

Haldiram's Products's

- Shahi Mixture
- Cornflakes Mixture
- Kaju Mixture
- Bhujia
- Chana Jor Garam
- Chilli Chatak Lachha
- BhelpuriMethi Sev
- Khatta Meetha
- Moong Dal
- Kashmiri Mixture
- Aloo Bhujia
- Navrattan
- Bombay Chana
- All in One
- Mint Lachha
- Plain Bhujia

Famous Haldiram's Products

- **SHAHI MIXTURE:** mildly-spiced mixture of exotic ingredients like Almonds, Pistachio nut, Cashew nuts, Spinach & Musk melon seeds, Moong pulses & Gram flour (Packaging :- 200 gms)

- **CORNFLAKES MIXTURE:** mildly-spiced mixture of fried Cornflakes, Cashew nuts, shredded Potatoes, Gram flour, Spinach, Raisins, Sesame & Poppy seeds (Packaging :- 400 gms 200 gms & 90 gms)


- **BHUJIA:** tangy preparation of fried Moth pulse flour & Gram Flour. (Packaging :- 400 gms, 200gms, 90 gms & 35 gms.)



- **KASHMIRI MIXTURE:** salty mixture of fried Moong pulse, Spinach leaves, Cashewnuts. Musk melon seeds, Gram flour & Potatoes. (Packaging :- 400 gms, 200 gms & 90 gms.)



- **KHATTA MEETHA:** sweet 'n sour snack made of Peanuts, Gram pulses & Peas. (Packaging :- 400 gms, 200 gms, 90 gms & 35 gms)



SWOT Analysis



Strength

- The product has excellent brand awareness & a high quality image.
- Good and attractive packing.
- Good image position.
- Good taste.
- Good variety.
- High Market share.
- Availability of brand almost on all the outlets.

Weakness

- Consumer proximity to retail outlet.
- Sale pushing of other brands
- Schemes given to retailer are not enough.
- Less profit of margin of Haldiram product from other brand.
- Less advertisement.

OPPORTUNITY

- By providing proper schemes Haldiram can increase its supply.
- By providing more profit margin Haldiram can increase its supply

THREAT

- Competition from Lehar, Bikano and Crax.
- Competition from other brands.
- Sale pushing

Haldiram's Distribution



Company
Manufacturing Unit

Carrying &
Forwarding Agents

Distributor's

Retailer's

Consumer's

<u>Product Retailer Category</u>	<u>Distributor Margin</u>	<u>Margin</u>
Syrups	5 – 6%	15- 16%
Namkeens	6 – 8%	12- 20%
Sweets	5 – 8%	16- 22%
Wafers	5%	15%
Papads	5 – 7%	13- 15%

Research Methodology



- **Problem Identification :-**

The project do find out the market share of Haldiram's namkeen in Delhi and suggestion how to improve.

- **Collection Method of Date :-**

The source of data collection was primary data which was collected by personal interview, aided by structured disguised questionnaire.

- **Area :-**

Field work was carried out for the Haldiram Marketing Pvt. Ltd., in Delhi for the analyze of market potential of namkeen.

- **Sample Size :-**

Daily around 10-20 retailer were interviews. Therefore the whole exercise took around 14 days. Almost all the respondents were very helpful and forthcoming with the information.

International Market's



- 1. U.S.A.
- 2. U.K.
- 3. Germany
- 4. Spain
- 5. Holland
- 6. Switzerland
- 7. France
- 8. Italy
- 9. U.A.E.
- 10. Kuwait
- 11. Qatar
- 12. Bahrain
- 13. Saudi Arabia
- 14. Australia
- 15. New Zealand
- 16. Japan
- 17. Sri Lanka
- 18. Thailand
- 19. Singapore
- 20. Philippines
- 21. Nepal
- 22. Botswana
- 23. West Indies

Company Growth Plan



- The New Delhi unit caters to Punjab, Haryana, Uttar Pradesh, Bihar, Jammu & Kashmir, Himachal Pradesh and Part of Assam. The firm at New Delhi runs four firms offering different products -
 - Haldiram Manufacturing Co. Ltd. : Nankeens'
 - Haldiram Marketing Limited : Sweets
 - Haldiram Snacks (P) Ltd. : Papads
 - Haldiram India Pvt. Ltd. : syrups & sharbat
- The company also operates 3 showroom's in Delhi, located at Main Mathura Road, Lajpat Nagar and Chandni Chowk.

