

Team SORTED

“How to boost the sale of ready to cook Khichdi, a nutritious & healthy superfood, in India?”



Devesh Sinha



Mohit Kiradoo



Kajal Gupta

T. A. Pai Management Institute

Recap – Round 1 Submission

SYMPTOM - Despite of the nutritious values, reasonable pricing and reasonable marketing push, sale of Fortune Khichdi has not been up to the mark

Target Groups (As per research)



Tier 1,2 (Student and Bachelors hubs) Ex - Bangalore



People who are living away from family, nuclear families, health conscious, living a fast life, prefers convenience aged between 17 to 40

Primary research

Sample size – 216

Cities – Kolkata & Delhi

Variables – Trust on RTC food, Connect with khichdi, Alternatives used, Why khichdi?

Reasons: Hypotheses

H1: Retail Availability

H2: Ecommerce Availability & Placement

H3: Lack of communication

H4: More popular alternatives

H5: SKU offering not in line with the TG

H6: Eating habits of the consumer

Proposed Approach

Retail Activation

Ecommerce Activation

Product Communication

Post purchase evaluation

Product and TG Alignment

Product Positioning

Assumptions

Retail is the most focused channel

E-Commerce is the most focused channel

Focus is more on digital channel

Indirect competitors are the major barriers

Major TG are college students & bachelors

Product market fit is unmet

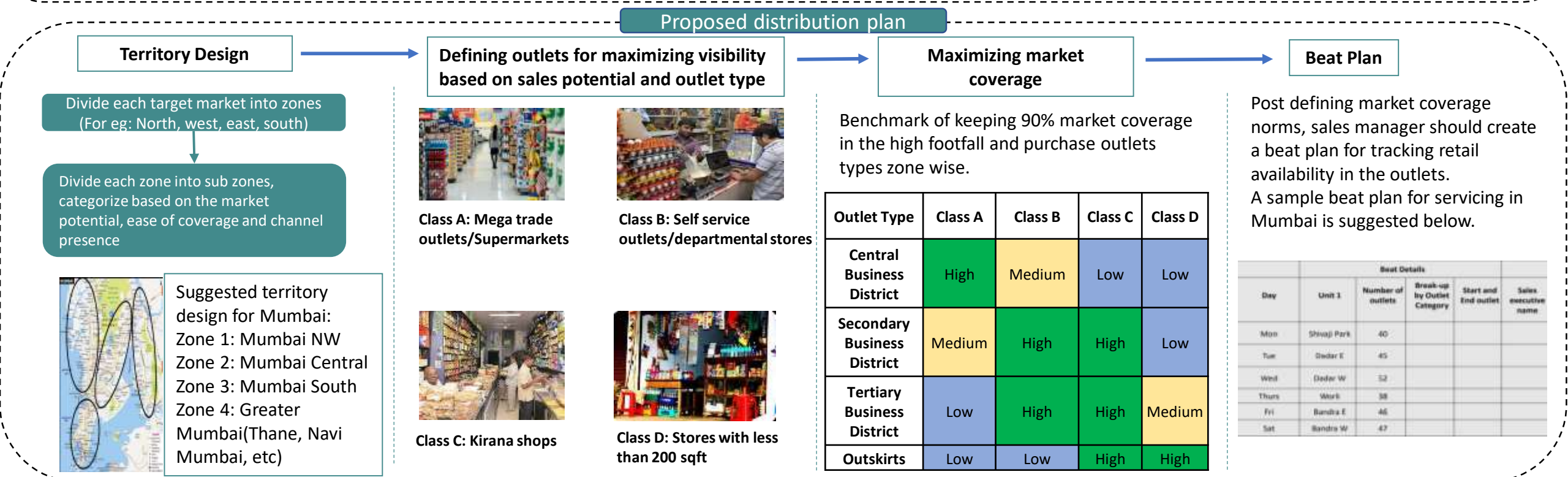
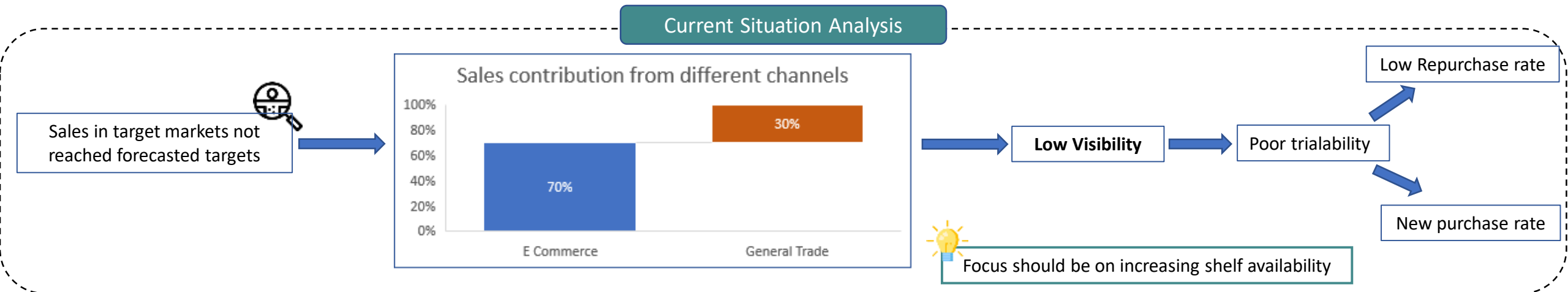
Expected Outcomes

Increasing shelf availability in general trade outlets will enhance visibility, trialability and push repeat purchase. Focus on achieving more than 50% sales from general trade

Product alignment with specific target segments like students, hostel & PG dwellers. Estimated serviceable obtainable market from this SKU = 3.25 cr

Increase in awareness and trialability of Khichdi as an alternative and positioning as a healthy food. Estimated cost incurred for sales activation = 1.11 cr. Estimated sales obtained from restaurants = 17.33 cr

Optimizing product listing using keywords will increase organic reach of the products. Product visibility on e-commerce platforms



Current Scenario - People are unaware of fortune RTC Khichdi packs available in the retail stores due to no particular shelf space or product placement

