

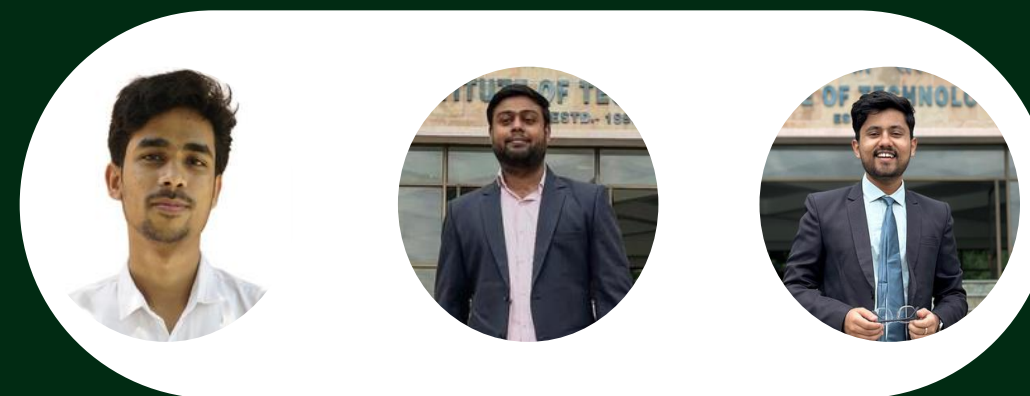
TATA CONSUMER PRODUCTS



grow
BEYOND
Better

Growth Mindset, Limitless Possibilities

Team Vision



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MOSCOW Prioritization

MUST HAVE

- Expand ready-to-cook product range with health-focused and convenient options.
- Strengthen distribution through e-commerce and partnerships with local retailers

SHOULD HAVE

- Introduce region-specific variants to cater to local tastes.
- Promote sustainability with eco-friendly packaging and branding.

COULD HAVE

- Explore international markets targeting the Indian diaspora.
- Develop subscription models for essential products like pulses and spices.

WON'T HAVE

- Avoid diversification into non-core product categories.
- Limit investment in low-demand or niche market segments.

OPPORTUNITY IDENTIFICATION

STEP 1: Market Trends Analysis

- Study emerging trends, such as consumer preferences for health-conscious and region-specific foods.
- Example: Growing demand for convenience and authenticity in ready-to-cook products.



STEP 2: Competitor Benchmarking

- Evaluate competitors' products, pricing, distribution, and marketing strategies.
- Identify gaps where Tata Sampann can offer differentiated products.



STEP 3: Consumer Needs Assessment

- Conduct surveys and focus groups to understand unmet needs.
- Example: Millennials and working professionals seeking quick, healthy meals.



STEP 4: Portfolio Gaps Analysis

- Analyze existing product categories and identify underrepresented or untapped areas.
- Example: Low penetration of RTC mixes in Tier 2 and Tier 3 cities.




STEP 5: Scoring and Prioritization

- Use criteria like market size, growth potential, alignment with brand, and feasibility to rank opportunities.


BCG MATRIX OF TATA SAMPANN PRODUCT



What did we do?



Focus group interviews (n-20)



Consumer survey (n-110)


What was our reach?

Tier 1 Cities: Delhi, Mumbai, Bangalore, Hyderabad, Chennai


Tier 2 Cities: Guwahati, Jaipur, Lucknow, Indore, Patna, Jammu, Kanpur



Whom did we meet?




Existing Tata Sampann Consumer




Bachelors and working professionals


Consumer Insights



72% of urban households seek products that reduce cooking time while maintaining authenticity