Mission



Our perpetual consistency

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

Limitation's



- Due to non availability of the concerned persons question remained unanswered.
- Some respondents were not ready to give their turnover i.e. sale volume.
- Biasness is the most serious limitation. Although measures have been taken to reduce the biasness but complete elimination of biasness is impossible.
- Retailers behavior is studied but the retailers behavior are not assessed correctly because they do not express their feeling correctly, therefore, their perception cannot be assessed correctly.
- The reliability of the data to great extend is dependent on the honestly and cooperation of the respondents in providing the information.

Conclusions



- There is high awareness level for different Halidram'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 & 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, Bikano, 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 in that order.
- Brand awareness for Haldiram's product is very high.

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- Brand awareness for Haldiram's product is very high.
- There is significantly high brand loyalty for Haldiram's products amongst the consumers.
- Lehar namkeens are equally preferred as Haldiram's. It is also noticed that young people prefer Lehar's Aloo Bhujia, Masala Laccha and Kurkure over Haldiram's. The reasons for this could be that the T.V. advertisement of Lehar has an emotional appeal for the young generation.
- Bikano's Natkhat Nimbu and Crax's mast mattar are in great demand over Haldiram's

Continue...

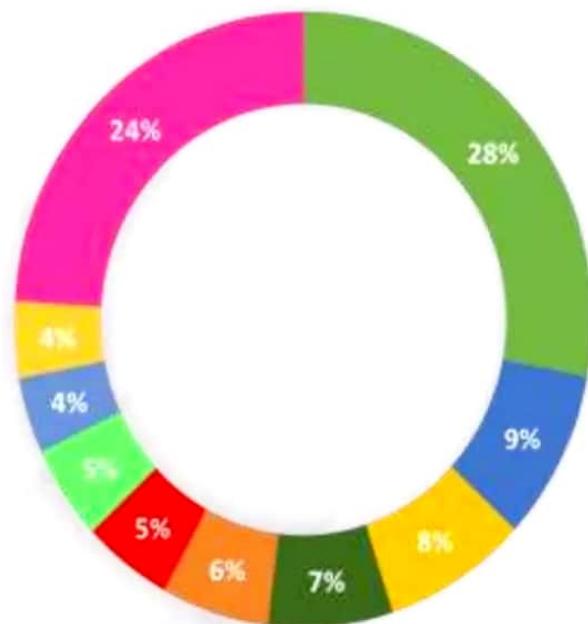
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The **URBAN MARKET** contributes **60%** of the consumption revenue of the FMCG market in India.

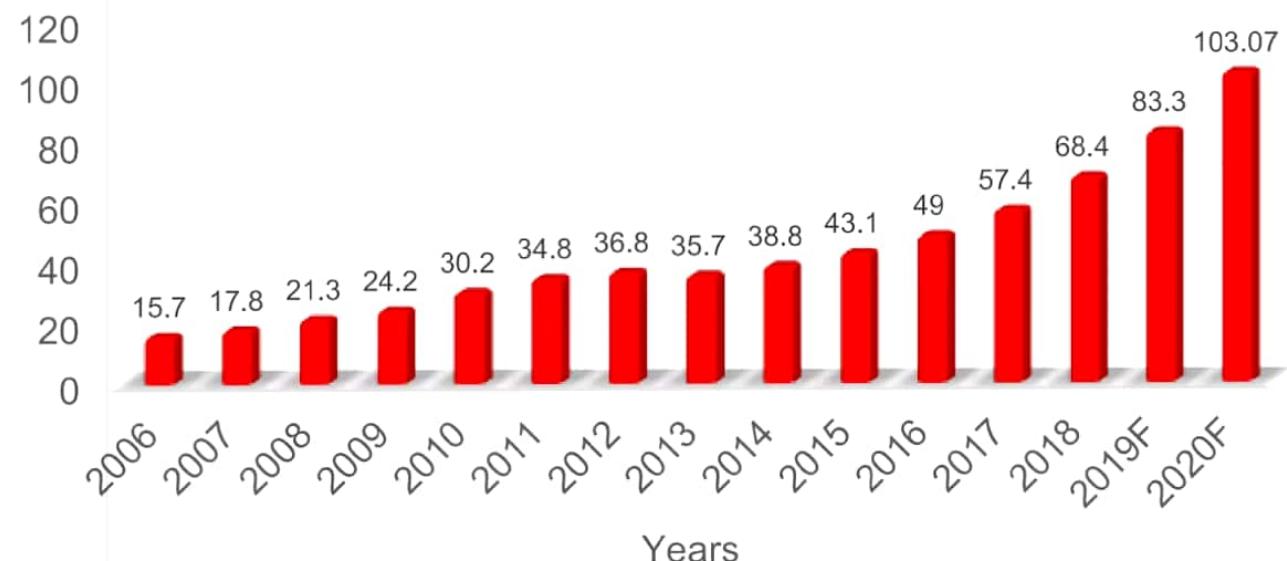
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SEMI-URBAN AND RURAL SEGMENTS contribute over **40%** of the over all revenues of the FMCG sector in India

