



Part 1: Brand study, Competitor Analysis & Buyer's Audience's Persona

- Research of Brand Identity:
- ❖ Brand Name: KISSAN

The brand Kissan is because of the dedicated Kisans of India.

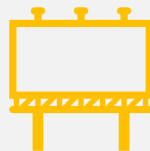
➤ **Brand Mission:** Our Mission is to create immense possibilities of growth for company and its employees, stakeholders and customer.



Brand Values: Kissan Mixed Fruit Jam is a delicious blend of 8 different fruits Pineapple, Orange, Apple, Grape, Mango, Pear, Papaya, and Banana. With Kissan's expertise in preserving 100% real Fruits since 1934, our Mixed Fruit Jam enables you to enjoy the taste of seasonal fruits throughout the year.



Brand Vision: Our vision is to employ most advanced processing techniques that ensure Top Quality and purest form of products for all our customers which will help them to stay healthy.



Brand's Unique Selling Proposition (USPs): Kissan's product features and benefits include all-natural ingredients, healthiness, convenience, and affordability. The brand's unique selling proposition is that it offers healthy and natural food products at an affordable price.



➤ Competitor Analysis:

- **Competitor 1: Realif**
 - Nigeria based, 2017 founded, Seed company.
- **Competitor 2: GrainCorp**
 - Sydney based, 1916 founded, Public company.
- **Competitor 3: iProcure**
 - Nairobi based, 2013 founded, Series B company.
- **Competitor 4: FoodLogiQ**
 - Durham based, 2006 founded, Series B company.

Now let us look at the marketing tricks used by Kissan,

- Product Strategy of Kissan.
- Pricing strategy of Kissan.
- Place & Distribution Strategy of Kissan
- Promotion & Advertising Strategy of Kissan.

- **Examination of Brand's Tagline:** Popularity with target segment: Kissan Ketchup which is available in numerous types of packaging like bottle, pouches and squeeze primarily appeals to children and most of their other products like squashes, and jams also cater to this group.
- **Analysis of Brand Messaging:** Kissan Tomato Ketchup is a popular brand of the Indian food processing conglomerate Kissan Group. The company which was set up in the year 1935 was owned by the UB Group. From the year 1993, Kissan has been a fully owned subsidiary of HUL following which the brand has undergone a series of changes since the takeover.

➤ **High in NC (Need for Cognition):** Need for cognition refers to a person's desire to engage in and enjoy effortful cognitive processing, or thinking. The construct has significant effect on the persuasion process as detailed by the Elaboration

➤ **Highly domatic:** Individuals that are extremely dogmatic are called high-dogmatic individuals. They mostly prefer and pick well-known brands, are extremely responsive to new product or service advertisements, and for their new products, marketers turn to superstars and their expertise.

➤ **BUYER's/AUDIENCES PERSONMA:** Popularity with target segment: Kissan Ketchup which is available in numerous types of packaging like bottle, pouches and squeezable primarily appeals to children and most of their other products like squashes, and jams also cater to this group.

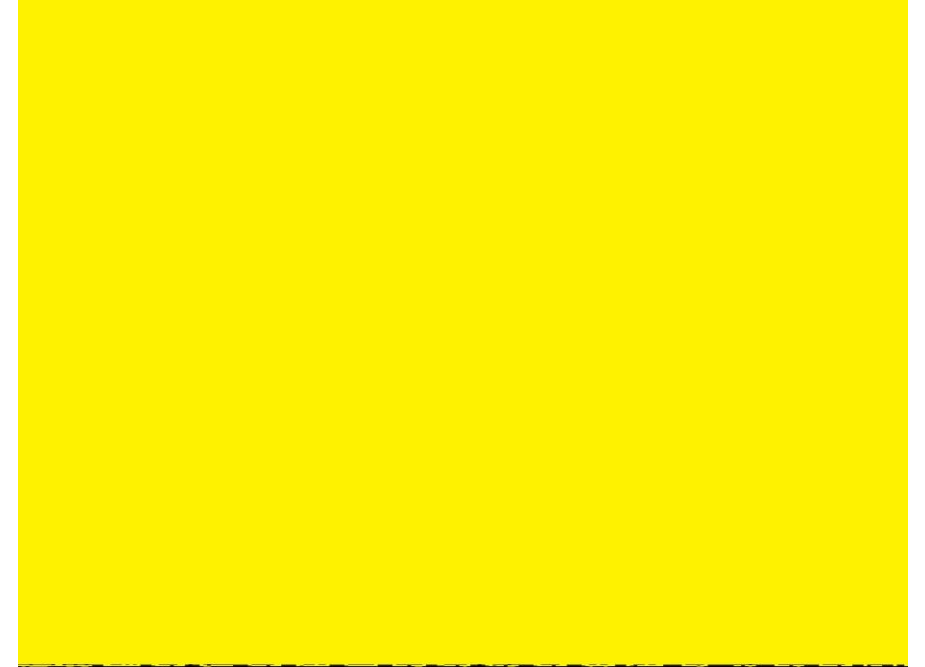
Part – 2 Seo & Keyword research



- Your **SEO keywords** are the keywords and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines “speaks the same language” as its potential visitor base with keywords for SEO that help connect searchers to your site. Keywords are one of the main elements of SEO.

• Keyword Research:

- **Kissan Research Objectives:** The Kissan journey dates decades. This very loved Indian brand is not only known for its ketchup but also squashes and jams.
- A very popular brand for moms and kids, this has been around from the year 1935! This brand has a great history. It was introduced by the British settlers in India, and was acquired by the late Vittal Mallaya under the UB Group in the year 1950 from Mitchell Bros.
- **Brainstorm seed keywords:** Kissan Mixed Fruit Jam is a delicious blend of 8 different fruits Pineapple, Orange, Apple, Grape, Mango, Pear, Papaya, and Banana. With Kissan's expertise in preserving 100% real Fruits since 1934, our Mixed Fruit Jam enables you to enjoy the taste of seasonal fruits throughout the year. Whether you are in the mood for a classic Bread-Jam sandwich or an indulgent sweet snack, you can slide your spoon/knife into a jar of our Mixed Fruit Jam.