63% of Indian consumers prefer region-specific flavors



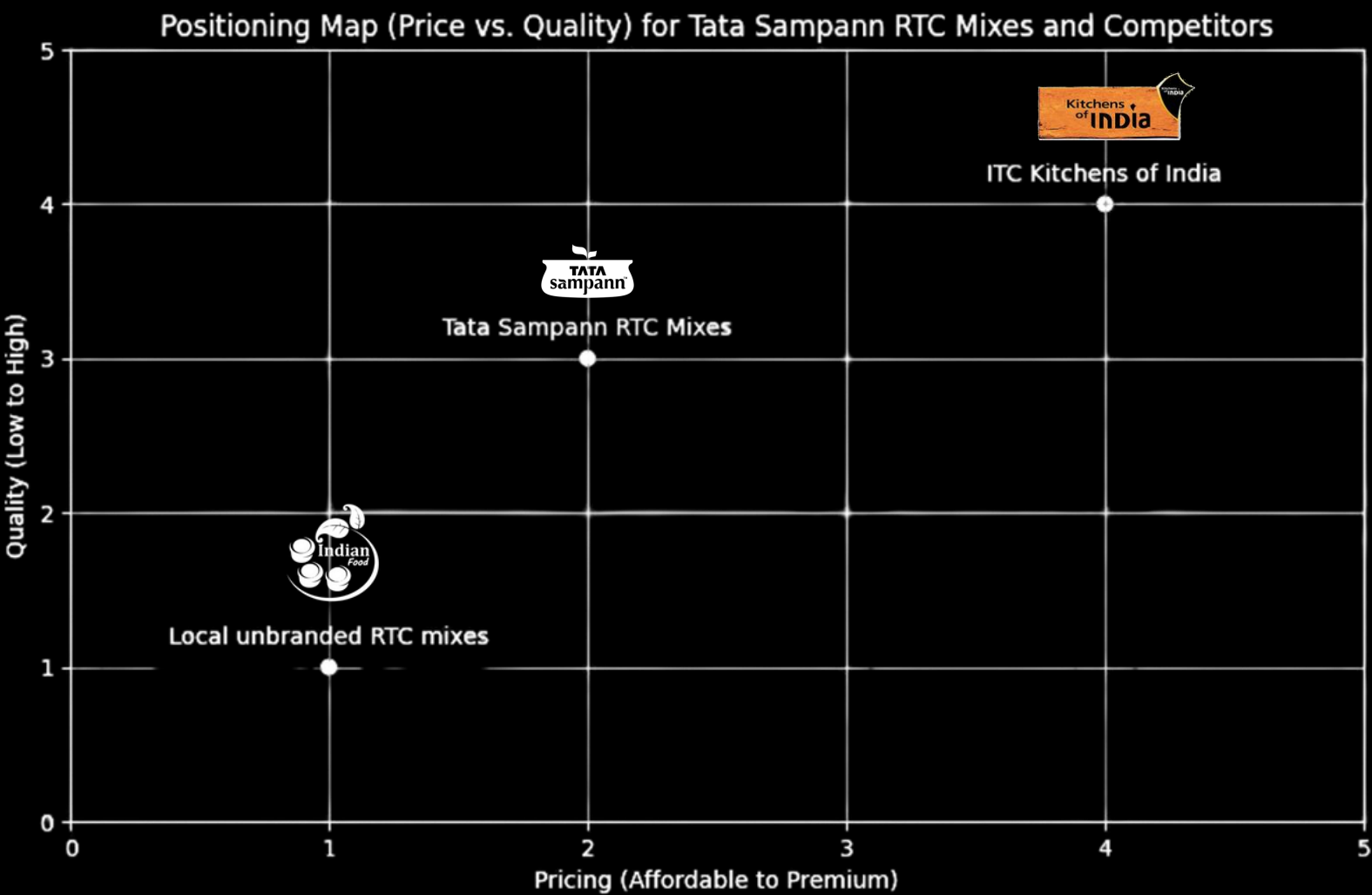
Millennials and working professionals are primary drivers of the RTC market in Tier 1 and Tier 2 cities

1. Product Awareness and Usage Frequency			
City Tier	Aware of Ready-to-Cook Products (%)	Use Weekly or More Often (%)	Use Monthly or Less (%)
Tier 1	85%	45%	30%
Tier 2	55%	25%	40%

3. Preferred Product Categories		
Product Type	Tier 1	Tier 2
Breakfast Items	40%	30%
Main Course (Curries, Gravies)	60%	50%
Desserts & Sweets	30%	25%
Soups & Beverages	25%	20%

