

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

Proposed Approach

Assumptions

Expected Outcomes

H1: Retail Availability

Retail Activation

Retail is the most focused channel

H2: Ecommerce Availability & Placement

Ecommerce Activation

E-Commerce is the most focused channel

H3: Lack of communication

Product Communication

Focus is more on digital channel

H4: More popular alternatives

Post purchase evaluation

Indirect competitors are the major barriers

H5: SKU offering not in line with the TG

Product and TG Alignment

Major TG are college students & bachelors

H6: Eating habits of the consumer

Product Positioning

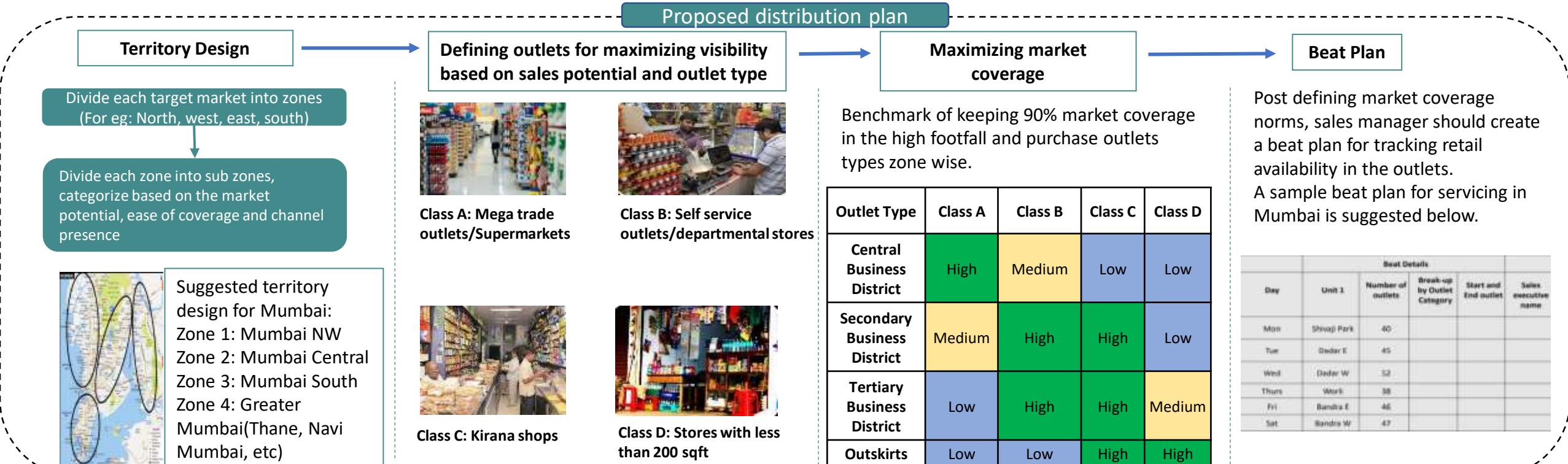
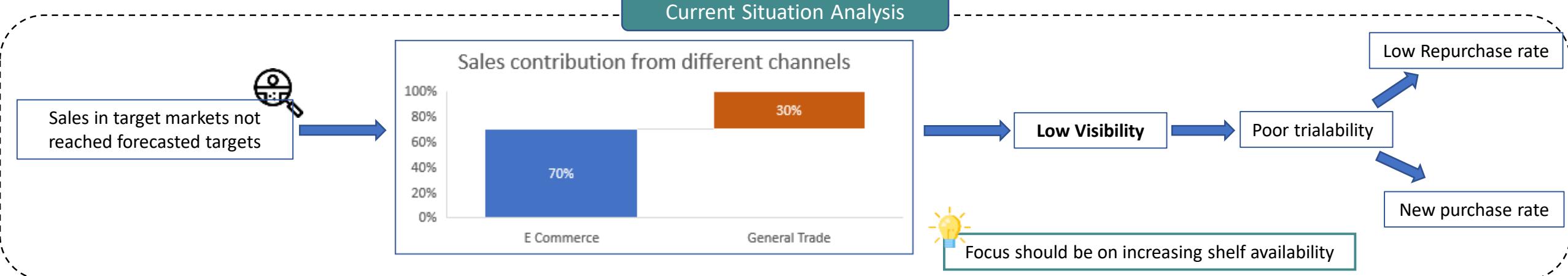
Product market fit is unmet

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 them to try it.