Kissan Brand Extension

- Kissan Jam never had any national competition.
- It is the market leader in Jam industry. Hence it was easy for it to enter into ketchup and squash category
- It was easy for Kissan to take over competitors like Real, Tropicana in juice segment.
- HUL always focused on advertising Jams more than any other bouquet.
- In ketchup category it enjoyed the win-win situation with Nestle's maggi

Growth of HUL in India

1931

- Unilever set up its first Indian subsidiary, Hindustan Vanaspathi Manufacturing Company

1984

- Brooke Bond joined the Unilever fold in through an international acquisition

1986

- Ponds joined the Unilever fold through an international acquisition

1991

- Liberalisation in Indian economy helped HUL to explore every single product and segment liberalisation

1993

- HUL acquired Kissan from the UB Group

2001

- HUL launched a new project shakti

2002

- HUL entered into Ayurvedic health & beauty centre category with the Ayush product range n Ayush Therapy Centres

2004

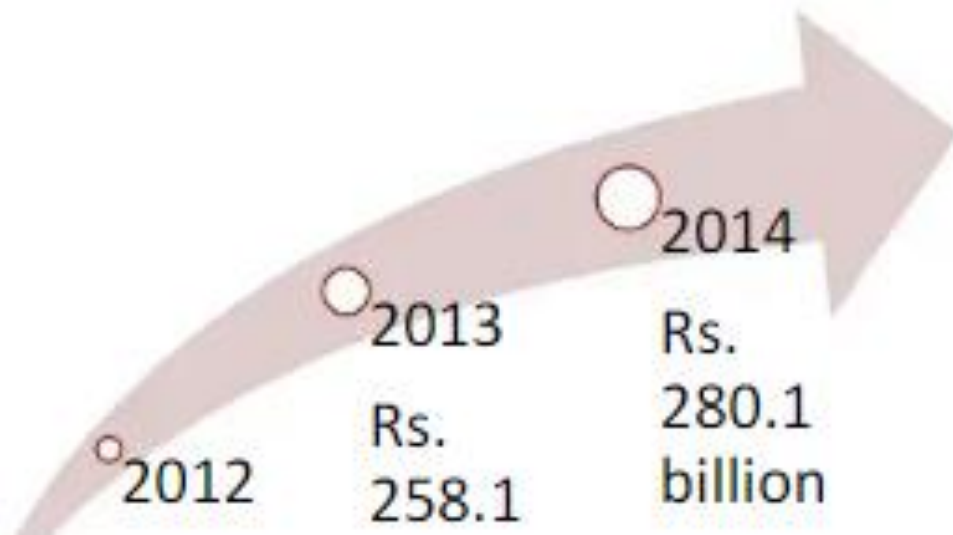
- HUL launched 'Pureit' water purifier

2012

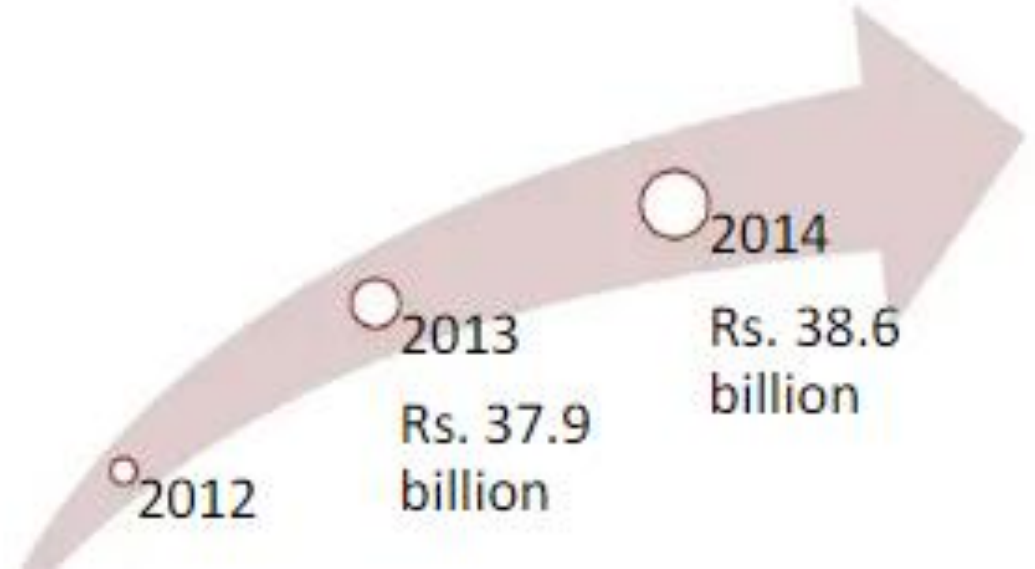
- The Customer Insight & Innovation Centre was inaugurated at the HUL campus at Andheri, Mumbai

Hindustan Unilever Ltd.