General Trade

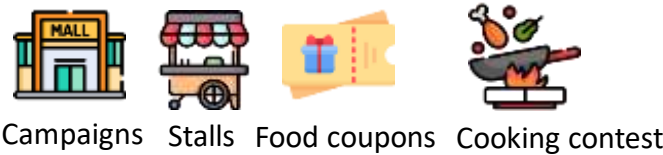
Brand Sponsored Facade

Brand sponsored façade for class B and class C retail stores (mostly used by beverage brands such as coca cola, Pepsi etc.) helps in brand awareness and recall



Instore Promotion

Instore Promotions could be done by having a dedicated salesperson in the store which help the customers with the product, along with than sample testing of RTC Khichdi could be done in ,multiple ways such as :



Offers and Discounts

Fortune RTC Khichdi can provide quantity discounts such as if a customer buys 2 packs of 200gm RTC Khichdi, it should be priced at a discounted rate of @110, instead if the customer buys only 1 pack of RTC Khichdi at 65rs

Use case : Nestle everyday 2 packs @210 (100 gms) ,single pack @112)



Front line placement

Fortune RTC khichdi could be placed near the cash counters and in front display as a new product in local stores which in turn will attract customers and would push then to try it.



Modern Trade

Eye level placement

Placement of the product along the Line of visibility will result in **35% greater*** attention (medium.com) as ‘Eye level is the buy level’ . Fortune RTC Khichdi could be placed at the eye level to increase its sales

Use case : Sprite at eye level to increase sales



Product Placement

Placement of Khichdi besides fast moving Products, which in turn will attract more customers and will result in greater sales of fortune RTC Khichdi.

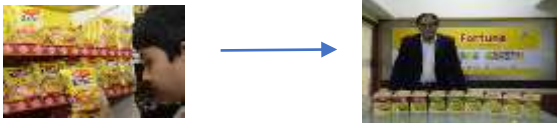
Use case : Saffola oil with saffola oats



Dedicated Space

Fortune RTC khichdi should be provided with proper shelf space in **Fortune marts as well as local stores and mega marts** to get it noticed by the customers leading to increased product purchase and awareness

