



grow BEYOND Better

TEAM Rx



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Overview of Problem Statement

Customer Insights & Market Analysis

Product Development

Go-to-Market Strategy

Financial Projections

Appendix

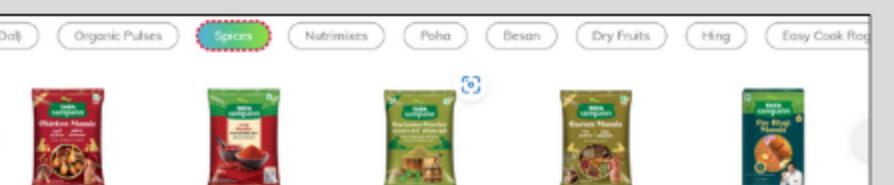
MISSION

Building Tata Sampann as a Masterbrand in the Indian pantry, while staying true to the essence of Indian culinary traditions

WHY BIRIYANI MASALA?

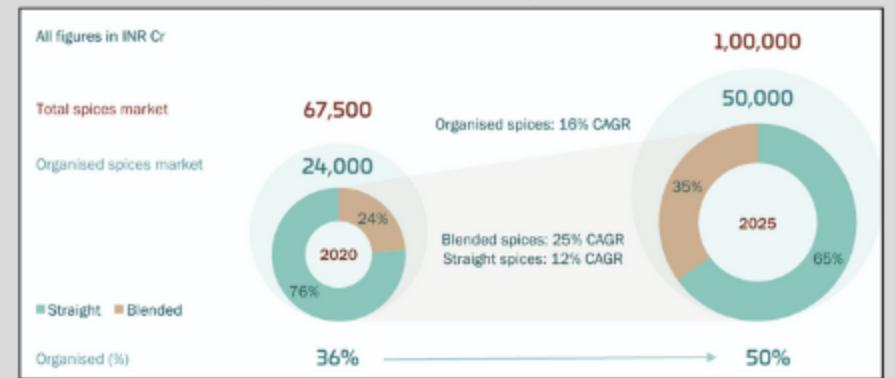
Introducing Biryani Masala Mix into this portfolio aligns seamlessly with its brand ethos for the following reasons:

Consumer Demand	Market Opportunity
Portfolio Synergy	TATA Brand Equity



MARKET ANALYSIS

The Indian blended spices market is growing rapidly and is set to capture 35% of the organized spices market by 2025.



HIGH GROWTH IN BLENDED SPICES

- Increased need for convenience
- Region-specific blends
- High brand stickiness leading to higher margins
- Various options available across cuisines

CURRENT MARKET PLAYERS



CASE GOALS

Product which focus on ideas across the three pillars:
Premium but affordable,
Simplify daily cooking,
Financial viability for TATA

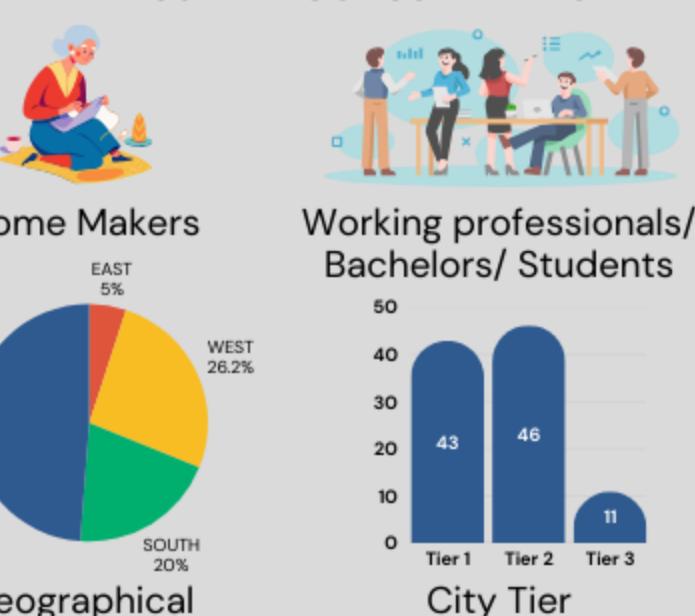
INDIAN POPULATION AND BIRIYANI

Biryani sets new record again, remains India's favourite delicacy

Even Swiggy's annual trends report (formerly StatEATistics) has biryani set new records with 137 biryanis ordered per minute.
Written by Vaishali Dar
January 7, 2023 15:41 IST