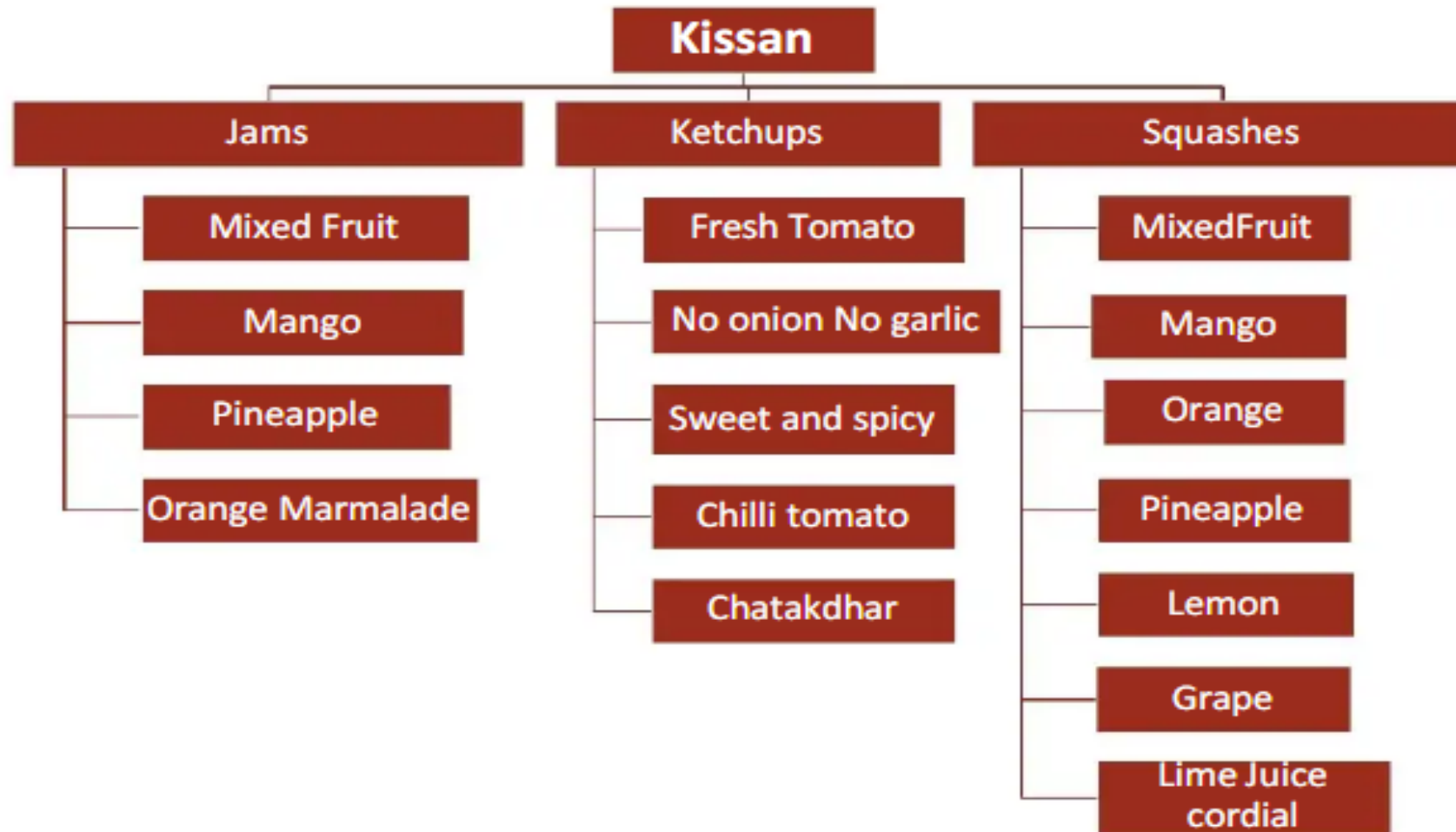
Net sales



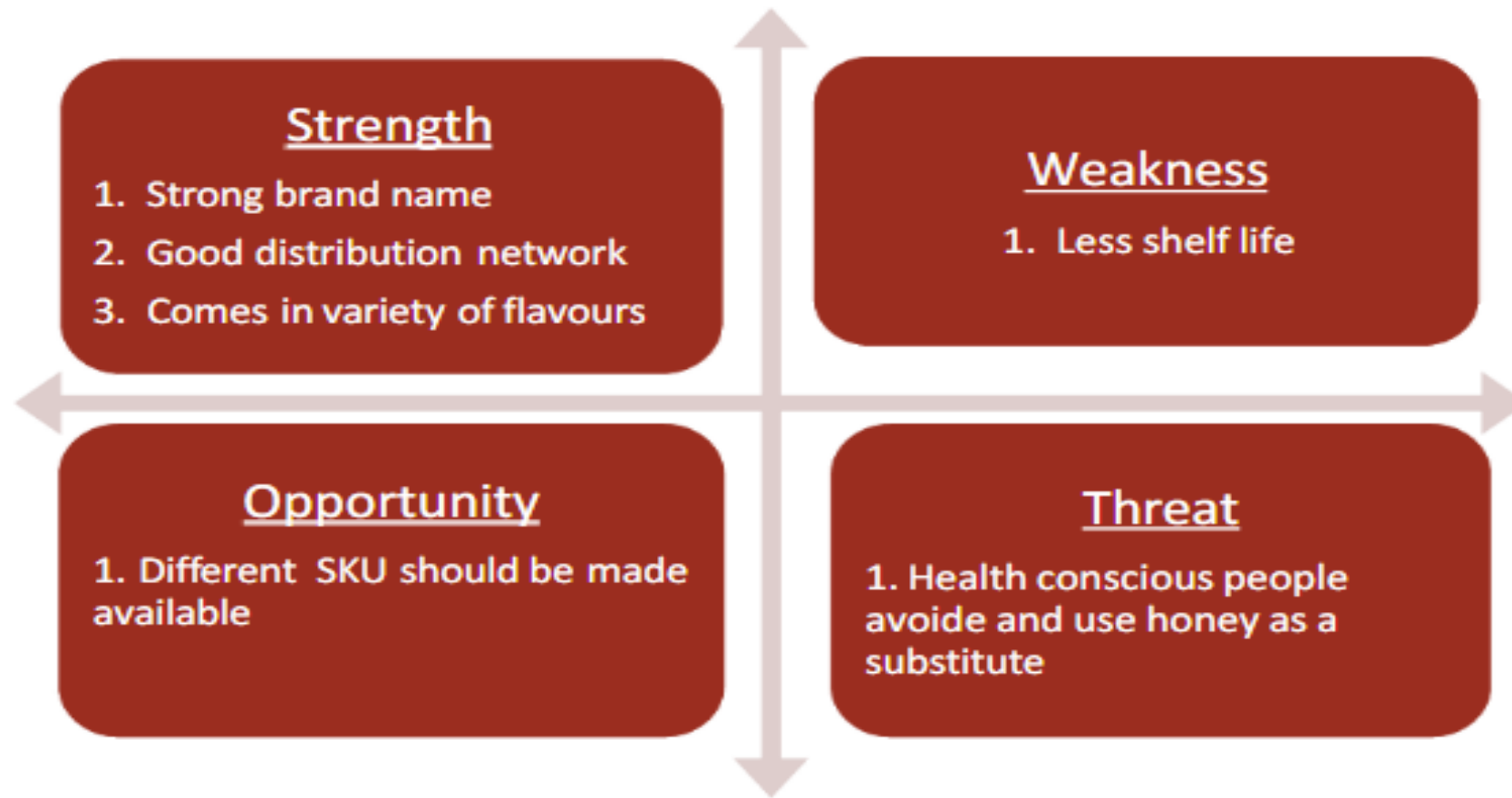
Net Profit



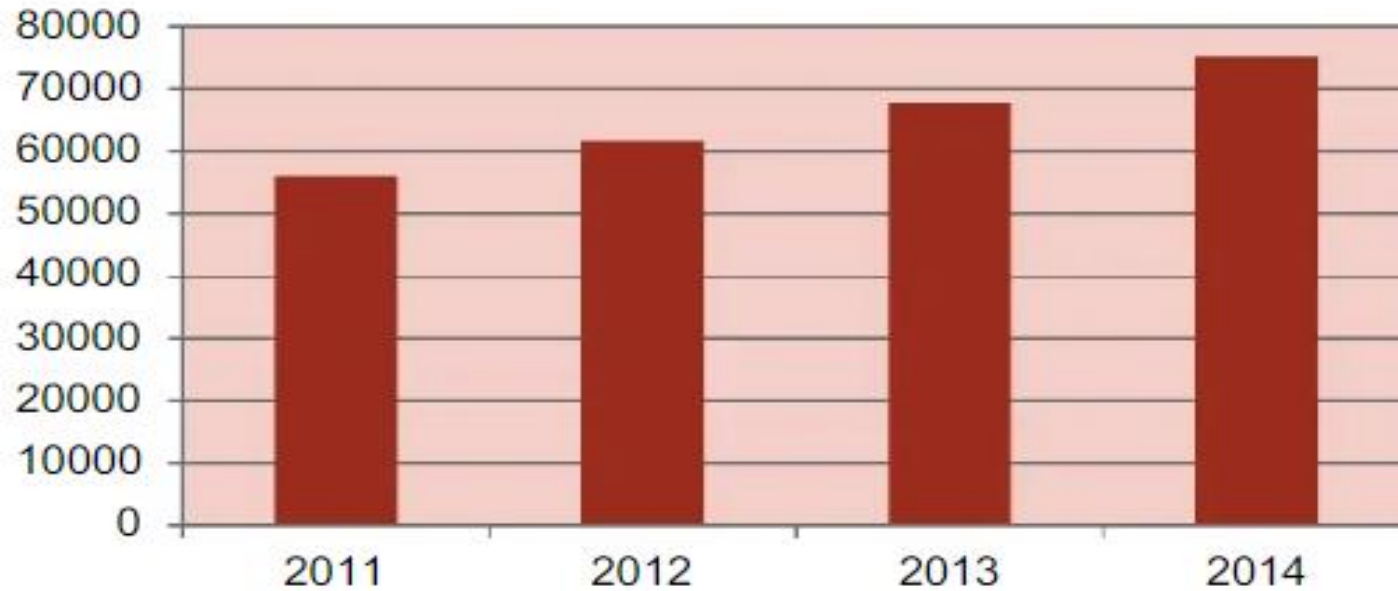
