

## SAFFOLA NEXT STOP



**Opportunity**

Rising Health-conscious population  
+

**Capability**

Leader in Value added Oats segment with ~94% market share

16% CAGR

Breakfast Cereals  
**4746 crore**

### MARKET EVALUATION



2x increase in Health F&B spending per capita by FY26



Health-conscious consumers in India increasing from 108 Mn in FY20 to 176 Mn in FY26

20% CAGR

Health Focused F & B  
**81,982 crore**

### PRIMARY RESEARCH

- 92% want high nutritional value, good taste, and ease of cooking
- 54% are willing to try new healthy products
- 61% are willing to incorporate superfoods in their diet
- 42% are willing to pay more for additional nutritional benefits

### PAIN POINTS

Need Additional nutritional benefits like High Protein, High Fibre Diet



Jitesh, Sportsman

Need Healthy Snacking/ Breakfast options



Eshaani, Employed

Ease of cooking and instant serving

Adithee, Housewife



Need Taste as well as Health



Arjun, Student

Need a Natural & Healthy Breakfast



Sayali, Activist

### TARGET GROUP: Tier-1 & 2 Cities, Disposable income > 6L

#### TG1: Youngsters (Age: 16 to 25)



#### Motivation

Taste along with Health

#### Needs & Wants

"I would love food which can serve my **high Energy and protein needs**. I am willing to **explore new options** and pay high price if needed."

- Tapu, Student, 18

#### TG2: Mid Age (Age: 26 to 50)



#### Motivation

Easy to cook with high nutritional values

#### Needs & Wants

"I am seeking to eat a **health focused food** which can serve my **high nutritional needs**. I am **willing to spend more** for this purpose."

- Jethalal, Businessman, 41

#### TG3: Old Age (Age: 51+)



#### Motivation

Easy to digest, Diabetic foods

#### Needs & Wants

"I need **high fiber and low glycemic Index food** which is easy to digest. I'm diabetic and I would prefer food suited for **diabetes patients**."

- Champaklal, Retired, 69

OUR BIG IDEA



Whole source of protein

Oats lack lysine, Quinoa contains all **9 essential amino acids** which would increase the bioavailability of protein



High Fibre

The product will be **high in insoluble fiber** (through quinoa) and high in **soluble fiber** (through oats)



High in Protein and Fibrer



Complete Source of Protein



Good for Diabetic People

**Glycemic Index** (spike in blood sugar level after eating a food) is **lower** as compared to instant oats



Overall Nutritional Value

12% higher protein, 9% higher fiber, 18% lesser fat, 24% higher copper and zinc and 11% higher pottasium as compared to instant masala oats