INDIA GDP CONTRIBUTION



FMCG Market in INDIA (US \$ Billion)



■ FMCG ■ AUTO ■ E-COMMERCE ■ RETAIL ■ TELECOM ■ BFSI ■ EDUCATION ■ SERVICES ■ REAL ESTATES ■ OTHERS

PORTER'S 5 FORCES

01

THREAT OF NEW ENTRY

- 30% growth Annually.
- Unorganized players holds 35%.
- Similar prices by Competitors.
- New players with a distinct USP.

02

BARGAINING POWER OF SUPPLIERS

- Veteran players has well established network.
- Shortage of any input material may also affect production and thereby impact distribution.

- High Competition – Branded Players involved in cut-throat competition

05

- Brand Loyalty is high for branded players.

RIVALRY COMPETITION

THREAT OF SUBSTITUTION

- All snacks are considered to be substitutes of each other Biscuits, Wafers and local snacks like Chakli, banana chips, farsan etc are all substitutes of one another.
- Indian Snack Segment is high-volume, low-involvement driven (thrives on impulse buy).

BUYER POWER

- Haldiram enjoys a healthy lead with a 45% market share
- Low switching cost induces the customers' product shift
- Availability of same or similar alternatives

03

04

SWOT ANALYSIS OF HALDIRAM'S



STRENGTH

- BRAND AWARENESS
- PRODUCT LINE
- TRUSTED FOR QUALITY
- ATTRACTIVE PACKAGING
- SUPPLY CHAIN



WEAKNESS

- LESS ADVERTISING
- INVOLVED ONLY IN INDIAN SNACKS
- PRESENCE IS MAINLY IN NORTH INDIA



OPPORTUNITY

- INCREASE ITS REACH IN INDIA AND ABROAD
- EXPAND TO HOTEL BUSINESS
- INCREASE THE NUMBER OF OUTLETS



THREAT

- INDIANS ARE INCLINED TO WESTERN TASTE
- INCREASING COMPETITION FROM OTHER BRANDS LIKE BIKANER, DIAMONDS etc.