Kissan Product Categories



SWOT Analysis of Kissan

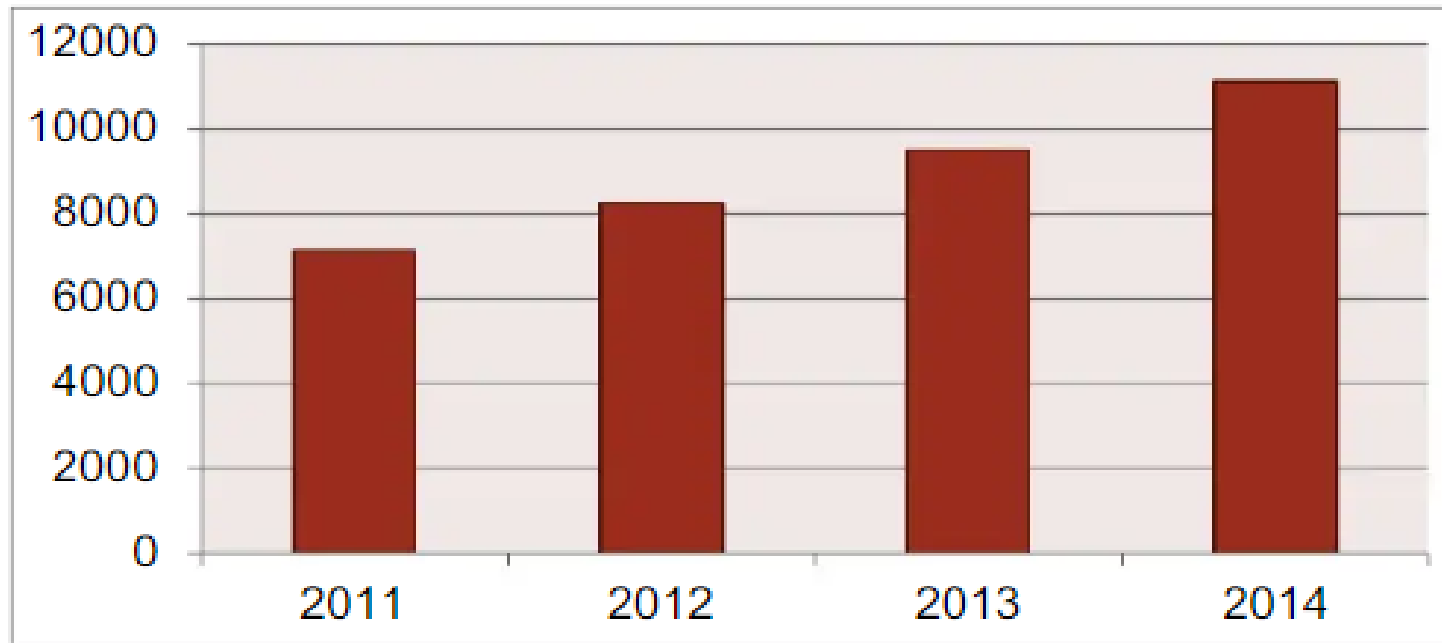


Sales of Sauces : Volume(in tonnes)