Taste Combined with health



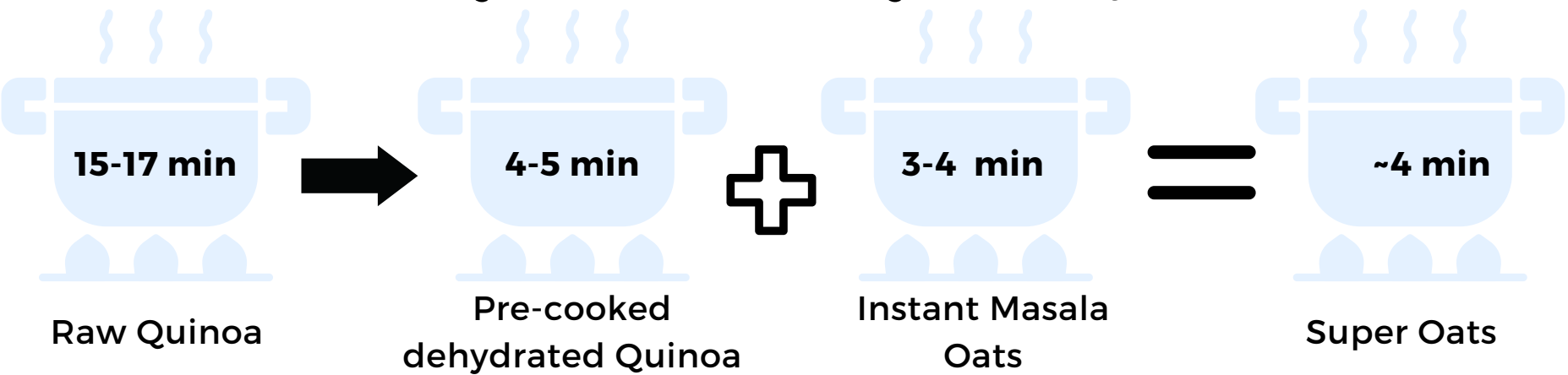
Ease of cooking, Instant Serving

1 part of pre-cooked dehydrated quinoa



2 parts of instant masala oats

Why Pre-cooked dehydrated Quinoa?



Sourcing of Quinoa



Sourcing Quinoa from Rajasthan, as it is the largest producer of Quinoa in India. Production of Quinoa is higher than its demand, forcing farmers to sell at cheaper rates



Marico can procure quinoa from these farmers at MSP, enabling livelihood for these farmers



Quinoa is also produced in Andhra Pradesh, Telangana and Uttarakhand (alternate options)

What's in it for Marico?



**Strengthening Saffola brand** by creating healthier ecosystem of products to gain consumer loyalty



**Scope of future product line expansion** in Oats related healthier alternatives



A **meaningful brand expansion** aligning with past successes in Oatmeal segment to strengthen leadership position



Total **Addressable market** will **increase** by 5800 Cr with even **higher growth potential**



Developed infrastructure and logistics enabling **lower Breakeven** for new product line expansions



Opportunity to **tap premium segment** customers enabling in gaining **higher profit margins**



3 Yummy Flavours



Pavbhaji Flavour



Sambar Flavour



Chhole Bhature Flavour

PRODUCT & PRICING

Weight	Price	Size
35 g	Rs. 20	7.6*2.5*12.7 cm3
250 g	Rs. 115	17.8*12.7*3.8 cm3
500 g	Rs. 225	15*6*27 cm3
1000 g	Rs. 440	5.1*12.7*24.1 cm3

Competitive Price Index (CPI in Rs. per g)



Porter's Five Forces Analysis

Competition (Low)