Use case : Maggi being provided with proper shelf space

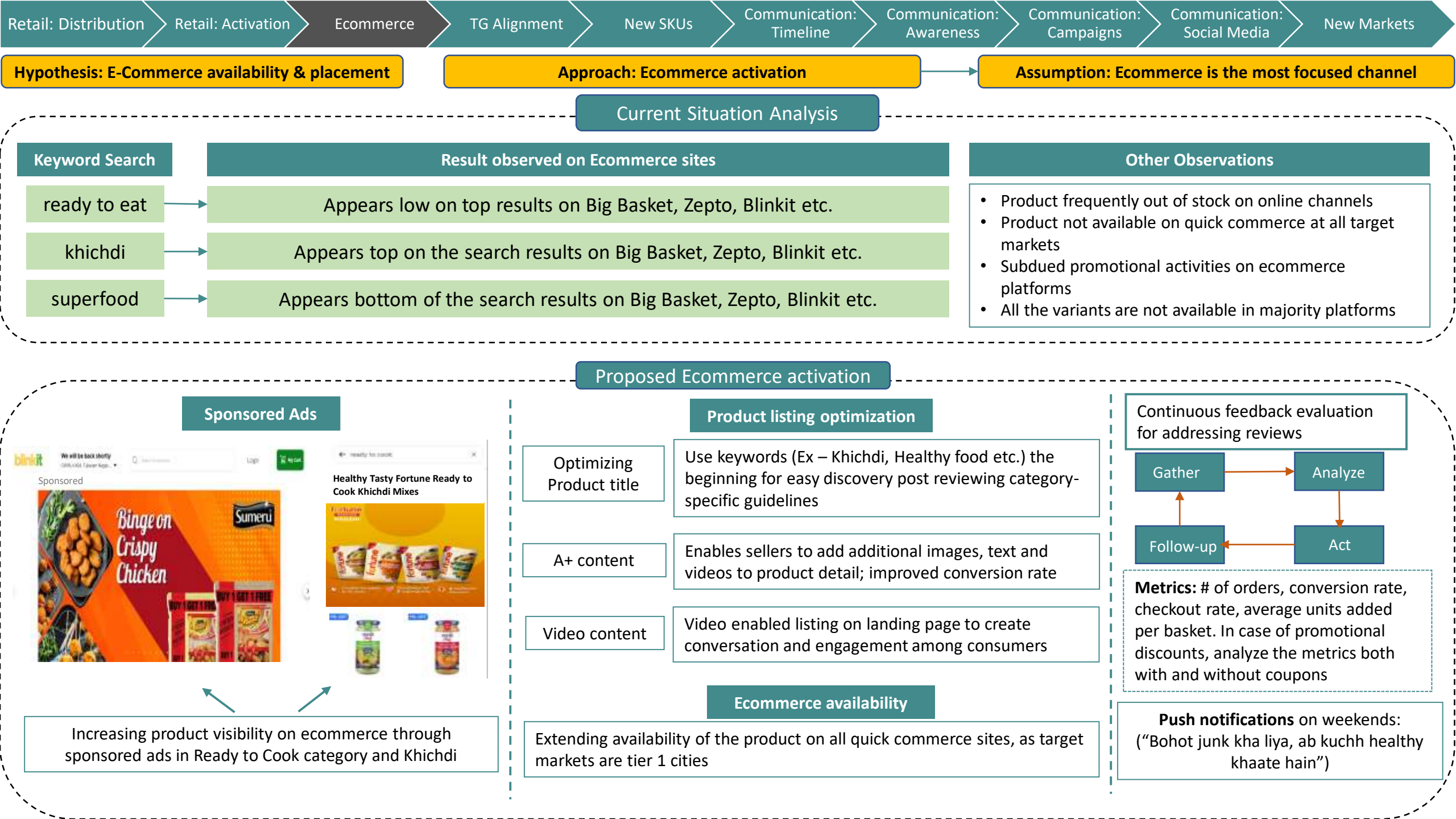


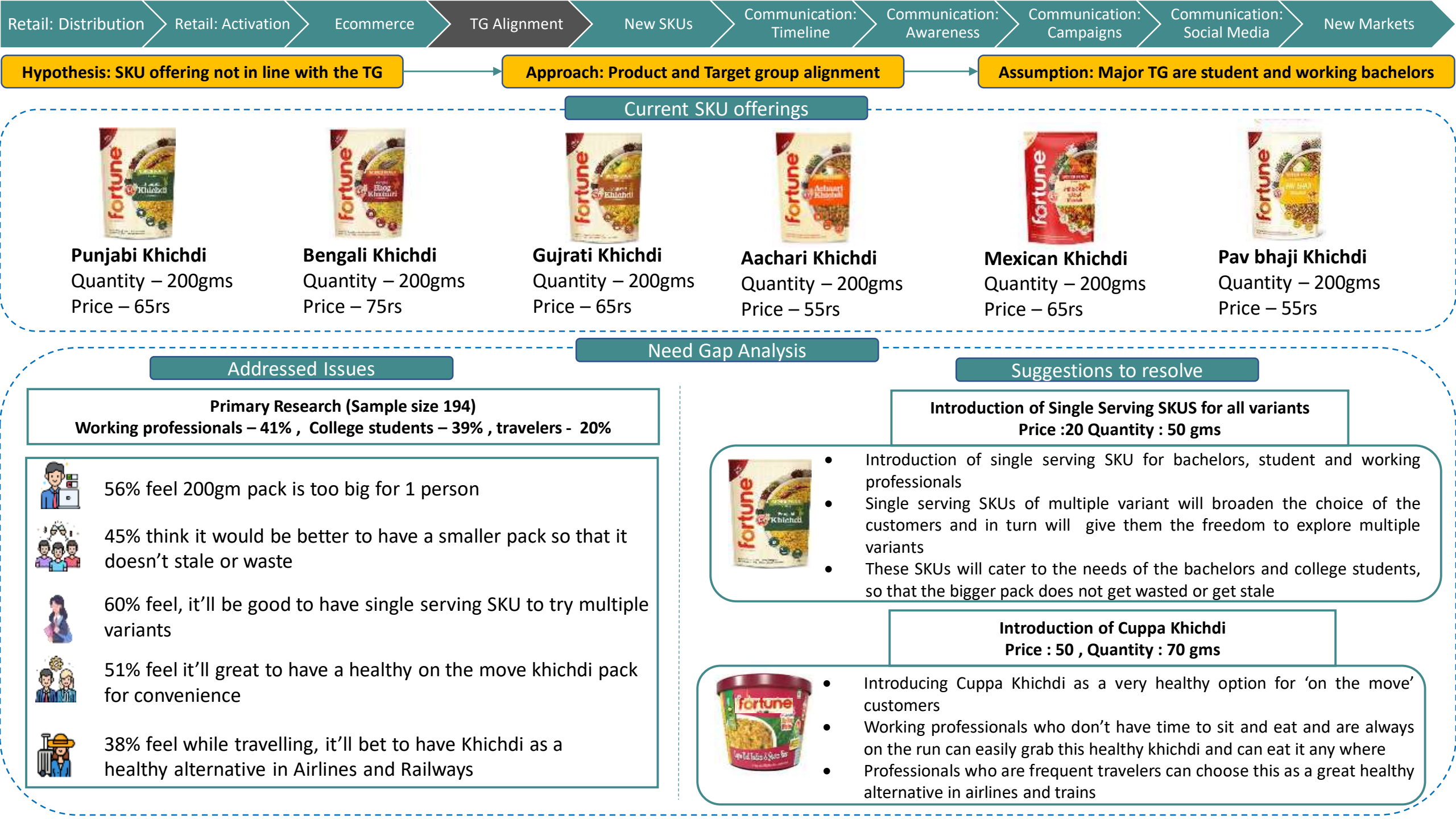
Cross merchandising

Fortune Khichdi could be placed alongside Amul Ghee or Aachar, these are compliment each other. This in turn will help in boosting the sales

Use case : Britannia bread with Amul butter







Product and Target group alignment

Single Serving SKU

Product placement



Local store



Mega marts



Malls



E-commerce website

Product packaging

The product packaging should cover the following features along with a **QR CODE SCANNER** to take feedbacks and reviews



Healthy



Smaller SKU



Tasty

Targeting

Out of the selected target groups of college students, working professionals and bachelors, the ones who whose frequency of buying this product is the most needs to taken into consideration

Positioning

From primary research, two most important variables identified for positioning Fortune’s single serving SKUs are smaller pack and health

Health



Value for money

Value Proposition:

You asked for it, we did it: Fortune is ready to give you a fulfilling meal in a single serving pack that brings to you the most affordable, tastiest and healthy food

Introduction of Single Serving SKU for all variants

Price :20 Quantity : 50 gms

Benchmarking : *Saffola oats single serving SKU*



1. Increased awareness and penetration in the targeted segment group due to single serving
2. Fortune RTC khichdi might be able to stand in the competitive space as a great health alternative

Cuppa Khichdi

Product placement



Airlines



Railways



Office canteens



Local stores

Product packaging

Packaging of Cuppa Khichdi should be attractive and should depict the ‘on the move’ factor to show convenience



convenience



Healthy



Tasty



On the move

Targeting

Out of the selected target groups of frequently travelling professionals, students, working moms and travellers, the ones whose frequency of buying this product is the most needs to taken into consideration

Positioning

From primary research, two most important variables identified for positioning Fortune’s Cuppa Khichdi are convenience and health

Health



Convenience

Value Proposition:

Hey, are you getting late and looking for something healthy!! Don’t worry we have got it covered : Fortune has come up with its cuppa Khichdi which is the most convenient and healthy on the go food

Introduction of Cuppa Khichdi

Price :50 Quantity; 70 gms

Benchmarking : *Cuppa Maggie*



1. Increased penetration in the targeted segment group
2. Increase in repurchase rate, new purchase rate and take off % from retail outlets