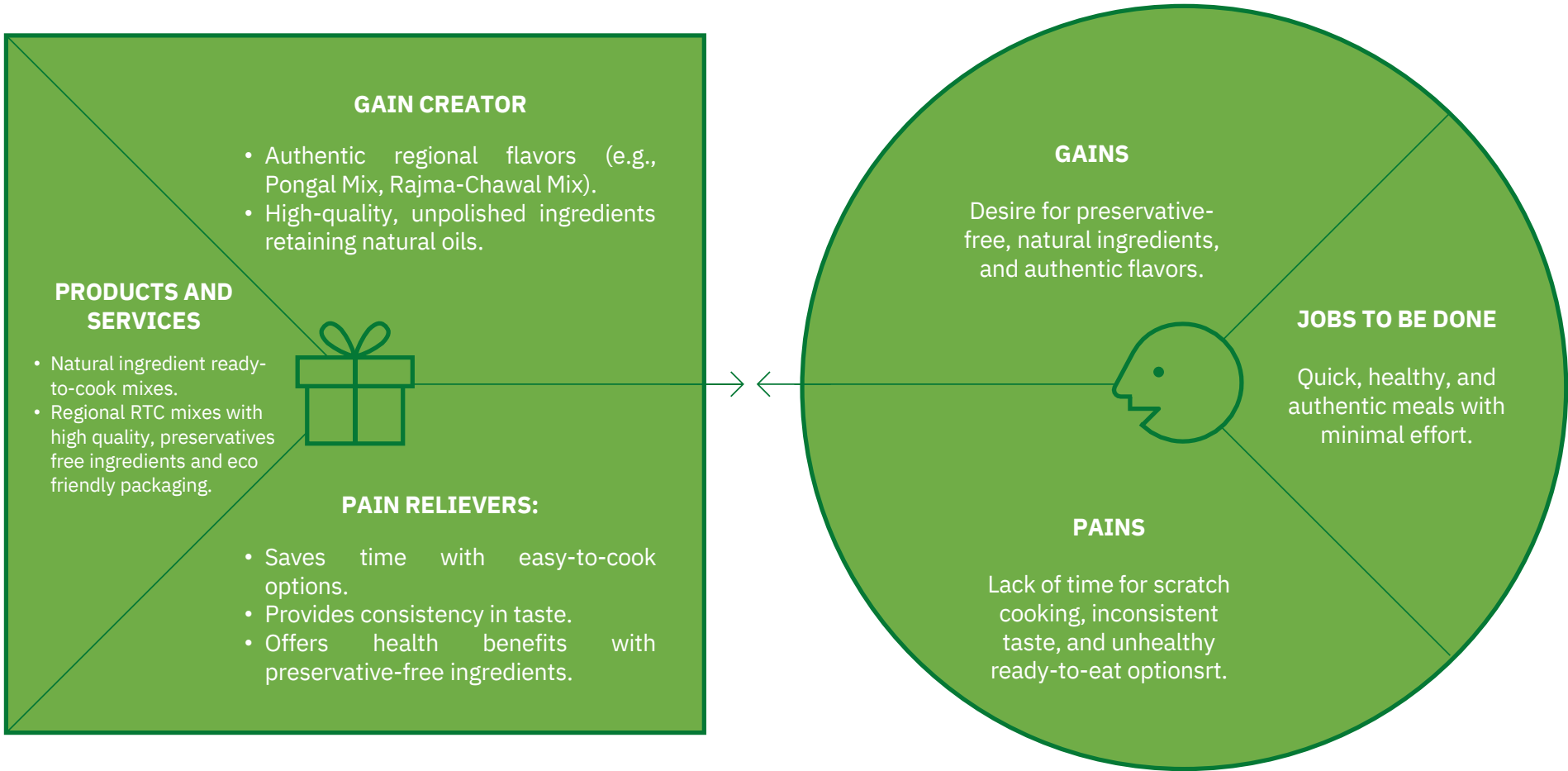
2. Factors Driving Purchase Decision		
Factors	Tier 1 (%)	Tier 2 (%)
Convenience	65%	45%
Health-conscious options	40%	25%
Taste & Variety	35%	50%
Brand reputation	55%	45%
Online Availability	50%	35%

Tier 1 cities exhibit higher awareness and frequent use of ready-to-cook products driven by convenience and variety, with a preference for breakfast items, while Tier 2 cities show moderate awareness, occasional usage, and prioritize affordability with a focus on snacks and main courses.



Tata Sampann RTC Mixes are positioned to offer the best of both worlds: the authentic taste of regional Indian cuisine and the assurance of high-quality ingredients, all at a price point that is accessible to the average consumer. This positioning highlights the brand's commitment to delivering value through superior taste, quality, and affordability.

Value proposition canvas



4C's of Positioning



Company

- Millennials, working professionals, and nuclear families.
- Preference for healthy, quick, and authentic meals.



Capabilities

- Direct: ITC Kitchens of India, MTR, Knorr.
- Indirect: Home-cooked meals, scratch cooking.