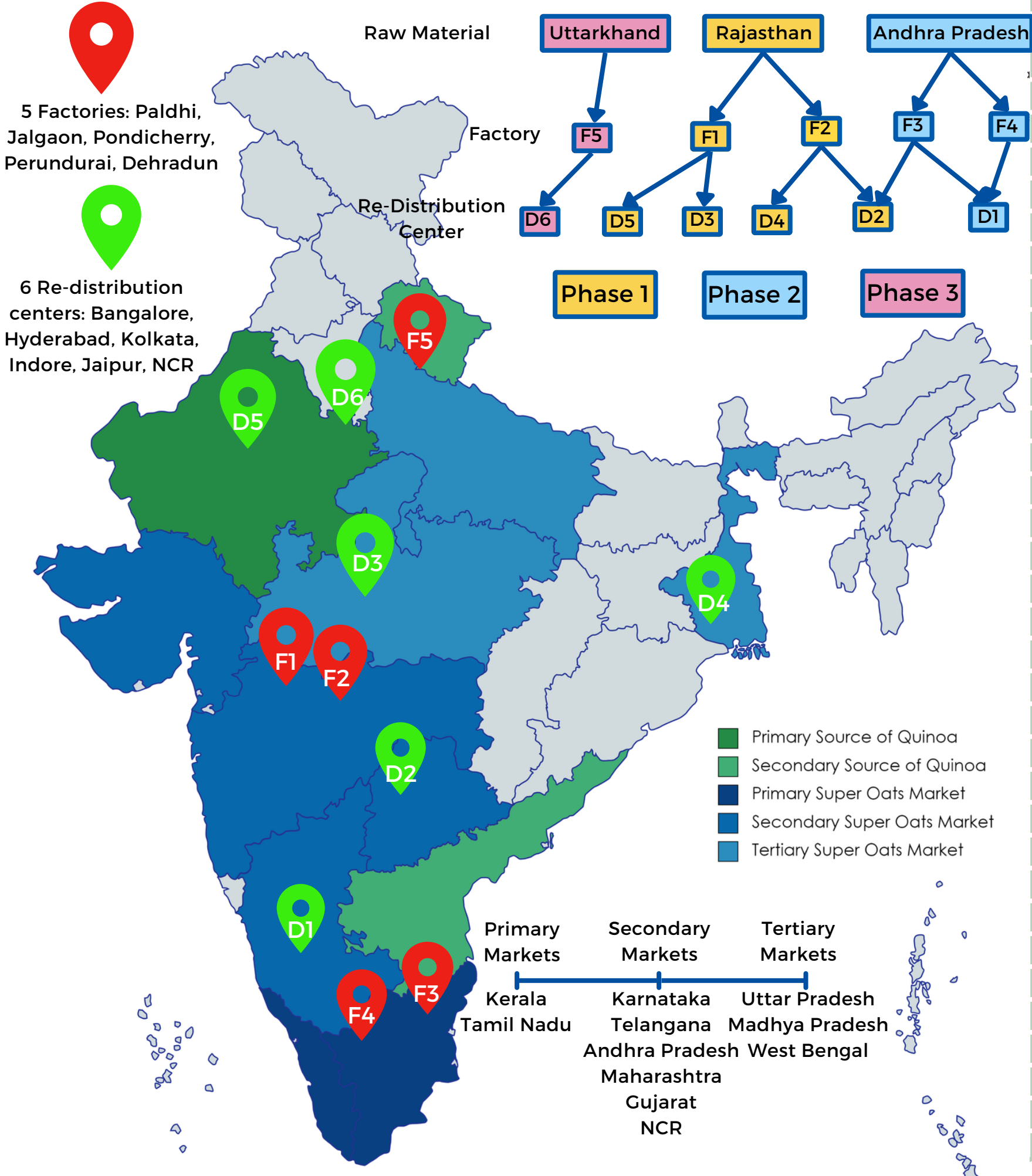
Threat of New Entrants (High)

Threat of Substitutes (Medium)

Threat of Buyers (Medium)

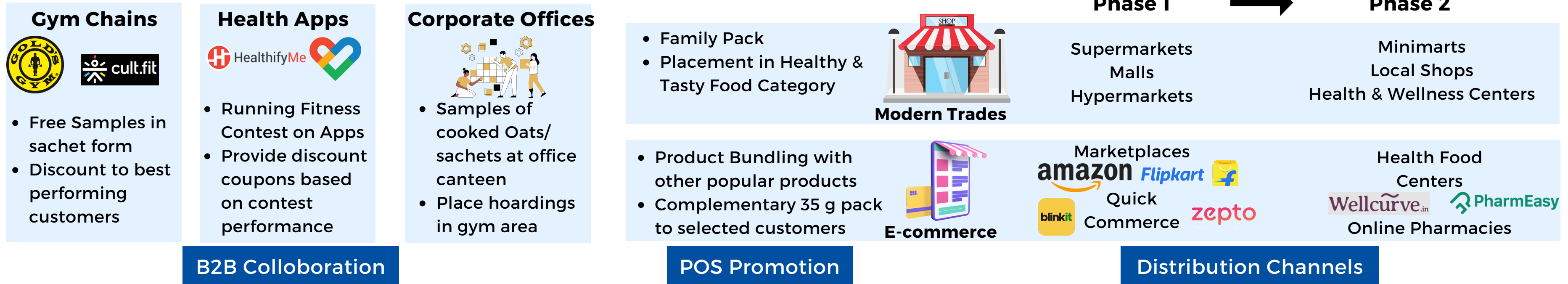
Power of Supplier (Low)

PRODUCTION & DISTRIBUTION



Sources & Details: Consumption Data, The world of Marico

## RETAIL STRATEGY



## MEDIA STRATEGY: Increase Awareness & Promote Trial to conversion