Problem: Lack of awareness about RTC Khichdi Category as well as fortune’s offerings*

Free sampling of 50gm SKU with fortune oil
Use case – Free Saffola Pav Bhaji Flavor Oats with Saffola oil



- Benefits –**
1. Awareness of the new product/product category
 2. Fortune is the market leader in edible oil with 73%* of the market share
 3. Huge brand loyalty

Execution strategy

1. Bundling of the smaller SKU with 5 litre oil pack
2. Initially can start with the most loved variant (Ex – Bengali/Punjabi then can promote the less frequent variants (Ex – Mexican, Pav Bhaji

Cost Benefit Analysis*

1. Cost: 32 L (Appendix Sheet 1)
2. Expected benefit: >50% increase in awareness



**Celebrity Endorsements/
Brand Ambassador**

Need:

1. Brings credibility to the brand
2. Provide a clear brand image
3. Connects the consumers
4. Brings their fanbase to brand

Brand ambassadors of competitors:

Tata Khichdi – Chef Sanjeev Kapoor
Saffola Oats – Chef Kunal Kapoor



Commonality – CHEFS, Photo used in few of the SKU packaging

**Our Proposal for Fortune Khichdi –
Chef Ranveer Brar**



Reasons –

1. Huge social Media following*
2. Young (Our TG is also young)
3. Got famous for his healthy recipes during quarantine

Cost Benefit Analysis*

1. Cost: 60 L (Appendix Sheet 2)
2. Expected benefit: Reach 1.9 M



Influencer Marketing

- 20-50% more effective than traditional marketing*
- 70% of the millennials trust influencers for decision making*
- Food review videos and Recipe videos has 74% retention rate

Execution strategy:

- Selection of Healthy food influencers for every TG



Flying Beast
Reach – >6m
Eng. Rate – 11,7%*
TG – Nuclear Family



Ranveer
Reach – >5m
Eng. Rate – 5.3%
TG – Bachelors

- Product Reviews, Reels, YouTube promotions, recommendation

Cost Benefit Analysis*

1. Cost: 60 L (Appendix Sheet 3)
2. Expected benefit: Awareness to 8 mn followers (80% distinct)

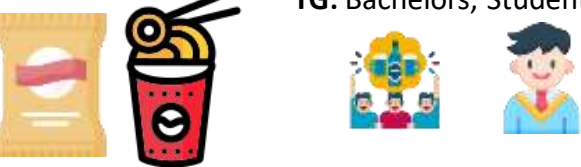
NOTE: It is not necessary to go with both Celebrity Endorsements/Brand Ambassador as well as influencer marketing both has its own pros and cons such as –
Brand Ambassador: + Permanent part of the brand, more credibility. – High vulnerability, less flexibility, Higher cost
Influencer Marketing: + Higher flexibility, Viral opportunities. – Short term, Less credibility & cluttered

* Marked facts are stated in the last sheet of the [appendix](#)

Problem: The majority TG (Bachelors and Students living away from home are not addressed well in terms of offerings and communication

New SKU launch (50gm and Cup Khichdi communication)

TG: Bachelors, Students



Launch communication

- Social media Ads to TG showing the benefits (Health, Quick, Taste) & use cases (Convenience, Quick meals, On the go) (Both SKUs)
- PR posts and paid posts post SKU launch (Both SKUs)
- Hoardings in TG geographies (New PGs, Colleges, Corporate offices, Bus/Auto stand (Both SKUs)
- YouTube animation videos and illustrations (Both SKUs)
- College events sponsorships & corporate Kiosks (Cup Khichdi)
- Kiosks at airports (Cup Khichdi)

Cost Benefit Analysis*

- Cost: 76 L (Appendix Sheet 4)
- Expected benefit: TG Alignment

Ad Campaigns

#ghar_wali_khichdi

- 1. To stimulate the urge of eating
- 2. By mom's food emotion connect
- Students, Bachelors, Nuclear family living away from their home
- Digital First, Followed by Television

The campaign will consist of series of Ads including scenarios like (A young engineering grad who is away from his home and receives a package from his mother and there's fortune khichdi packet in it with a message from his mom and other related ads)

Inspired from*



#Unitedbykhichdi

- 1. To promote variants in inter-state
- 2. By using unity in diversity of India
- Nuclear family (Living in a new state), Travelers (Emotional appeal)
- Digital (YouTube, Insta, LinkedIn, Twitter)

The campaign will promote the mix of variants (Ex – Bengali variant in Delhi, Punjabi in Maharashtra etc.) to remove the barrier of regional tastes with series of emotion ads (Ex – A young Bengali couple has moved to Delhi and their Punjabi neighbor offering them Punjabi khichdi

Inspired from*



#Superfood_Matlab_Fortunekhichdi

- 1. To position khichdi as a healthy superfood
- 2. Using different association methods
- Entire TG + New customers (expected TG)
- Digital (YouTube, Insta, LinkedIn, Twitter)

The campaign will use the association theory of consumer behavior where the ads will associate superfood with fortune khichdi (Ex – Repeatedly calling fortune khichdi as superfood in all the ads, Showing different health benefits and why it deserves the name "Superfood"

Inspired from*



Cost Benefit Analysis*

- Cost: 88 L (Appendix Sheet 5,6&7)
- Expected benefit: Product connect

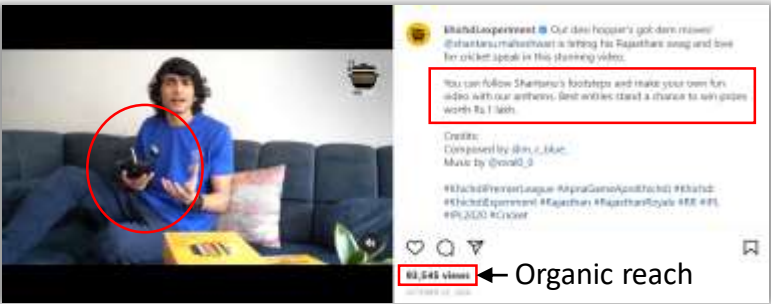
Note: It is not necessary to run all the campaigns at the same time, the timeline could be adjusted according to brand's priority and objectives