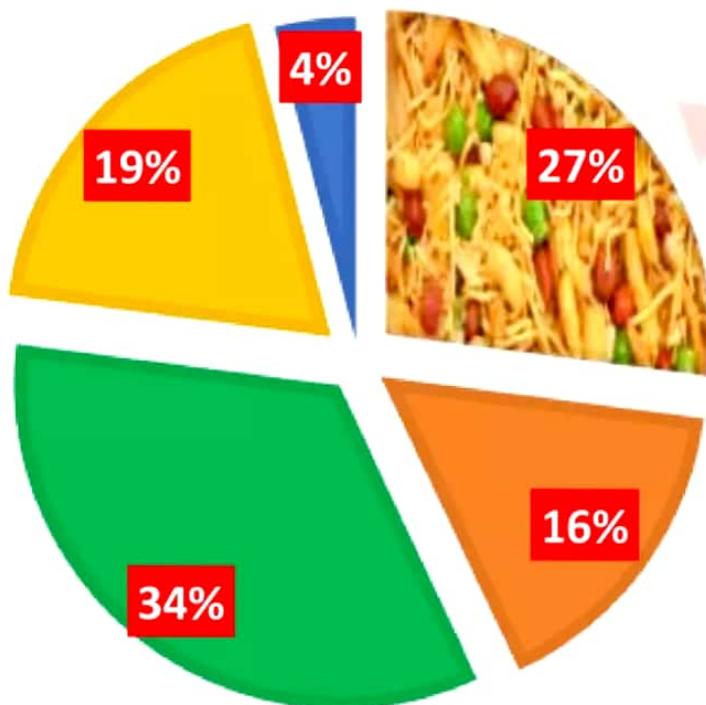
COMPETITORS

The main competitors of **HALDIRAM'S** are as follows:

1. FRITOLAY
2. ITC
3. PARLE
4. DIAMONDS
5. BALAJI
6. UNORGANISED MARKET

MARKET SHARE

■ HALDIRAM'S ■ ITC ■ FRITOLAY ■ UNORGANISED MARKET ■ PARLE



COMPANY NEWS

- 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 McDonald's and Domino's Combined!

PRODUCT INFORMATION

- Haldiram's Moongdal packed with protein and low carbs, moong dal (also known as green gram) is one of the best healthy snack.
- Today Haldiram's Moongdal comes in two variants:
 - a. Spicy Moongdal
 - b. Simple Moongdal

SWOT ANALYSIS OF HALDIRAM'S MOONGDAL



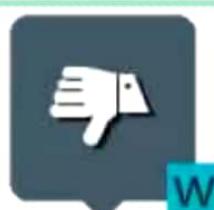
• BRAND IMAGE OF HALDIRAM IS THE BIGGEST STRENGTH.

• HYGENIC

• PACKAGING

• QUALITY

• SUPPLY CHAIN



- LACK OF PROMOTIONAL ACTIVITIES.
- LIMITED VARIETY.



• INCREASE ITS PRESENCE IN EASTERN & SOUTHERN PART OF INDIA

• PROMOTIONAL ACTIVITIES CAN INCREASE SALES.

• INTRODUCE MORE VARIETIES.



• INCREASING COMPETITORS. (BALAJI, MTR, ETC).

• HEALTH CONSCIOUS PERCEPTION OF CUSTOMERS.

MARKETING MIX

Quality-FSSAI Approved

USP-Nutritious Snack

Brand-Haldiram's Moongdal

Image-Ready to eat

Features-Nutritional facts, Barcode, Instructions to prepare, Storage conditions, License No, Name and address of the manufacturing unit

Variants-Masala & Simple

PRODUCT

PACK	₹
70 grms	20
150 grms	40
350 grms	85
1 KG	220

PRICE

Available at all:

- Departmental stores
- Super Market
- Hypermarket
- Online platforms (like BigBasket) and Specialty Stores
- Pan shops
- Small kiosks