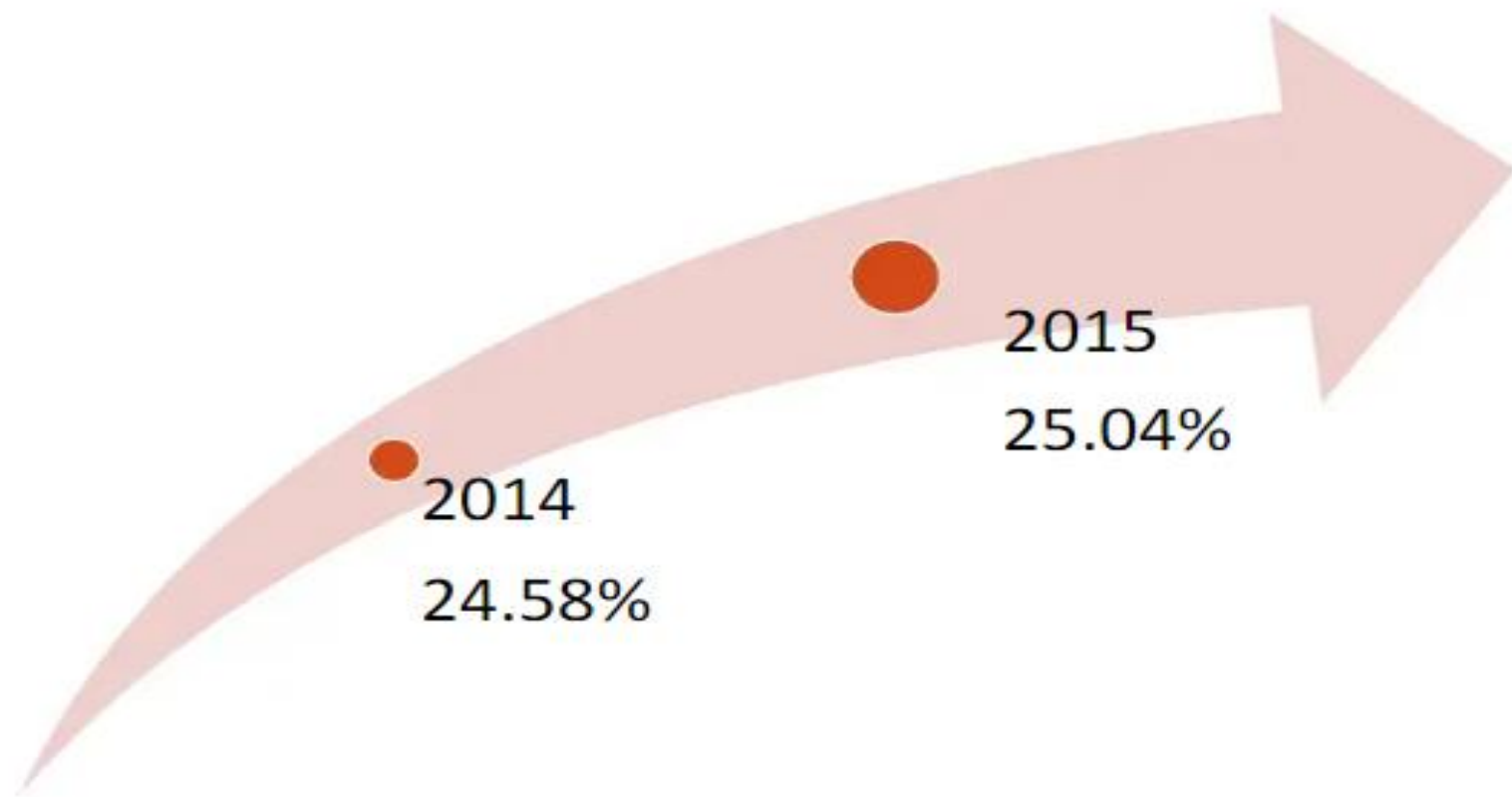
- Sauces, dressings and condiments grows by 18% to reach INR 93 billion in 2014
- Ketchup is the most popular sauce which demonstrated a strong value growth of 17% in 2014

Sales of Sauces: Value(in million)



- In 2014 Sauces, Dressings and Condiments industry had a value of INR 92,893.44 million ,out of which INR 11130.3 million is from ketchup

Kissan Ketchup Sales



Kissan Brand Ambassador



- [https1//www.youtuod.cih/wmtcg9v8@WR\]Dha\0QI](https://www.youtuod.cih/wmtcg9v8@WR]Dha\0QI)

www.n`ssmj.`j

Kissan Website

Kissan campaign “Kissanpur”

- Kissan created the “real” world of Kissanpur, where it encouraged kids to experience real nature
- Almost 80,000 enthusiastic kids participating in the initiative
- Kissan will choose 100 top growers and use their tomatoes to make their favourite Kissan tomato ketchup
- Philosophy of this campaign is that consumers will fall in love with nature only when they experience the wonders of the real world

Kissan Ketchup : 4 P's of Marketing

1. Product

- The natural flavour of the ketchup makes the food tastier to eat.
- The kissan ketchup pack comes in different sizes, style like (pouch, bottle, squeeze) and it can be easily consumed by the common people
- The size of the packs is 200 gm, 500 gm, and 1 kg and also comes with 15 gm pouch pack
- The main ingredients of the kissan fresh tomato ketchup are 28 % percent of tomato paste, sugar, salt, acidity regulator, 20 % of stabilizers - 1422 and 415, preservatives 211, onion powder, garlic powder, spices, and condiments