Front line Khichdi Placement

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

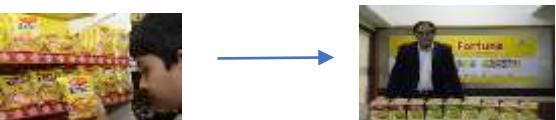
Placement of Khichdi besides fast moving Products, which in turn will attract more customers and will result in greater sales of fortune RTC Khichdi.
Use case : Saffola oil with saffola oats



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



Hypothesis: E-Commerce availability & placement

Approach: Ecommerce activation

Assumption: Ecommerce is the most focused channel

Current Situation Analysis

Keyword Search

Result observed on Ecommerce sites

Other Observations

ready to eat

Appears low on top results on Big Basket, Zepto, Blinkit etc.

- Product frequently out of stock on online channels
- Product not available on quick commerce at all target markets
- Subdued promotional activities on ecommerce platforms
- All the variants are not available in majority platforms

khichdi

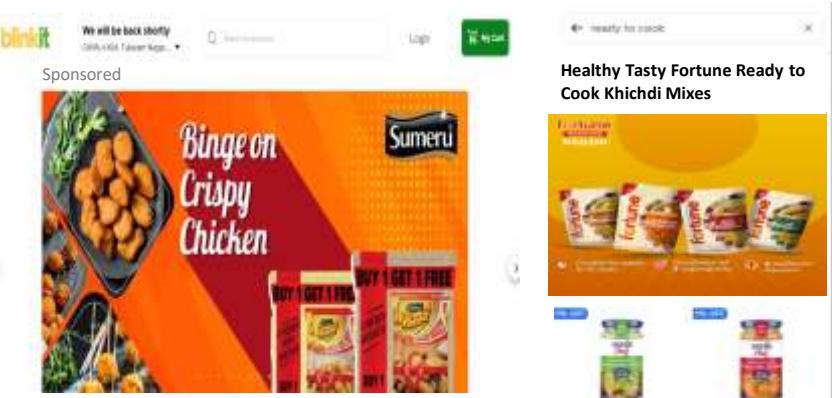
Appears top on the search results on Big Basket, Zepto, Blinkit etc.

superfood

Appears bottom of the search results on Big Basket, Zepto, Blinkit etc.

Proposed Ecommerce activation

Sponsored Ads



Increasing product visibility on ecommerce through sponsored ads in Ready to Cook category and Khichdi

Product listing optimization

Optimizing Product title

Use keywords (Ex – Khichdi, Healthy food etc.) the beginning for easy discovery post reviewing category-specific guidelines

A+ content

Enables sellers to add additional images, text and videos to product detail; improved conversion rate

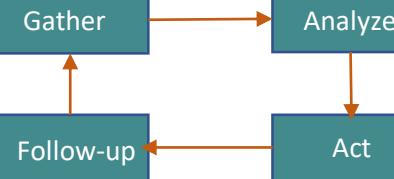
Video content

Video enabled listing on landing page to create conversation and engagement among consumers

Ecommerce availability

Extending availability of the product on all quick commerce sites, as target markets are tier 1 cities

Continuous feedback evaluation for addressing reviews



Metrics: # of orders, conversion rate, checkout rate, average units added per basket. In case of promotional discounts, analyze the metrics both with and without coupons

Push notifications on weekends: ("Bohot junk kha liya, ab kuchh healthy khaate hain")

Hypothesis: SKU offering not in line with the TG

Approach: Product and Target group alignment

Assumption: Major TG are student and working bachelors

Current SKU offerings



Punjabi Khichdi

Quantity – 200gms
Price – 65rs



Bengali Khichdi

Quantity – 200gms
Price – 75rs



Gujrati Khichdi

Quantity – 200gms
Price – 65rs



Aachari Khichdi

Quantity – 200gms
Price – 55rs



Mexican Khichdi

Quantity – 200gms
Price – 65rs



Pav bhaji Khichdi

Quantity – 200gms
Price – 55rs

Addressed Issues

Primary Research (Sample size 194)

Working professionals – 41% , College students – 39% , travelers - 20%



56% feel 200gm pack is too big for 1 person



45% think it would be better to have a smaller pack so that it doesn't stale or waste



60% feel, it'll be good to have single serving SKU to try multiple variants



51% feel it'll great to have a healthy on the move khichdi pack for convenience



38% feel while travelling, it'll be great to have Khichdi as a healthy alternative in Airlines and Railways

Need Gap Analysis



- Introduction of single serving SKU for bachelors, student and working professionals
- Single serving SKUs of multiple variant will broaden the choice of the customers and in turn will give them the freedom to explore multiple variants
- These SKUs will cater to the needs of the bachelors and college students, so that the bigger pack does not get wasted or get stale