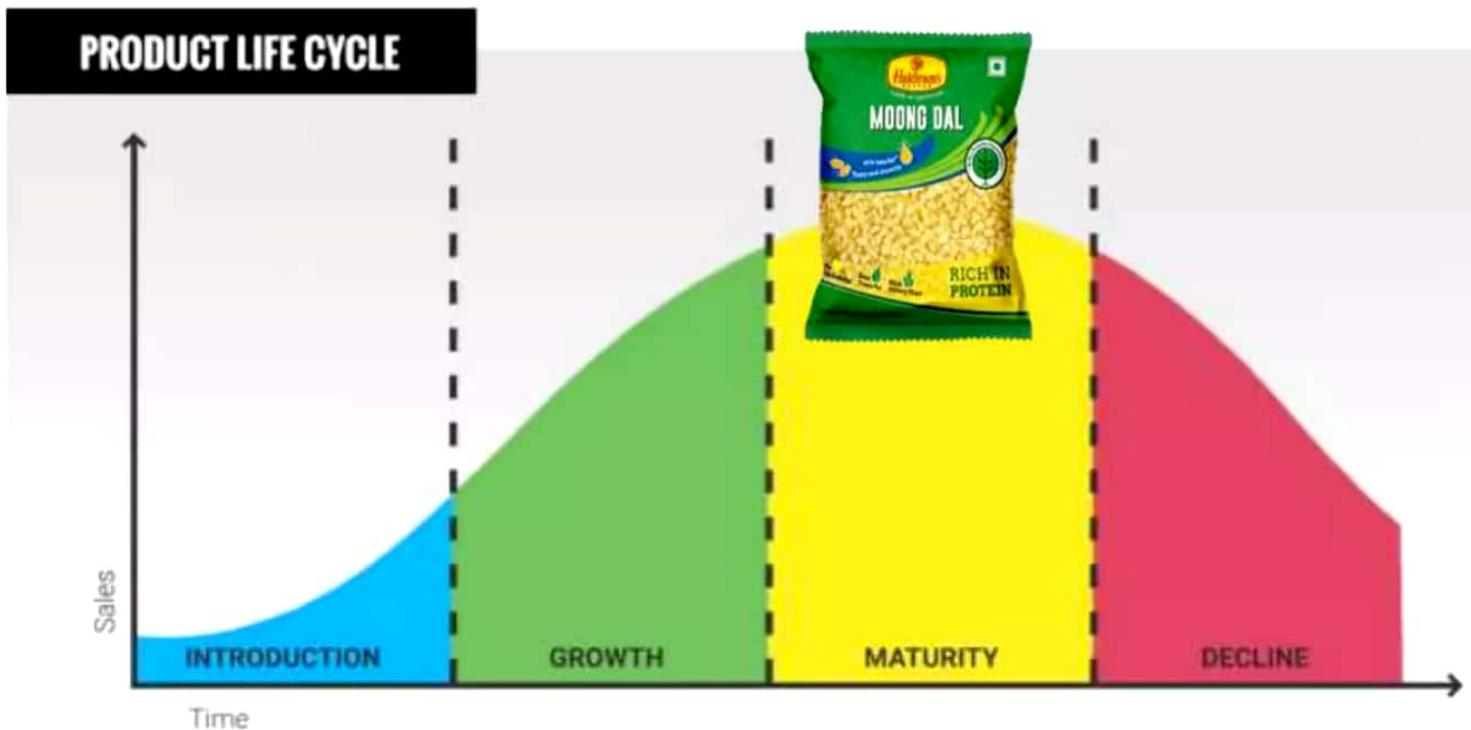
PLACE

Marketing Communication:

- Television advertisements
- Newspapers
- Magazines
- Online (Facebook) advertisement