2. Price

Flavours	Package Size (in gm.)	Price (in Rs.)
Kissan Sweet And Spicy ketchup	200	55
Kissan Fresh Tomato Ketchup	200	48
Kissan Squeezeo Fresh Tomato Ketchup	450	97
Kissan Squeezeo No Onion No Garlic Sauce	450	97
Kissan Chilli Tomato Ketchup	500	94
Kissan Sweet & Spicy Ketchup	1000	136
Kissan Squeezeo Chilli Tomato Sauce	450	101

- Kissan price the ketchup according to the flavors and the ingredients added

3. Place

- The fresh Kissan ketchup is available in almost all the supermarkets and in the online grocery stores
- Kissan ketchup has reach to even rural areas

4. Promotions

- Kissan mainly advertises its core brand jam
- Kissan ketchup is widely advertised and promoted in
 1. TV advertisements
 2. Print media
 3. Retail outlets
 4. Newspapers

Market Segmentations



1. Behavioral Segmentation

- Health Conscious consumers
- Potential Customers
- Fast food lovers
- Consumers who are particular about ingredients and flavors
- Kissan provides special offers during festivals to attract more people towards their product

2. Geographic Segmentation

- Kissan is produced and consumed in almost all the countries where HUL has its base
- It has a tie up with Pizza hut and it is consumed in all the countries where Pizza hut as its existence

3. Demographic Segmentation

- Gender : Consumed by both male and female
- Age : 5 – 50 years
- Income : Mostly families with more than Rs.10000 income or more
- Consumed by singles or families
- Usually complements fast food

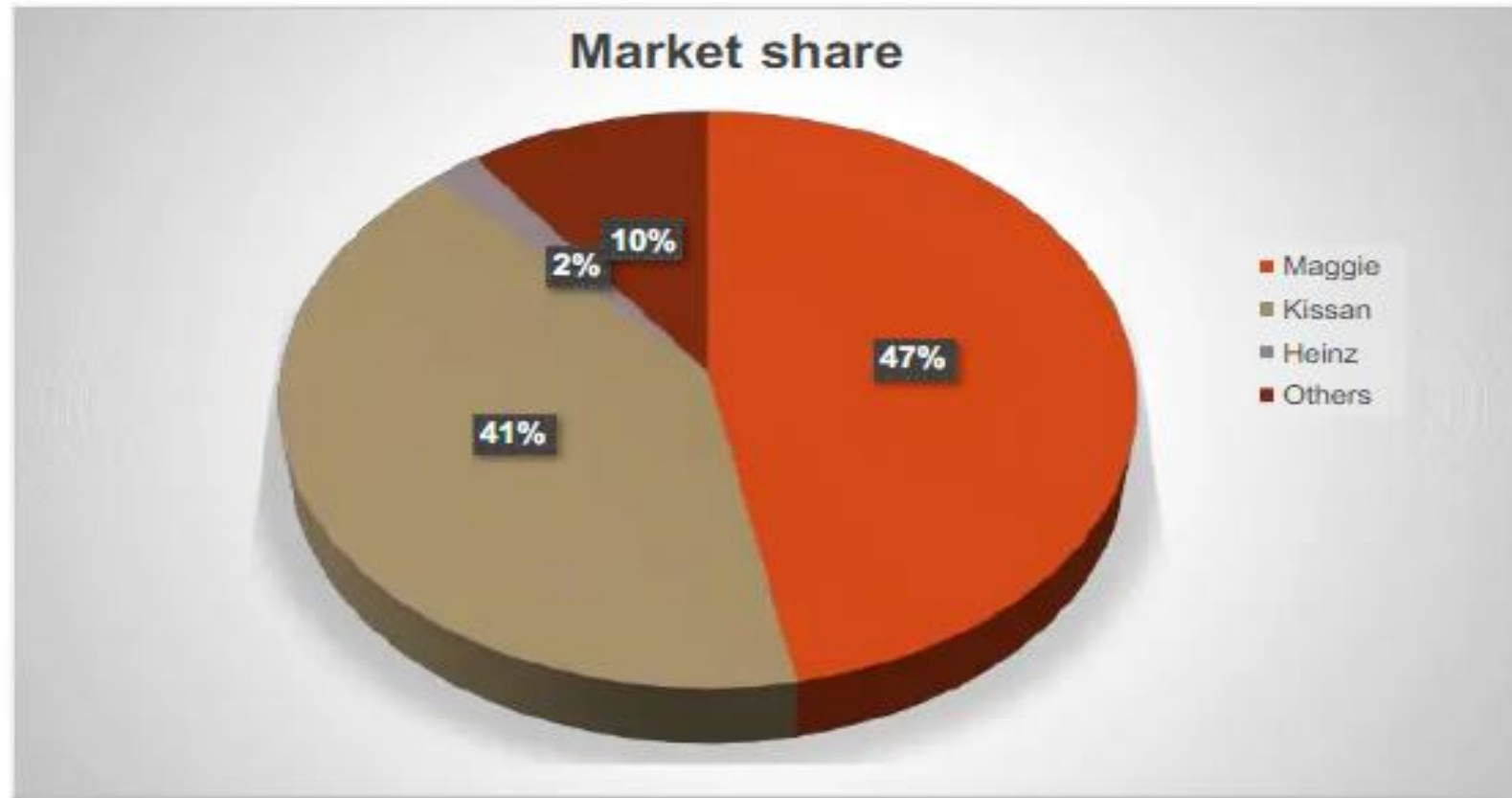
Target Segments

- Mostly consists of middle income to high income households of family
- Share of consumption of kisan ketchup in restaurants, railways and colleges is higher than households
- Targeted to consumers who prefer higher preservation ability
- Since its absence hurts and presence does not add much it is targeted to consumers who look for better taste at low price

Kissan Ketchup Competitors

Delmonte	Heinz
Tagline: Taste like never before Positioned as Tasty ketchup no one can resist Premium Ketchup brand	Tagline: Grown Not Made It is focused on health and taste Premium Ketchup brand
Maggi	Tops
Tagline: Make a difference Foucsed on quality and taste Premium ketchup brand	Tagline: Classical ketchup; made old fashioned way Focused on taste and quality Comparitevly low cost