* Marked facts are stated in the last sheet of the [appendix](#)

Problem: Social media reach is almost dead

 **Organic growth strategy** **Benchmark – The Khichdi Experiment by Ola Foods**

1. The Youth Connect



2. Story Telling (Higher Viral Tendency)



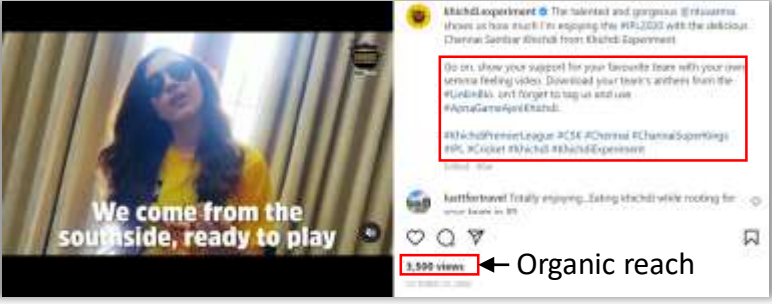
3. User Engagement (Contests)



4. DIY Recipe (Alternative usages)



5. Event Marketing (Utilizing event's hype)



6. Call to Action posts (kind of meme marketing)



Moment marketing (Higher Viral Tendency, Minimalistic)



Effective management of social media handles (more stress on details, timings, tags, CTA, quality content)

- Points to consider to reach a wider audience:***
1. Fun, Bit-Sized reels . The Instagram algorithm ranks reels for their entertainment value
 2. Post at the correct timing. According to Instagram studies, good time to post are Thu – 2-3 pm, Wed – 11 am, Friday 10am
 3. Story interactions, CTA for commenting
 4. Use of relevant hashtags

Potential paid promotion platforms for the TG

Spotify Ads	Inshort Ads
 <ul style="list-style-type: none"> - 61m MAU,2021 - Age: 15-35 - Mostly students, working professionals 	 <ul style="list-style-type: none"> - 10m MAU,2021 - Age: 18-40 - Mostly students, working professionals

* Marked facts are stated in the last sheet of the [appendix](#)

New Market Development Strategy*

Café Tie-ups (Institutional Sales)*

- Tie-ups with local cafes for introducing khichdi in their menu
- **Ref:** Maggi as a regular menu item
- **Benefits:** Frequent place of TG
- Additional market for fortune

Example:

Maggi House

Veg		Single	Double
Plain Maggi	 	30/-	55/-
Masala Maggi		40/-	70/-
Plain Cheese Maggi		45/-	80/-
Masala Cheese Maggi		55/-	85/-
Classic maggi		40/-	70/-
Schezwan Maggi		45/-	80/-
Chilly Garlic Maggi		40/-	70/-

Corporate Canteens

- Tie-ups with MNCs for placing Fortune khichdi in their canteens
- **Ref:** Saffola masala oats in TCS canteens
- **Benefits:** Bulk sale, Long term relationship, big accounts



Government Tie-ups

- Tie-ups with government to offer Fortune khichdi as a meal in the **Mid Day Meal Scheme, Government Hospitals and Army Camps** at subsidized rates
- **Ref:** Suposhan CSR activity by Adani Wilmar has built a trust around the brand
- **Benefits:** Long term relationships, Bulk sale, Government accounts



Cloud Kitchen

- Tie-ups with cloud kitchens to White label fortune Khichdi as their own product
- **Market value:** \$2.5 B. **CAGR:** 17.5%*
- **Benefits:** Growing market, Huge demand



Airline Tie-ups

- Tie-ups with Airlines and airports to introduce **Cup Khichdi in their in flight menu**
- **Ref:** Cup Maggi, Cup Upma already been introduced
- **Benefits:** Promotions, High end TG, Long term relationship



IRCTC Tie-up

- Tie-up with IRCTC to place **Cup Khichdi** as a ready to eat item on Station stalls, IRCTC canteens, In train canteens
- **Ref:** Cup Maggi already introduced
- **Benefits:** Bulk sale, Long term relationship, Huge demand



*Refer to Appendix Sheet 8

Top 2 likes and dislikes about RTC Khichdi as a category, Variants wise rating on a scale of 1-10 & Introduction of a new variant "Pongal" dropping "Mexican"

Fortune RTC Khichdi



1. Healthy alternative against RTC junk options
2. Convenient meal



1. Four serving not suitable for bachelors
2. Seasonal consumption



Bengali 8.4

- Like: Authentic Taste, Festive specials
- Dislike: New masala mix has onion, garlic earlier version did not have



Gujrati 8.2

- Like: Healthy
- Dislike: Watery and taste not up to the mark



Punjabi 8.2

- Like: Great combination of Punjabi spices
- Dislike: Taste is bit bitter compared to actual khichdi



Achari 8.0

- Like: Tastes like eating with achar
- Dislike: Not available on Amazon and most of the retail stores



Pav Bhaji 7.2

- Like: Tastes like pav bhaji
- Dislike: Unhealthy and a bit sour



Mexican 7.0

- Like: Good packaging
- Dislike: Ordinary taste, nothing new, category mismatch

Why "Pongal" flavour? (Secondary research + Primary research)

Untapped Market



Here khichdi is called Ven Pongal i.e., missing in current variants

Only Pongal option



MTR offers RTE. RTC or Pongal premix is the gap to target

TN for pilot project



76% from Tamil Nadu. 80% of them eat Pongal. 56% of them voted yes for RTC khichdi.