Suggestions to resolve

Introduction of Single Serving SKUS for all variants
Price :20 Quantity : 50 gms



- Introducing Cuppa Khichdi as a very healthy option for 'on the move' customers
- Working professionals who don't have time to sit and eat and are always on the run can easily grab this healthy khichdi and can eat it anywhere
- Professionals who are frequent travelers can choose this as a great healthy alternative in airlines and trains

Introduction of Cuppa Khichdi
Price : 50 , Quantity : 70 gms

Product and Target group alignment

Introduction of Single Serving SKU for all variants
Price :20 Quantity : 50 gms
Benchmarking : Saffola oats single serving SKU



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

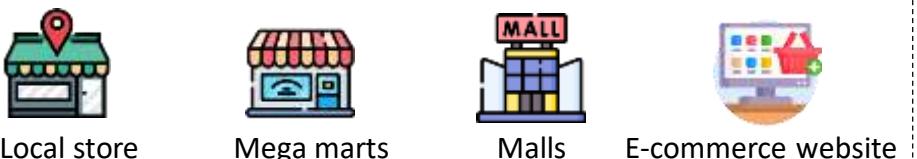
Introduction of Cuppa Khichdi
Price :50 Quantity; 70 gms
Benchmarking : Cuppa Maggie



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

Single Serving SKU

Product placement



Product packaging

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



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



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

Cuppa Khichdi

Product placement



Product packaging

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



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



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

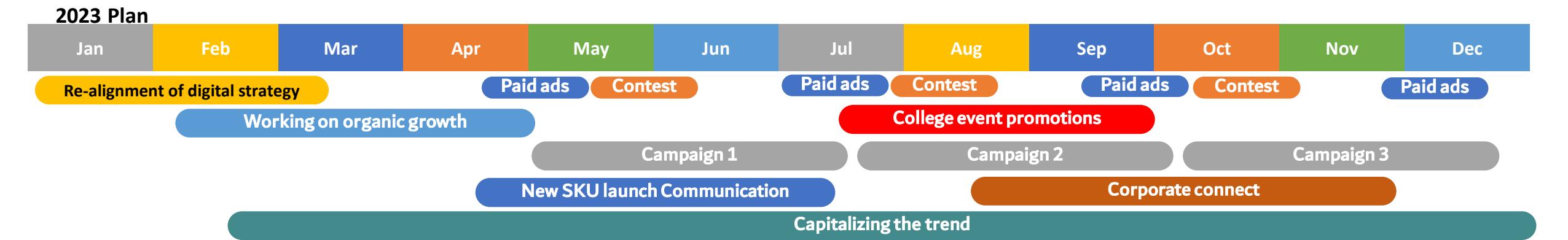


Current Communication Audit

| | | | |
|----------------------------------|---|---|---|
| Digital Reach – 1.9 L | Video Ad Commercials Only 1 1.9M views Channels – Tv, YouTube | Value proposition: Super healthy, Super Tasty & Super fast. TG: Nuclear family with working women | Social Media Engagement 1133 followers, Avg. Likes 20, Avg. views 100-120 10,481 followers, Avg. Likes 4-5, Avg. Views 50-60 Most of the communication is for Fortune Oil |
|----------------------------------|---|---|---|

Proposed Communication Plan

| | | | |
|--|--|--|--|
| Value Proposition: The most convenient and tasty “ghar wali khichdi” We are proposing khichdi to be projected as a nostalgia food in a new format that is convenient and tasty as both these factors were prominent in our primary research | Problem: Lack of awareness about RTC Khichdi Category as well as fortune's offerings* Solutions: 1. Free sampling of 50gm SKU with fortune oil* 2. ATL advertisement to reach the mass 3. Celebrity endorsement Influencer marketing*, Viral posts | Problem: The majority TG (Bachelors and Students living away from home are not addressed well in terms of offerings and communication* Solutions:* 1. Ad Campaigns 2. New SKU launch communication 3. Social Media Engagement 4. College event promotions 5. Corporate connect | Problem: Social media reach is almost dead Solutions:* 1. Changing the media agency on immediate basis 2. Organic growth strategy 3. Paid advertisements on required occasions 4. Capitalizing the trend 5. Leveraging Fortune's main handles User generated content |
|--|--|--|--|



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

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



- To stimulate the urge of eating
- 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*



Inspired from*

#Unitedbykhichdi



- To promote variants in inter-state
- 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*



Inspired from*

#Superfood_Matlab_Fortunekhichdi



- To position khichdi as a healthy superfood
- 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*



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](#)