Ketchup Market share in India



Points of Parity

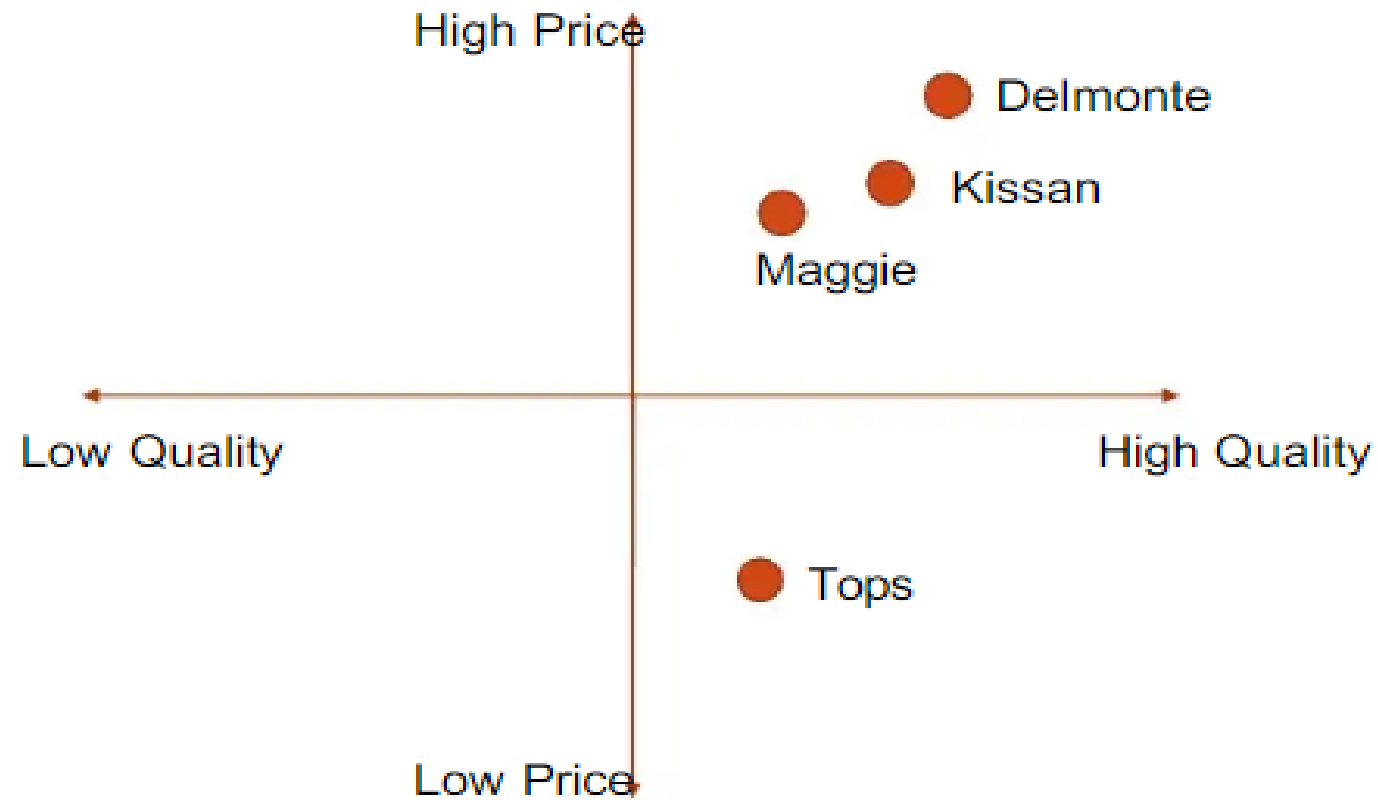
- Good Taste
- Better quality
- Product worth the price
- Healthier
- Preservation ability