[Questionnaire](#)

Demand drivers

1. Need of a healthy breakfast option for office goers and students
2. Pongal in restaurants are preferred more due to taste, texture and multiple flavours
3. MTR ready to eat Pongal is highly disliked because of the non-authenticity
4. RTC Pongal could be used as a premix as a base for DIY recipe

[Source](#)

Why "Mexican Salsa" could be dropped

1. TG is unclear unlike other variants
2. Defeats the whole value proposition of superfood or healthy food
3. Least visible on channels – Indicates demand is less or brand is also not focusing on the variant

Annexures

Free Sampling

Free Sampling of 50 gm SKU	Cost	References
Sales volume of edible oil in FY22	3.2 mm MT	https://www.adanienterprises.com/-/media/Project/Enterprises/Investors/Investor-Downloads/Investors-Presentation/AEL-Business-Presentation.pdf
Approximate 5L SKU sold	20%	
Cost of free sampling 50gm SKU	20	
Duration of promotion	3 months	
Estimated sale in 3 months	32,00,000	
Total Expense	₹32,00,000	

Celebrity endorsements

Celebrity endorsements	Cost per year	Sources
Cost of endorsement	₹3,000,000	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cad=rja&uact=8&ved=2ahUKEwilqrzA3vj5AhWSRmwGHeZwBbsQFnoECACQAQ&url=https%3A%2F%2Fwww.business-standard.com%2Farticle%2Fmanagement%2Fchefs-at-the-endorsement-table-116102300761_1.html&usg=AOvVaw2FjKWZreCxNJ4dmklOL9Dv

Annexures

Influencer Marketing

Influencer Marketing	Cost	Sources
Cost per post(Flying Beast)	1,00,000	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi886a04fj5AhVbTmwGHdvLA-0QFnoECAUQAQ&url=https%3A%2F%2Fwww.themediant.com%2Finfluencer-marketing%2Fflying-beast&usg=AOvVaw1cStWmtosF1T8QEpFz5hhC
Cost per post(Ranveer Allahabadia)	1,00,000	
Total post	30	
Total Cost	₹60,00,000	

New SKU Launch

New SKU Launch	Cost	Details	Source
Social media ads	40,00,000	Reach: 1 Crore impressions, CPI = Rs 0.4	https://www.themediant.com/find
Paid posts	5,00,000	Launch posts on Inshorts (News App), Cost 5,00,000 per article	
Hoardings	21,00,000	On an average hoarding cost per month is Rs 1,00,000. Assuming 3 hoardings in TG areas in all 7 metro cities	
Sponsorship	10,00,000	Fest sponsorships	
Total expense	76,00,000		

Annexures

Ghar Wali Khichdi Campaign

Ghar wali Khichdi	Cost	Details	Source
Cost in digital mode	11,00,000	1 cr impressions * (Insta reel CPI Rs 0.08 CPI and YouTube CPI Rs 0.08)	https://www.themediaant.com/find
Cost in television mode	72,00,000	During 1 month of IPL 2023. Assuming 1 match per day, 40 overs per match, 1 Ad per over, 30 seconds per ad and Rs 12,000 per minute cost	
Distribution expense	83,00,000		
Cost of making 1 ad	1,00,000		https://www.theblueowlproject.com/post/real-cost-of-video-production-in-india-in-2021
# of ads	5		
Cost of making campaign	5,00,000		
Total Expense	₹8,80,000		

Annexures

Super Food Matlab Khichdi Campaign

United by Khichdi	Cost	Details	Source
Cost of Distribution			
YouTube	3,00,000	1 cr impressions * (Insta reel CPI Rs 0.08 CPI and YouTube CPI Rs 0.08)	https://www.themediant.com/find
Instagram	8,00,000		
Cost of Making	6,00,000		https://www.theblueowlproject.com/post/real-cost-of-video-production-in-india-in-2021
Total expense	₹1,700,000		

Annexures

United By Khichdi Campaign

United by Khichdi	Cost	Details	Source
Cost of Distribution			
YouTube	3,00,000	1 cr impressions * (Insta reel CPI Rs 0.08 CPI and YouTube CPI Rs 0.08)	https://www.themediant.com/find
Instagram	8,00,000		
Cost of Making	6,00,000		https://www.theblueowlproject.com/post/real-cost-of-video-production-in-india-in-2021
Total expense	₹1,700,000		

Annexures

Single Serving SKU guestimate

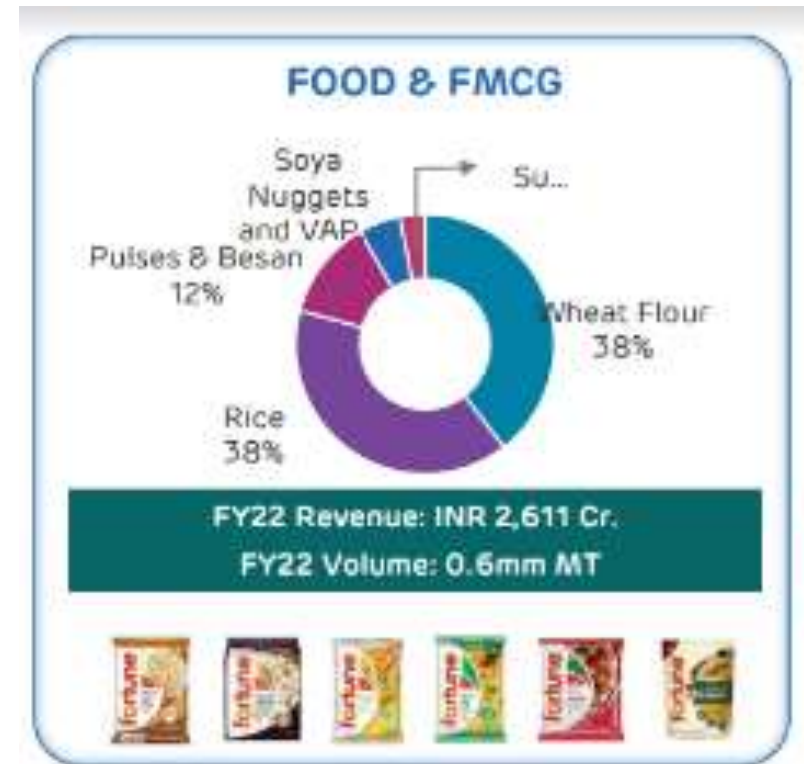
Market sizing of single serving SKU				
Age Wise	15-24	25-39	40-60	Total Population
population in 2012-13	2015393	3101277	2051200	10433334
% of population	0.193169	0.35	0.196601	
Estimated current population	2656384	4813071	2703580	13751632.48
% of people inclined towards instant/ready meals	0.7	0.55	0.3	5317732
% of people liking khichdi	796915.3	1443921	811073.9	3051910.546
% of people likely to buy RTC Khichdi	79691.53	144392.1	81107.39	305191.0546
Market size of single serve SKU				4577865.819
Scaling this to 7 existing markets				3,25,02,847.32
Considering 10% repeat purchase				3,57,53,132.05
Revenue generated				₹715,062,640

