

# **Marketing Strategy**

## SEGMENTATION

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

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



### 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.

#### Occupation

Working professionals, students, and homemakers.

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

# **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.

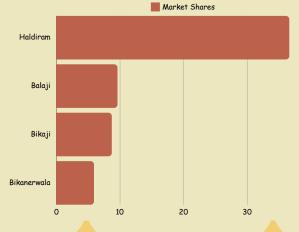








# PRICING



### Occasion-Based Pricing

For festivals and special events, Bikanerwala 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 highvolume, low-price price-sensitive consumers, especially in semi-urban and rural areas.



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

# BIKANERVALA

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.

Bakery

Cookie Combo

Rusk

Cookies



# **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 semiurban 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



# DISTRIBUTION STRATEGY

#### Coverage Strategy

#### Selective Distribution:

Bikanervala uses selective distribution to emphasize quality and align with its brand image.

Intensive in Specific Regions: In high-demand areas like Delhi and Mumbai, Bikanervala adopts a more intensive distribution approach.

#### Channels used

#### Retail Outlets:

More than 200 outlets in India and worldwide. The brand also partners with local franchises in countries like the USA, Canada, and UAE.

#### Food Delivery Apps:

Leverages food delivery platforms like Swiggy and Zomato to offer its fresh food items for home delivery.

#### Online Platforms:

Sells its products on its own website and on e-commerce platforms like Amazon, Flipkart, and BigBasket.

#### Third-Party Sellers:

Collaborations with third-party sellers and partners like The Montana Group. HealthOK, and PepsiCo to expand into new markets.

# **Sweets**

Tin Sweets

**Box Sweets** 

Bikano Laddu

## Ready-to Eat Meals

Ready to eat

Curry and

Ready to eat

paneer





## Tapri Tales

Matthi Namak Para

Samosa Combos

## 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