MARKET SURVEY CONSUMER PROFILE



CONSUMER PAIN POINT INSIGHTS

- Availability Issues
- Diminished Aroma
- Unreliable Brands
- Lack of convenience with separate spices
- Inadequate Packaging
- Limited Transparency
- Authenticity Concerns

IMPACT THAT TATA CAN CREATE

- Tata's portfolio enhancement.
- Growth in the target market driven by convenience.
- Enhanced customer satisfaction.
- Ensures safety and trust.
- Brands with poor quality will exit the market.

PROBLEM OBJECTIVE

Launching a new product, customizable **Biriyani Masala Mix**, in the blended spices segment of Tata Sampann, designed to address the current challenges faced by consumers

RISING NEED FOR CONVENIENCE WILL DRIVE PRODUCT INNOVATION

TIME IN KITCHEN PER DAY

10 YEARS BACK

PRESENT DAY (CONVENIENCE)

10 YEARS FORWARD



KEY CONSUMER INSIGHTS

of respondents expressed trust concerns with the current brand and would prefer Tata if they launched this product

of consumers have switched to alternative brands, highlighting potential dissatisfaction or unmet needs with their current choice

of consumers refrain from cooking biryani, primarily due to time constraints and the lack of convenience

CURRENT CHALLENGES IN THE VALUE CHAIN MAPPING

Inbound Logistics

- Inconsistent spice quality due to sourcing challenges



Outbound Logistics

- Poorly designed packaging that fails to appeal
- Deterioration of spice quality and aroma during distribution

Operations

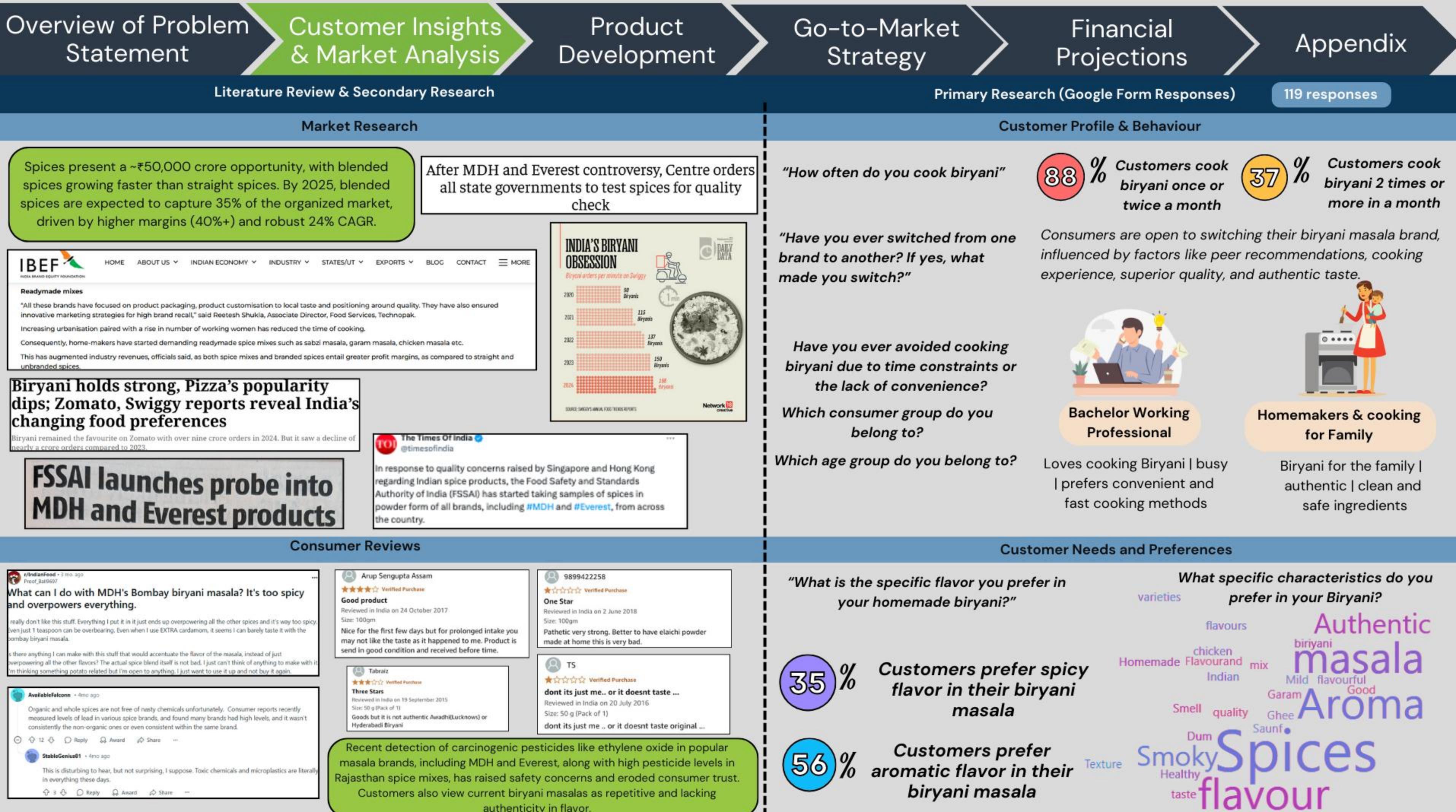
- Lack of traditional flavor and regional authenticity
- Inability to deliver desired taste profiles