PUNE				
Age Group	Males		Females	
	Number	%	Number	%
00-04	450478	8.22	404385	8.16
05-09	424536	7.75	371187	7.49
10-14	407222	7.43	361445	7.29
15-19	442686	8.08	383289	7.73
20-24	624130	11.39	565328	11.41
25-29	648334	11.84	597139	12.05
30-34	548099	9.97	471288	9.51
35-39	448573	8.15	391844	7.91
40-44	355475	6.49	319049	6.44
45-49	280118	5.11	268834	5.42
50-54	235535	4.30	219857	4.43
55-59	190925	3.49	181807	3.67
60-64	161991	2.98	158932	3.17
65-69	107300	1.96	100762	2.03
70-74	71453	1.30	70651	1.43
75+	84435	1.54	92527	1.87
Total	5477270	100.00	4956864	100.00

Annexures

Total Expenditure

Expenditure	
Total expenditure on free sampling	32,00,000
Expenditure on celebrity endorsementsements	30,00,000
Expenditure on Influencer Marketing	60,00,000
Expenditure on SKU Launch communication	76,00,000
Expenditure on Campaign 1	88,00,000
Expenditure on Campaign 2	17,00,000
Expenditure on Campaign 3	17,00,000
Total expenses	₹35,00,000
Equals to 2.23% of the Revenue	
Calculation:	
Adani Wilmar Food & FMCG Revenue	₹26,110,000,000
Khichdi caters to 6% of revenue	₹1,566,600,000



Source - <https://www.adanienterprises.com/-/media/Project/Enterprises/Investors/Investor-Downloads/Investors-Presentation/AEL-Business-Presentation.pdf>

Annexures

New Market Development Feasibility

Plan	Feasibility Analysis			
	Stakeholders	Demand Drivers	Obstacles	References
Cafe Tie-ups	Distributors, Cafe Owners, Customers	1) Maggi market is saturated, customers look for options. 2) Students and bachelors who are away from home look for homely foods. (Survey - 23 Mid size cafes and restaurants, Udupi)	Awareness, Adoption, Acceptance by Cafe owners	https://dfaingredients.com/trends/gen-z-eating-habits/
Corporate Canteens	Distributors, Canteen vendor, Corporate admin, Customers	1) Apart from food plate, people look for quick healthy meal and current options are only Maggi and Oats. 2) Khichdi specially in a quick serving SKU like Cuppa khichdi would be most preferred. (Survey - 25 Office goers + Personal experience)	Direct and Indirect Competition, Acceptance	https://www.jll.co.in/en/trends-and-insights/workplace/workplace-canteens-take-a-leaf-from-healthy-food-outlets
Government Tie-ups	Adani Wilmar, Central government, State governments, Army headquarters, NGOs, Hospital canteen vendors	1) Need of healthy food options for Indian Army at higher altitudes, 2) WHO urges Indian government hospitals to provide healthy food options to patients specially after COVID, 3) Healthy food crisis in Mid Day Meals Scheme by Indian Government	Acceptance, Direct and Indirect Competition, Adoption	https://www.hindustantimes.com/india-news/army-report-lists-50-problems-faced-by-troops-food-body-armour-weapons-among-them/story-fa9n3Fv0WwxVxmKK2ifHKO.html https://www.who.int/news/item/12-01-2021-who-urges-governments-to-promote-healthy-food-in-public-facilities https://indianexpress.com/article/explained/explained-midday-meal-supplements-7866668/
Cloud Kitchens	Distributors, Cloud kitchen owners, Customers	Quick delivery commitment, consistent quality, lack of resources, Premix requirements (Survey - Interviews with 8 cloud kitchen owners)	Consumer acceptance, Seasonal demand	https://lbb.in/bangalore/order-khichdi-online-from-khichdi-experiment/
Airline Tie-ups	Adani Wilmar, Airport authorities, Airline authorities, Fliers	The pandemic has increased self-awareness among travelers who now have a greater understanding of the value of health and well-being. The change in emphasis has resulted in consumers constantly seeking healthier dining options.	Regulations, Margins, Price Point, Acceptance	https://restaurant.indianretailer.com/article/how-food-business-at-indian-airports-have-changed-during-the-pandemic.14083
IRCTC Tie-ups	Adani Wilmar, IRCTC, Station authorities, Canteen vendors, Sellers, Customers	Hygiene issues with canteen food inside train, lack of healthy options while traveling (Only cuppa maggi is available), Lack of healthy options on railways stations	Margins, Acceptance, Adoption	https://timesofindia.indiatimes.com/business/india-business/railrestro-offering-satvik-or-vegetarian-food-to-passengers-on-trains-during-the-saawan-month/articleshow/93049005.cms

Annexures

New SKUs Scalability Analysis

Single Serving SKU	Scalability Analysis	
Scalability Factor	Score	Remarks
Clarity of Market Focus	4	Defined TG: Focus on stakeholders
Repeatability of Solutions	4	Replicable: Majority of revenues to come from retail stores
Market Differentiation	4	Distinctively Different: Product varieties
Offering Focus	4	Solution focused: Aim is to drive awareness by enhancing visibility
Sales process	3	Formal Process
Customer Focus	5	Buyer Centric
Sales-Mktg Integration	4	Shared Plans
Scalability Score	4	