Customers

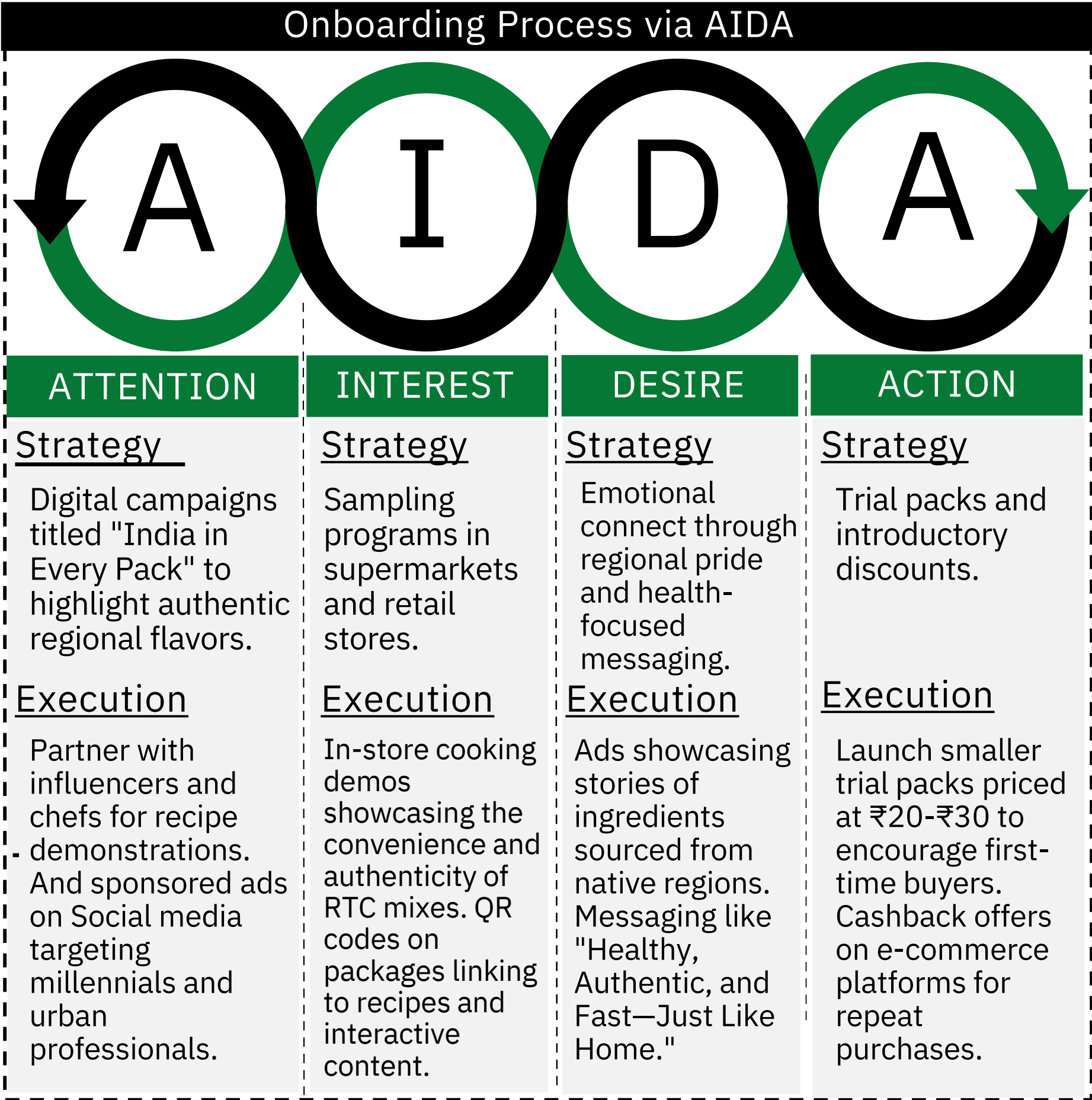
- Ready-to-Cook Indian regional dishes.
- Differentiation: Focus on authenticity and health.