Marketing and Sales

- Insufficient product details
- Insufficient ingredient transparency on packaging.





"How do you rate the following factors for your current biryani masala?"

Customers are expressing dissatisfaction and are seeking improvements	
Authentic Taste	64%
Packaging	63%
Aroma	66%
Availability	61%
Price	71%
Storage	69%

Customers are satisfied and prefer them	
Authentic Taste	36%
Packaging	37%
Aroma	34%
Availability	39%
Price	29%
Storage	31%

Majority of customers are dissatisfied with their current brand of biryani masala in terms of lack of authentic taste, aroma, proper packaging, availability, affordability or storage.

"Do you feel existing biryani masalas lack originality for your special flavor?"

70% Customers think their current brand of biryani masala lacks originality in the flavor

"Have you ever had trust concerns with any biryani masala brands? If a trusted and reliable national player like Tata offered biryani masala, would you consider trying it?"

80% There's significant demand for Tata Sampann biryani masala in the market, as customers are actively seeking a reliable, premium brand they can count on and they strongly trust Tata Sampann's commitment to quality and food safety.

"If you have used Tata Sampann's products before, what did you not like about it?"

Tata Sampann products	Count	Percentage
Less awareness	21	28%
Taste/Flavor	14	19%
Affordability	11	15%
Aroma	9	12%
Quality	6	8%
Availability	5	7%
Not very spicy	4	5%
Advertising	2	3%
Souring taste	1	1%
Spice level	1	1%
Grand Total	74	100%

Customers identified the most unappealing factors about Tata Sampann products as the lack of awareness and the taste/flavor of the masalas, which can be improved.

Ansoff Matrix - Product Development

New Markets

Existing Markets

MARKET DEVELOPMENT

Tata Sampann can introduce regional and local variants, but first, it needs to build a strong household identity by addressing the lack of value-added brand recognition.

DIVERSIFICATION

Tata Sampann can diversify by fortifying dals and spices for the premium health segment, but it's financially unfeasible currently.

MARKET PENETRATION

Tata Sampann can expand into rural markets with value packs, but its current premium image and focus on convenience may conflict with this market penetration strategy.

PRODUCT DEVELOPMENT

Customizable Biryani Masala: New personalization product targeting existing Tata Sampann customers seeking convenience and flavor options.

Existing Product

New Product

Pure High Quality Ingredients from existing Tata Sampann portfolio

Tata Sampann is renowned for its commitment to quality and authenticity, ensuring that every ingredient is carefully selected to meet the highest standards. The customizable biryani masala leverages this trusted portfolio, incorporating premium spices and ingredients to deliver an exceptional culinary experience.

