



# Marketing Strategy

## SEGMENTATION

### 1 Age

Primarily adults and families who enjoy traditional Indian snacks. However, with snack innovations, it's also appealing to younger audiences.

### 2 Income

Middle to upper-middle-class consumers who seek quality snacks at a semi premium price.

### 3 Geographic

Urban and semi-urban centres. Global outreach in locations with a significant Indian diaspora, like the Middle East, the U.S., and parts of Europe.

### 4 Occupation

Working professionals, students, and homemakers.

### 5 Psychographic

Consumers with a preference for authentic Indian flavors and cultural heritage. Appeals to health-conscious individuals through a variety of healthier snack options.

## TARGETING

### Primary Target Audience

Bikanervala targets middle- to upper-income Indians aged 25-45 who value traditional quality, as well as busy professionals and students seeking convenient, affordable snack options.

### Secondary Target Audience

Gift givers. Targeting individuals who are looking for unique and authentic gift options.



## POSITIONING

- Brand Image:** Heritage, authenticity, and quality; appeals to families and individuals who value these traits.
- Market Presence:** Strong in urban and semi-urban areas; targets primary markets for premium snacks.
- Market Positioning:** Premium yet accessible Indian snacks and sweets brand.
- Emphasis:** Focus on purity of ingredients and traditional recipes.
- Differentiation:** Stands apart from local vendors with consistent quality, high hygiene standards and hygienic packaging



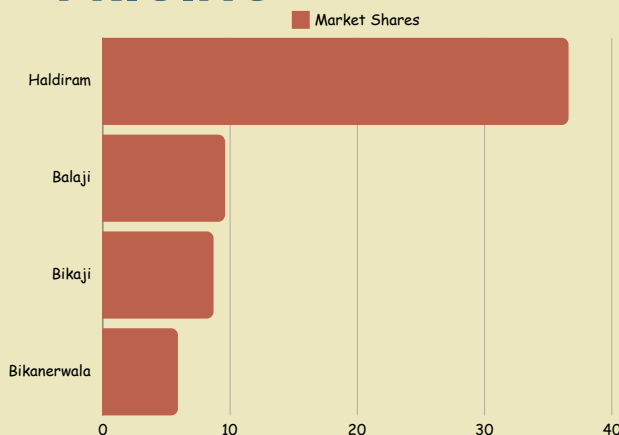
## COMMUNICATION STRATEGY

### Campaigns :

**#PyaarKaMeethaBandhan:** Bikanervala's Raksha Bandhan campaign  
**Maa Se Behtar Hume Jaane Kaun:** Bikanervala's Mother's Day campaign  
**Barson se Bikano:** Designed to convey the brand's legacy, quality, and authentic taste.



## PRICING



### Occasion-Based Pricing

For festivals and special events, Bikanervala offers exclusive gift packs and premium assortments.

This pricing aligns with its premium, authentic brand image, appealing to middle to upper-middle-class consumers who see its products as high-quality, traditional options.



Holds a 9.6% market share, using a high-volume, low-price strategy to attract price-sensitive consumers, especially in semi-urban and rural areas.



Holds 36.6% market share, offering both affordable packaged snacks and premium dining. Its flexible pricing caters to both budget-conscious and premium customers.



Holds approximately 5.9% of the market, blending a premium in-store experience with competitive retail prices to attract quality-focused urban buyers and a broader audience.



### Sweets

Tin Sweets  
Box Sweets  
Bikano Laddu

### Ready-to Eat Meals

Curry and Vegetables  
Ready to eat rice  
Ready to eat paneer

### Tapri Tales

Matthi  
Namak Para  
Samosa  
Combos

### Bakery

Rusk  
Cookies  
Cookie Combo

### Beverages

Badam Drink  
Thandai Drink  
Chocolate Drink

### Namkeens

Bhujia and Sev  
Nuts and Dals  
Mixture  
Boondi

## PRODUCT MIX

### Consistency:

**Related Aspects:**  
Shared Heritage  
Similar Ingredients  
Complementary Offerings

**Varied Aspects:**  
Diverse Flavors  
Distinct Preparation Methods  
Target Customers