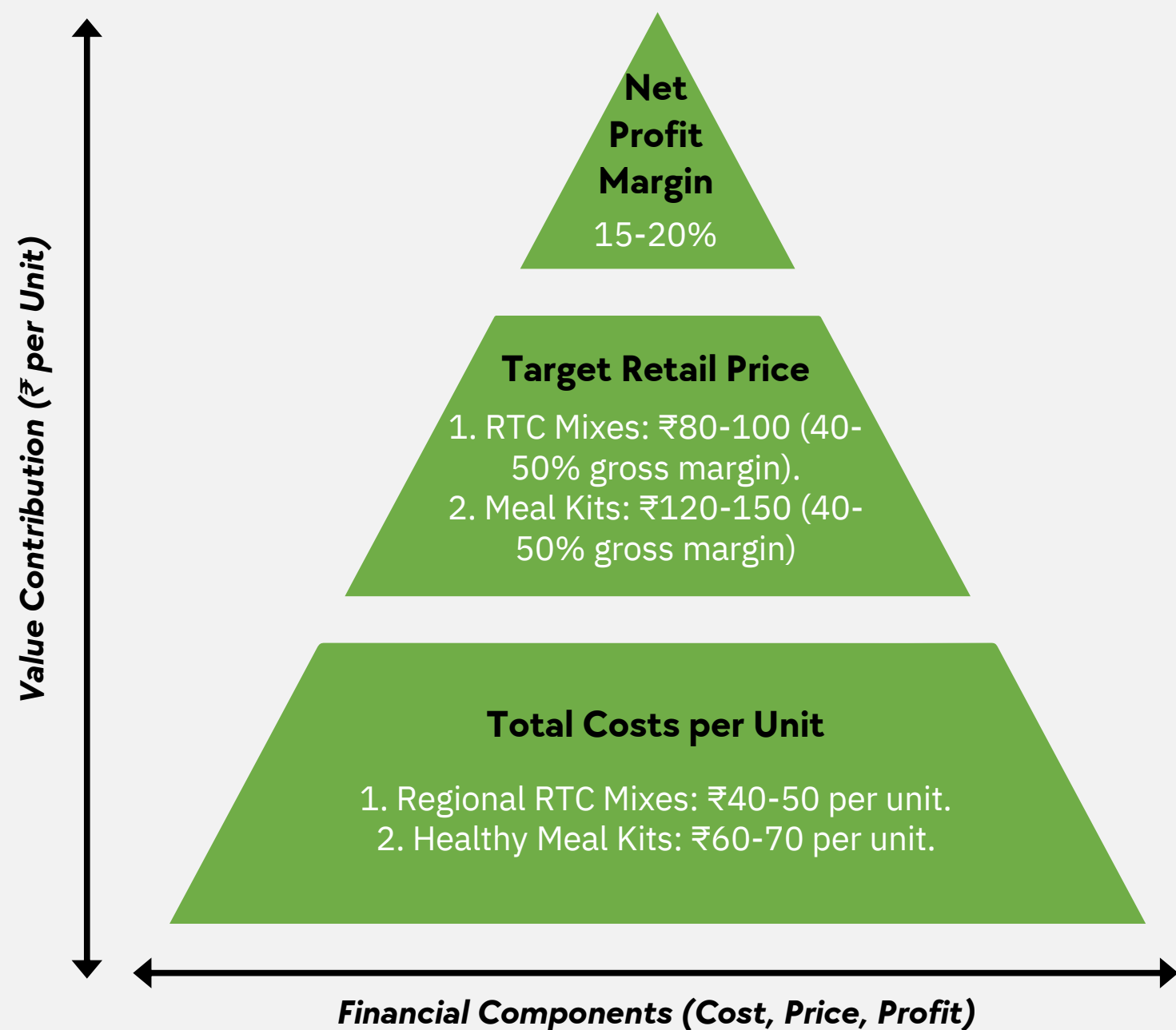
Collaborators

Tata Sampann's strong brand equity ensures consumer trust in quality and authenticity.

REACH	<ul style="list-style-type: none">• Paid digital ads targeting key demographics.• Regional festivals as platforms to promote products (e.g., Pongal in Tamil Nadu).
ACT	<ul style="list-style-type: none">• Encourage trials via sampling and bundled offers.• Interactive content (e.g., cooking tutorials, recipe ideas).
CONVERT	<ul style="list-style-type: none">• Drive purchases with limited-time offers and cashbacks.• Highlight health and authenticity benefits on packaging.
ENGAGE	<ul style="list-style-type: none">• Build loyalty through subscription options on e-commerce platforms.• Regularly update recipes and regional food stories on social media channels.• Create a customer loyalty program that offers exclusive discounts, early access to new products, and special rewards for repeat purchases.



COST-PRICE-PROFITABILITY PYRAMID



KEY INSIGHTS:

- Efficient sourcing and production control ensure cost management.
- Premium pricing strategy aligns with brand positioning.

1. Raw Materials & Packaging:

- RTC Mixes: ₹25-30 (ingredients), ₹5-7 (packaging).
- Meal Kits: ₹35-40 (ingredients), ₹10-12 (packaging).

2. Economies of Scale:

- Cost reductions of 5-10% with higher production volumes.

3. Break-even Points:

- RTC Mixes: ~10,000 units/month.
- Meal Kits: ~7,000 units/month.

4. Marketing & Distribution:

- ₹5-7 per unit distribution cost.
- 10% of revenue allocated for promotions