Ingredient Sourcing:

- Use high-quality ingredients from Tata Sampann's trusted portfolio.
- Key ingredients: Turmeric (rich in curcumin), chili powder (for heat), coriander seeds (balanced flavor), tamarind (tanginess), and cumin (for aroma and flavor).



Which brand of biryani masala do you currently use?

Eastern, Everest, are the brands are preferred by 54% of respondents

Detailed Ingredient Analysis in Appendix

EVEREST	EASTERN
Black Cardomom	Bay leaf
black pepper	Black Pepper
Caraway	Cardamom
casia Bark	Chilli
Casia leaf	Cinnamon
Chilli	Clove
Clove	Coriander
Coriander	Cumin
Cumin	Fennel
Dried fenugreek leaf	Iodized Salt
Green Cardomom	Kashmiri Chilli
Mace	Nutmeg
Nutmeg	Turmeric
Turmeric	

Base Masala Idea

Based on the in-depth analysis of the ingredients used by these three brands, it is feasible to develop an ideal **base masala** that caters to the preferences of the majority of consumers. This formulation can effectively address key consumer concerns such as maintaining authenticity, preserving originality, and enhancing taste, ensuring a satisfying and consistent experience for a wider audience.

Add-On Sachet Idea

The addon sachet for enhancing aroma and spiciness can be crafted using ingredients like **Star Anise**, **Green Cardamom**, **Clove**, **Nutmeg**, **Red Chilli**, and **Black Pepper**. This allows consumers to customize the flavor according to their preferences.

Overview of Problem Statement

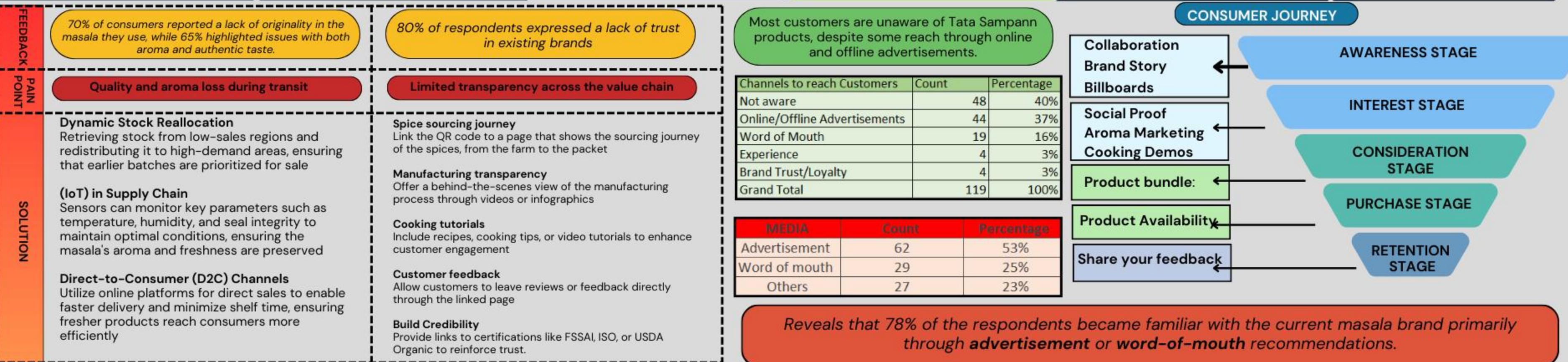
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Partnering with YouTubers to showcase and promote the brand.

Village Cooking Channel

@VillageCookingChannel • 27.3M subscribers

Village grandpa cooking traditional village food, country foods, and tasty recipes for foodies, children, villagers, and poor people.

Kabita's Kitchen

@KabitasKitchen • 14.2M subscribers

Simple, Easy and Authentic Indian Recipe :) My name is Kabita Singh, I am the host of this channel (kabitaskitchen). I focus on ...



Showcase the origin, cultural heritage, and family traditions behind the biryani masala blend. Connect with the target audience through traditional TV advertisements and social media.

Billboards in Tier 1 cities in partnership with Q-commerce platform

Your Taste, Your Biryani!
Start with a Base and Finish with a Twist!