Cost Benefit Analysis*

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

Problem: Social media reach is almost dead



Organic growth strategy Benchmark – The Khichdi Experiment by Ola Foods

1. The Youth Connect



← Organic reach

4. DIY Recipe (Alternative usages)



← Organic reach

2. Story Telling (Higher Viral Tendency)



← Organic reach
Viral Post

5. Event Marketing (Utilizing event's hype)



← Organic reach

3. User Engagement (Contests)



← Organic reach
Viral Post

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



← Organic reach

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



- 61m MAU,2021
- Age: 15-35
- Mostly students, working professionals

Inshort Ads



- 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:



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



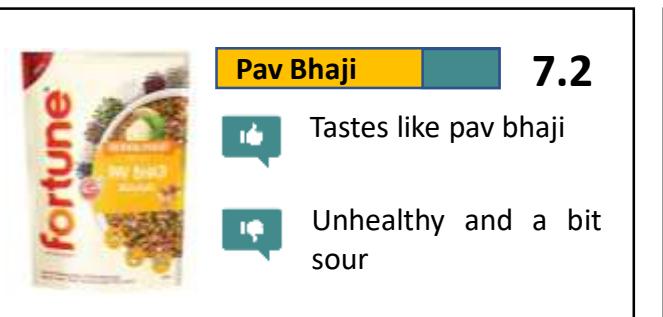
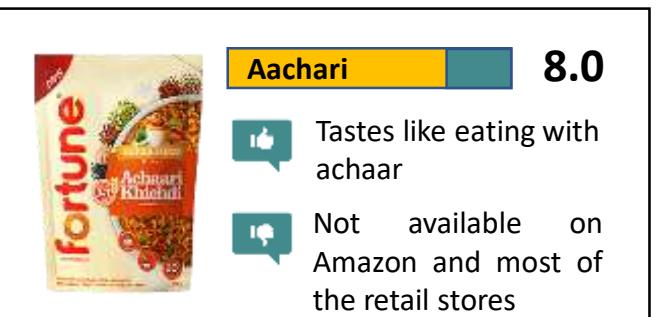
Fortune RTC Khichdi



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



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



Source: Amazon, Blinkit reviews

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

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

[Source](#)

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&cd=&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=AOvVaw2FjKWZreCxNJ4dmkIOL9Dv |

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&souce=web&cd=&cad=rja&uact=8&ved=2ahUKEwi886a04fj5AhVbTmwGHdvLA-0QFnoECAUQAQ&url=https%3A%2F%2Fwww.themediaant.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.themediaant.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 | ₹8,800,000 | | |

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.themediaant.com/fin/d |
| Instagram | 8,00,000 | | |
| Cost of Making | | | |
| Total expense | ₹1,700,000 | | https://www.theblueowlproject.com/post/real-cost-of-video-production-in-india-in-2021 |

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.themediaant.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

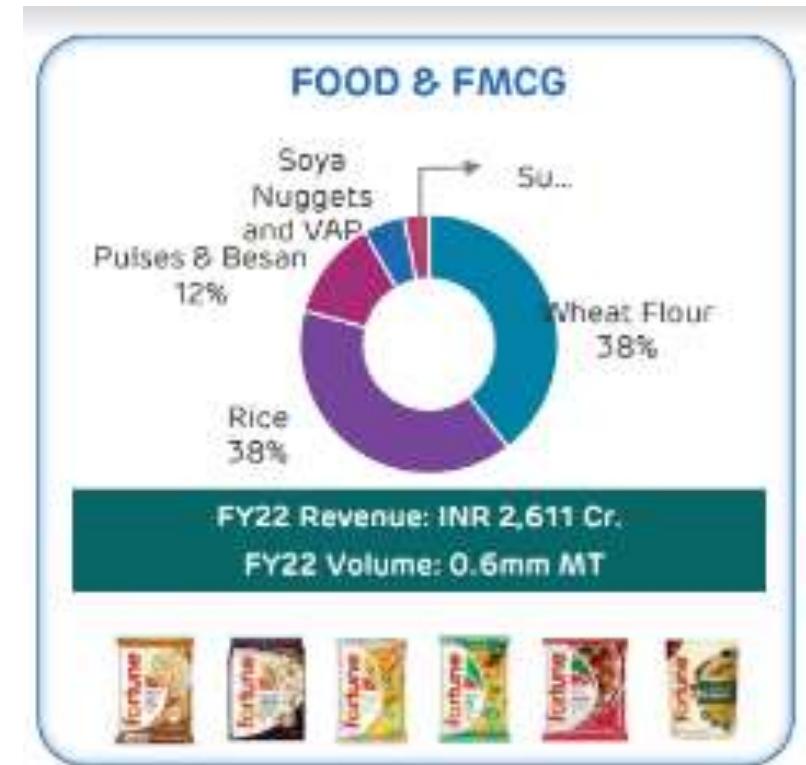
| Market sizing of single serving SKU | | | | |
|--|----------|----------|----------|---------------------|
| Age Wise | 15-24 | 25-39 | 40-60 | Total Population |
| population in 2012-13 | 2015393 | 3101277 | 2051200 | 10433334 |
| % of population | 0.193169 | 0.35 | 0.196601 | |
| Estimated current 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 |