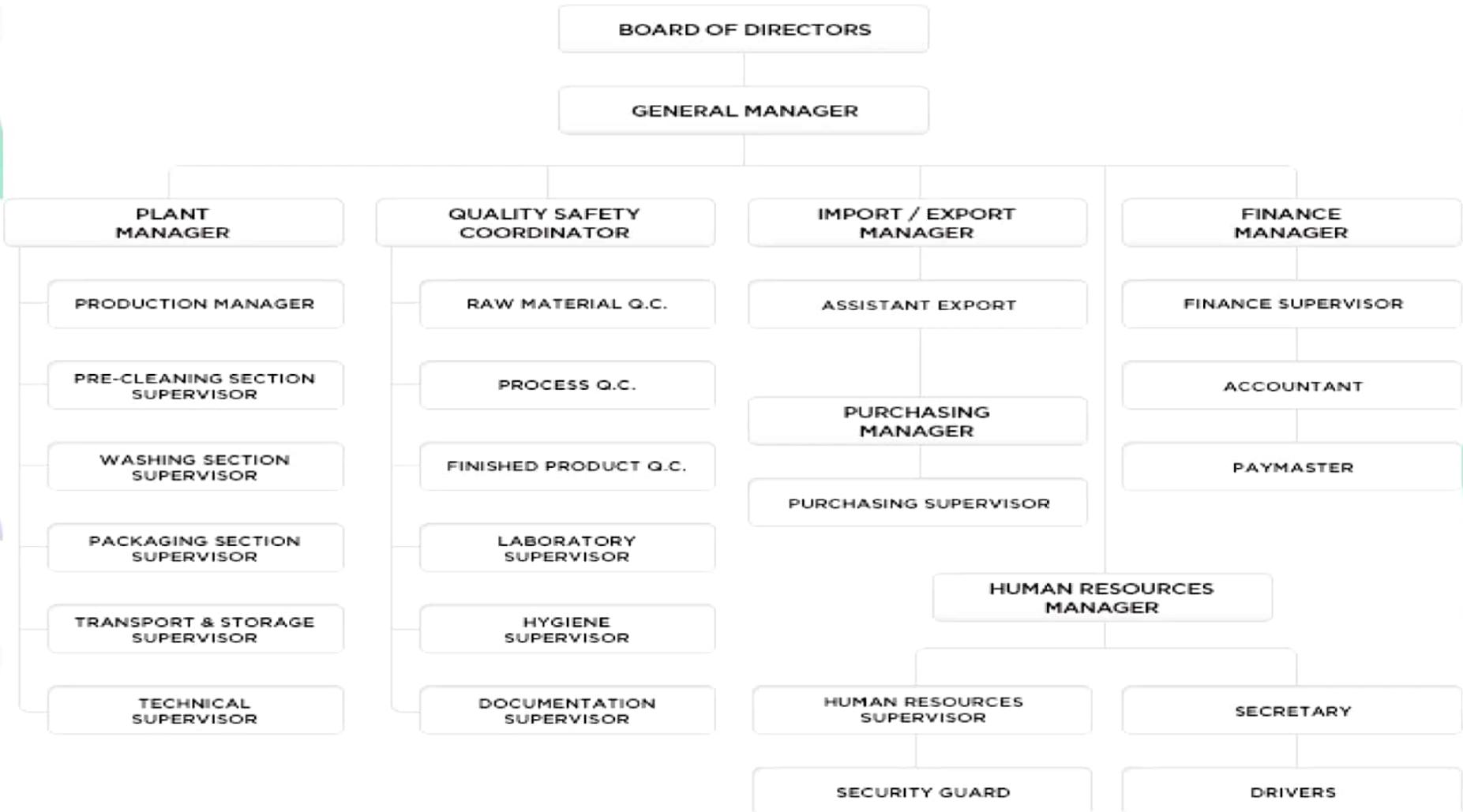
PROMOTION

PRODUCT LIFE CYCLE



- ❖ The Haldiram's Moongdal is in the Maturity Stage.
- ❖ It has a Large no. of Customer Base.
- ❖ Emerged as a Market Leader in the Moongdal category.

ORGANIZATION STRUCTURE



JD'S & JOB SPECIFICATION

- Marketing
- Finance
- Human Resource

SELECTION PROCESS

Online Application: Applicant need to fill online form first before

Pre-selection: Simple chat with applicant who applied for the job

Interview: Interview happened offline or through Skype

Job Offer: After selection they give the offer letter to selected candidates

PERFORMANCE APPRAISAL PROGRAM

- 360 Degree Appraisal.
- Appraisal also serves to recognize skills, talent and the employee's interest in developing his expertise for future roles within the organization

FINANCE

WORKING CAPITAL OF THE YEAR

CURRENT ASSETS – CURRENT LIABILITIES

$$= (320.66 - 373.81)$$

= ₹ -53.15 MILLION

GROSS PROFIT MARGIN

$$\frac{\text{GROSS PROFIT}}{\text{NET SALES}} \times (100) = \frac{(571.91)}{(2619.30)} \times (100) = 21.83\%$$

DEBT EQUITY RATIO

$$\frac{\text{TOTAL LIABILITY}}{\text{SHARE HOLDER EQUITY}} = \frac{504.25}{1135.87} = 0.44$$

CONTINUE

LIQUIDITY RATIO

Liquidity ratio consists of Current Ratio and Quick Ratio-

$$\text{CURRENT RATIO} = \frac{\text{CURRENT ASSETS}}{\text{CURRENT LIABILITIES}} = \frac{320.66}{373.81} = 0.86$$

$$\text{QUICK RATIO} = \frac{\text{CURRENT ASSETS} - \text{INVENTORIES}}{\text{CURRENT LIABILITIES}} = \frac{320.66 - 93.72}{373.81} = 0.61$$

**Thank You
For Your
Valuable
Time**