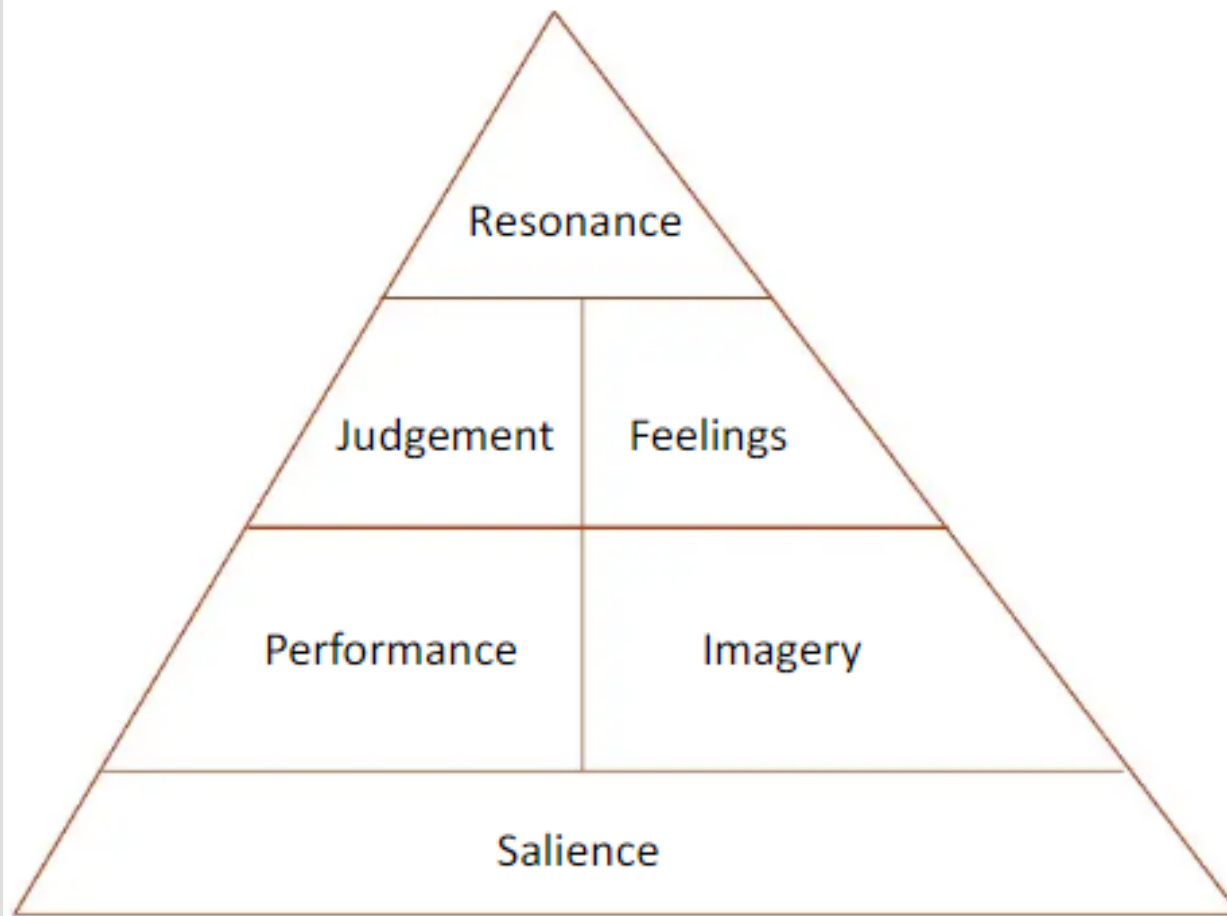
Points of Difference

- Packaging like squeezeo, which is an upside down plastic bottle and is the **first of its kind in the country**
https://www.youtube.com/watch?v=R1w_rnaxBoM
- Availability of the product – Reach to even rural places
- 100% real made tomatoes are used
<https://www.youtube.com/watch?v=IXVQEmjW9Zg>

Perceptual Mapping



Brand Resonance Model



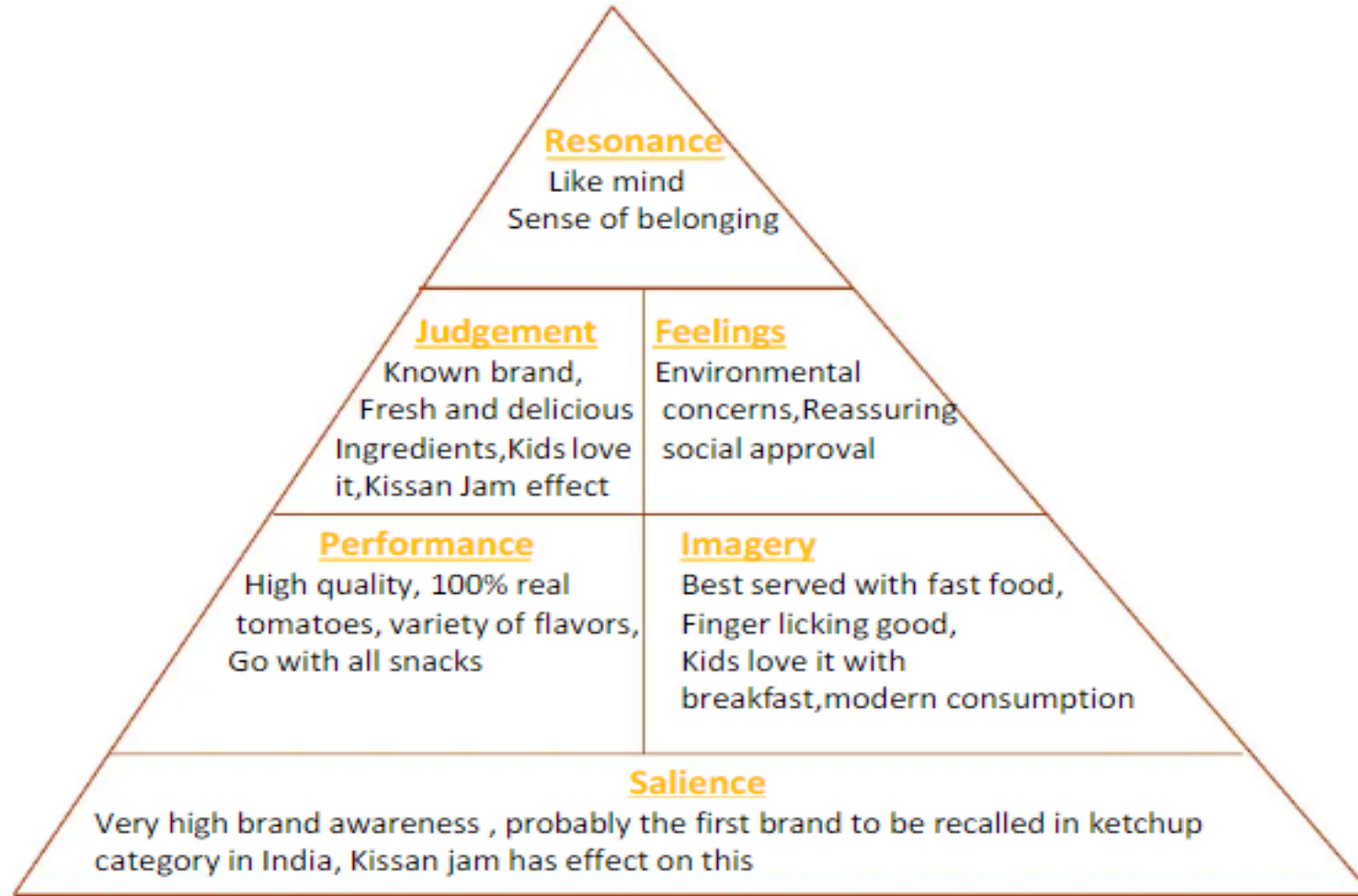
4. Relationship
What about you & me?

3. Response
What about you?

2. Meaning
What are you?

1. Identity
Who are you?

Kissan Resonance Model



Recap



Thank You

- K. Sai Sharmila
- K. Pavan Kumar
- K. Sunil Kumar
- K. Suresh
- K. Chandra Sekhar