TATA Sampann Biryani Masala
With an Add-On Spice Mix

Ensuring availability through Q-commerce platforms for Tier 1 cities and kirana stores for Tier 3 cities



Advertise in food magazines to target high-income consumers. Emphasize the product's premium quality and unique value propositions



Host live supermarket events showcasing biryani recipes with your masala, offering consumers a chance to taste



One-time trial packs of biryani masala bundled with cooking essentials, allowing consumers to experience and adapt to the new product

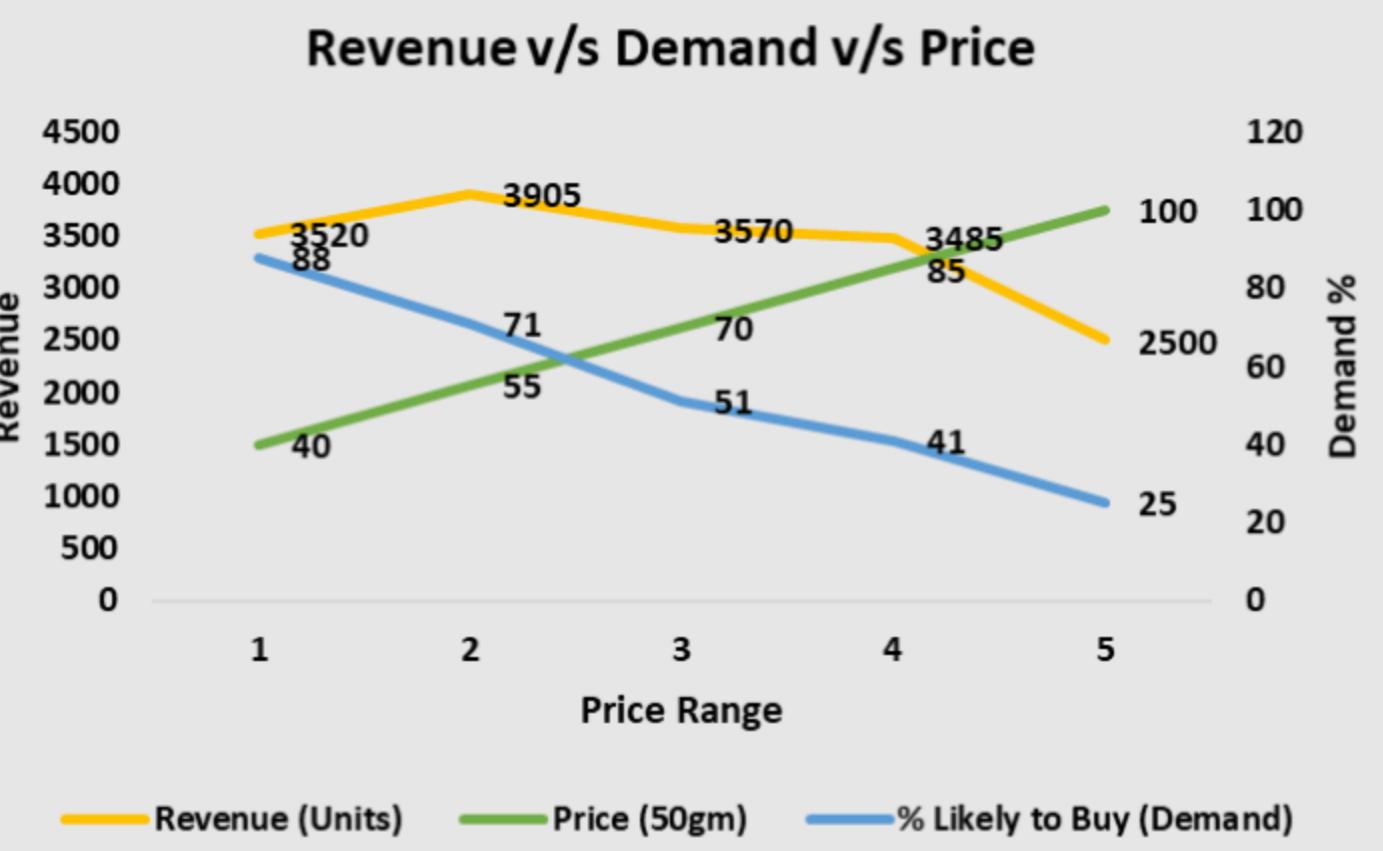
Detailed Analysis in Appendix

As a new addition to our portfolio, we utilized the **Gabor-Granger pricing method** to assess consumer willingness to pay and identify the optimal price for our Biryani Masala.

