls, Amazon, Flipkart, exports.
- **Promotion:** Influencers, Instagram reels, YouTube, sampling.

GOPAL AGRO: OUR 4 Ps OF MARKETING

Product



Fresh, Seedless, Powdered, Skincare Tamrind Items

Price



Competitive Pricing Value-Based Strategy
Competitive + Value-Based

Place



Local Markets, Malls, Amazon, Flipkart, Exports

Promotion



Influencers, Instagram Reels, YouTube, Sampling



- **Additional products from waste:**
- **Tamarind Seeds:** Sold to pharma companies (used in medicines)
- **Tamarind Shells:** Used in energy storage

- 1) Textiles Industry
- 2) Oil And Gas Industry
- 3) Paint Industry
- 4) Cosmetic Industry
- 5) Wood Industry
- 6) Pharmaceutical Indus

Price Strategy



We keep prices affordable:



Tamarind Powder (100g): ₹40



Seedless Tamarind (250g):
₹60



Tamarind Candy (Pack of 10): ₹25



Tamarind Juice (200ml): ₹30



Bulk & Export orders get special pricing”

Place

- Our products are available in:
- **Online:** Flipkart, Amazon
- **Offline:** Local malls, kirana stores
- **Export:** To UAE, USA, and Gulf countries
- **Direct:** Local fairs, mandis, exhibitions”

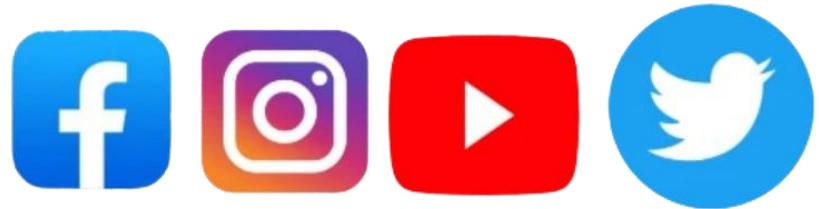


**amazon E-COMMERCE
BRANDS**



Promotion

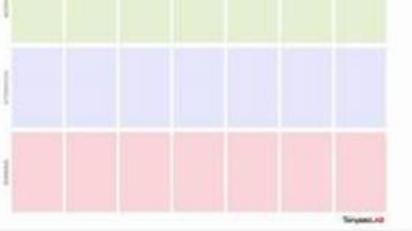
- We promote our brand using:
- Social Media (Instagram, YouTube)
- Influencer marketing
- Tasting stalls in malls
- Ads on Flipkart, Amazon
- Posters, Radio ads, and Local events



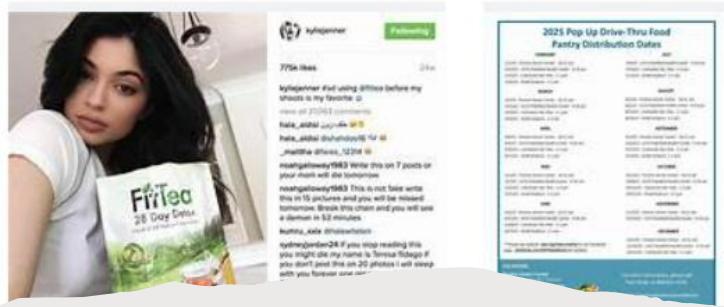
Social Media Campaign Idea

- **Campaign Name:** #TasteOfGopalAgroTamarind
- **Platforms:** Instagram, YouTube, Facebook
- **Content:**
 - Reels showing processing
 - Recipe videos
 - Customer testimonials
 - Packaging reveal
 - Influencer cooking videos





Monday	3 AM or 7 PM	12 AM or 5 PM	2 AM or 6 PM
Tuesday	2 AM, 4 AM, and 6 AM	12 PM, 2 AM, and 4 AM	1 AM, 2 AM, and 4 AM
Wednesday	11 AM, 3 PM, and 5 PM	8 AM, 10 AM, and 12 PM	10 AM, 12 PM, and 2 PM
Thursday	11 AM and 3 PM	1 AM and 3 AM	12 AM
Friday	10 AM to 11 AM, 3 PM to 2 PM, and 4 PM to 5 PM	7 AM to 8 AM, 10 AM to 11 AM, 12 PM to 1 PM, and 3 PM to 4 PM	9 AM to 10 AM, 12 PM to 1 PM, and 3 PM to 4 PM
Saturday	1 AM, 4 PM, and 5 PM	3 AM, 7 PM, and 8 PM	3 AM, 2 PM, and 4 PM
Sunday	11 AM, 2 PM, and 7 PM	8 AM, 12 AM, and 4 PM	10 AM, 1 PM, and 4 PM



Campaign Execution Plan

- Content calendar: 3 reels/week
- Influencer partnerships with food bloggers
- Free sample distribution to local stores
- Amazon & Flipkart sponsored ads
- Website with ordering system

Campaign Analysis Plan

- Track reach, views, and engagement rate
- Monitor sales increase
- Check website traffic
- Customer feedback & reviews
- Compare ROI of ads vs. organic reach



Financial Projections

- Initial investment: Processing + Packaging
- Monthly production: 5–10 tons
- Profit margin: 20–35%
- First-year revenue forecast: INR 8–12 lakh



Conclusion



- Offers a wide range of innovative tamarind products.
 - High market demand + strong brand vision,
 - Ready for domestic expansion and export opportunities