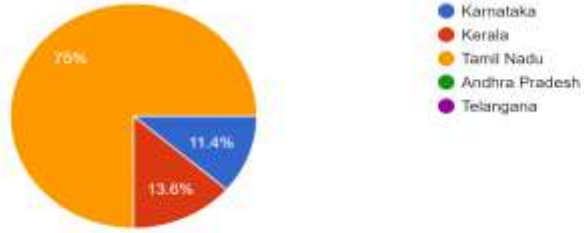
Cuppa Khichdi	Scalability Analysis	
Scalability Factor	Score	Remarks
Clarity of Market Focus	4	Focus on stakeholders: the working population, frequent travellers
Repeatability of Solutions	2	Sales might come from varied touchpoints
Offering Focus	5	Outcome Focused
Sales process	3	Defined sales processes
Customer Focus	4	Buyer Aligned Process
Sales-Mktg Integration	4	Shared Plans
Score	3.67	

Annexures

Survey for last 3 questions

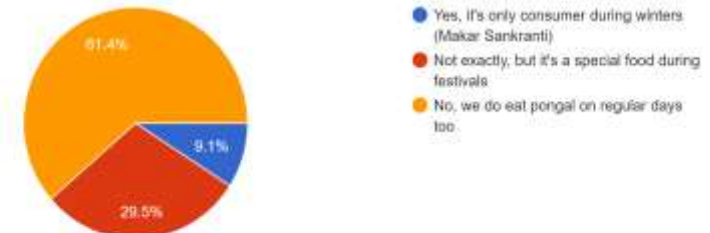
From which state of south India are you ?

44 responses



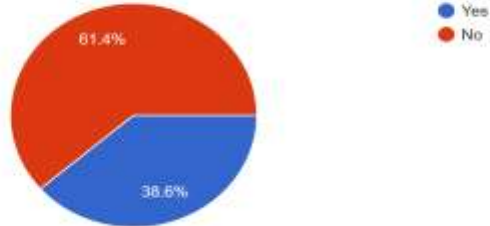
Is Pongal a seasonal food ?

44 responses



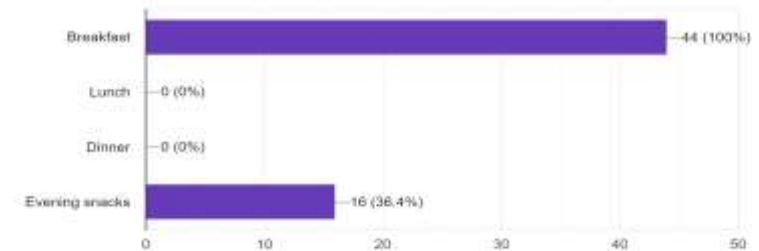
Is Pongal the same as khichdi ?

44 responses



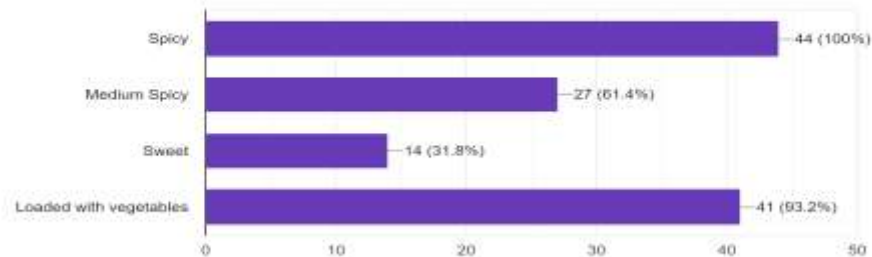
At what time of the day you eat pongal

44 responses



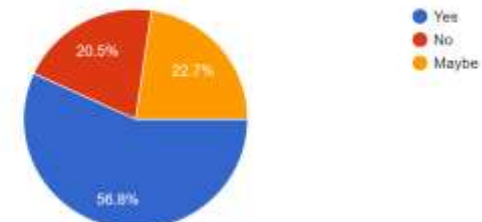
What are the varieties of Pongal do people eat in South India

44 responses



Will you try Ready To Cook Pongal by Fortune

44 responses



Annexures

Other References

1. **Fortune is the market leader in edible oil with 73%* of the market share -** https://www.crisil.com/mnt/winshare/Ratings/RatingList/RatingDocs/Marico_Limited_June_10_2019_RR.html#:~:text=Marico%20has%20been%20able%20to,a%20market%20share%20of%2073%25.
2. **Huge Social Media following of Ranveer Brar -** https://hypeauditor.com/youtube/chef_ranveer_brar-UCeHCDn_BBnk3uTK1M64ptyw/
3. **Influencer marketing is 20-50% more effective than traditional marketing -** <https://www.theweek.in/news/biz-tech/2022/08/25/influencer-marketing-in-india-how-brands-can-leverage-it.html>
4. **70% of the millennials trust influencers for decision making -** <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>
5. **Food review videos and Recipe videos has 74% retention rate -** <https://productlead.me/blog/influencer-marketing-food-industry-roi/>
6. **Flying Beast Social Media reach -** <https://hypeauditor.com/instagram/taneja.gaurav/>
7. **Ranveer Allahbadia Social Media Reach -** <https://hypeauditor.com/instagram/beerbiceps/>
8. **How Thanda Matlab Coca Cola helped the brand -** <https://onlykutts.com/index.php/2021/07/10/thanda-matlab-coca-cola/>
9. **BTS of Ghar wala khana campaign by Fortune Oil and Piyush Pandey -** <https://onlykutts.com/index.php/2021/07/12/fortune-oil-ghar-ka-khana/>
10. **#UnitedByKhichdi irregularly used by Fortune Khichdi in the past -** https://www.instagram.com/p/B_h6QAJBoFQ/
11. **Instagram algorithm report 2022 -** <https://influencermarketinghub.com/how-instagram-algorithm-works/>
12. **Eye level placement -** <https://medium.com/@giaphualihua/eye-level-is-buy-level-the-principles-of-visual-merchandising-and-shelf-placement-5f2fd8f7f298>

THANK YOU

Refer to the following google sheet for all the details: https://docs.google.com/spreadsheets/d/1PA-XRbxPLobLUxLNg_MnXWDN51Pcf3Lq6jmZv9ZzGl8/edit?usp=sharing