Based on an analysis of current market brand prices, we set a price range of ₹40 to ₹100 to evaluate customers' willingness to pay. To achieve this, we designed a survey comprising five targeted questions, adopting a value-based pricing strategy.

Considering Tata Sampann provides a high quality, zero preservatives, safe and authentic taste Biryani Masala with a customizable add-on sachet included which enhances your preferred flavours-

Would you buy this Biryani Masala (50g) packet for Rs. 40? Yes/No
 Would you buy this Biryani Masala (50g) packet for Rs. 55? Yes/No
 Would you buy this Biryani Masala (50g) packet for Rs. 70? Yes/No
 Would you buy this Biryani Masala (50g) packet for Rs. 85? Yes/No
 Would you buy this Biryani Masala (50g) packet for Rs. 100? Yes/No



After analyzing the responses, we determined the willingness to pay (Demand) and the corresponding revenue potential for each price point, as outlined using the Gabor-Granger pricing method.



Although revenue is highest at ₹55 per 50gm, Tata, as an affordable premium brand, can position itself between ₹70 and ₹85 using a value-added pricing strategy. This approach will enable Tata to generate revenue comparable to the ideal peak revenue by maintaining its premium positioning.

Rationale for this Model

Gabor-Granger offers actionable insights into how a value-added pricing strategy can influence both demand and revenue, while Van Westendorp centers on consumer perceptions, potentially lacking the detailed revenue projections needed for this positioning.

PRICING STRATEGY

An analysis of the current market shows that brands like Aachi, India Gate, Eastern, Everest, MDH, and Shan make up 80% of consumer preferences. The average market price among these brands is ₹62.6

Based on this, as mentioned in case Tata is ready to position itself at a premium of up to 30%, setting the maximum price at ₹81

Based on the Gabor-Granger pricing method using the market research data, a price range of ₹70 to ₹85 is found feasible.

TOTAL GUESSTIMATED BIRYANI MASALA MARKET IN INDIA		Units in Crores
Total Indian Population	TOTAL POPULATION	140
Total % of urban population in India	URBAN POPULATION	35%
Population in Urban (Tier1,2,3)	URBAN POPULATION	49
Market reach for Biryani Masala (BM)	MARKET PENETRATION	40%
Market share of the organised sector	ORGANISED SECTOR	50%
Total addressable market of BM	TAM	9.8
Average no of people in a family	AVG Household Size	4
Total addressable household counts	TAM HOUSEHOLDS	2.45
Frequency at which people prefer cooking Biryani	FREQ/Year	12
Total units sale (50gm)	TOTAL SALE (UNITS)	29.4
Average price of a Biryani Masala	MRP/ Packet	62.7
Total market size for Biryani Masala	TOTAL REVENUE	1843.4
So even a 20% market share for TATA can create a substantial market	20%	368.7



[Drive link to clean data & detailed analysis](#)

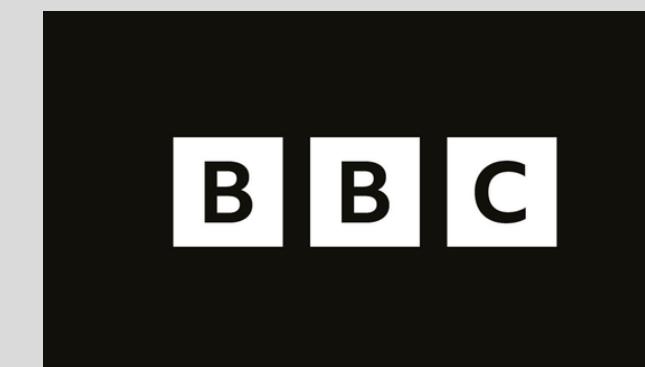


[Google Form Response Link](#)

Literature Review links : Click-on Icons for resource materials, (Link attached)



TATA CONSUMER PRODUCTS



THE TIMES OF INDIA

Business Standard



Forbes

THE HINDU