| Age Group | Males | | Females | |
|-----------|---------|--------|---------|--------|
| | Number | % | Number | % |
| 00-04 | 450478 | 8.22 | 404385 | 8.16 |
| 05-09 | 424536 | 7.75 | 371167 | 7.49 |
| 10-14 | 407222 | 7.43 | 361445 | 7.29 |
| 15-19 | 442666 | 8.08 | 383269 | 7.73 |
| 20-24 | 624130 | 11.39 | 565328 | 11.41 |
| 25-29 | 648334 | 11.84 | 597139 | 12.05 |
| 30-34 | 546099 | 9.97 | 471288 | 9.51 |
| 35-39 | 448573 | 8.15 | 391844 | 7.91 |
| 40-44 | 350475 | 6.49 | 319049 | 6.44 |
| 45-49 | 280118 | 5.11 | 268634 | 5.42 |
| 50-54 | 235635 | 4.30 | 219857 | 4.43 |
| 55-59 | 190925 | 3.49 | 181807 | 3.87 |
| 60-64 | 161991 | 2.96 | 150032 | 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 | 6477270 | 100.00 | 4956064 | 100.00 |

Annexures

Total Expenditure

| Expenditure | |
|---|--------------------|
| Total expenditure on free sampling | 32,00,000 |
| Expenditure on celebrity endorsements | 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 | ₹35,000,000 |
| 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-room/detail/12-01-2021-who-urges-governments-to-promote-healthy-food-in-public-facilities https://www.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

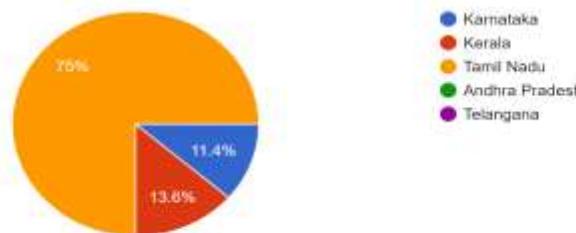
| Single Serving SKU | Scalability Analysis | | Cuppa Khichdi | Scalability Analysis | |
|----------------------------|----------------------|---|----------------------------|----------------------|--|
| | Scalability Factor | Score | | Scalability Factor | Score |
| Clarity of Market Focus | 4 | Defined TG: Focus on stakeholders | Clarity of Market Focus | 4 | Focus on stakeholders: the working population, frequent travellers |
| Repeatability of Solutions | 4 | Replicable: Majority of revenues to come from retail stores | Repeatability of Solutions | 2 | Sales might come from varied touchpoints |
| Market Differentiation | 4 | Distinctively Different: Product varities | Offering Focus | 5 | Outcome Focused |
| Offering Focus | 4 | Solution focused: Aim is to drive awareness by enhancing visibility | Sales process | 3 | Defined sales processes |
| Sales process | 3 | Formal Process | Customer Focus | 4 | Buyer Aligned Process |
| Customer Focus | 5 | Buyer Centric | Sales-Mktg Integration | 4 | Shared Plans |
| Sales-Mktg Integration | 4 | Shared Plans | Score | 3.67 | |
| Scalability Score | 4 | | | | |

Annexures

Survey for last 3 questions

From which state of south India are you ?

44 responses



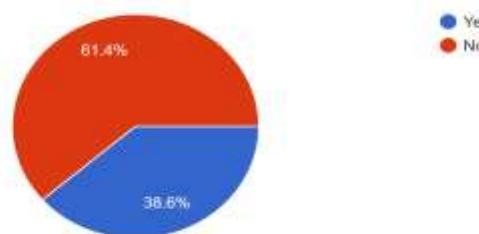
Is Pongal a seasonal food ?

44 responses

-
- A pie chart titled "Is Pongal a seasonal food ?" showing the distribution of responses across three categories. The data is as follows:
- | Response | Percentage |
|--|------------|
| Yes, it's only consumer during winters (Makar Sankranti) | 61.4% |
| Not exactly, but it's a special food during festivals | 29.5% |
| No, we do eat pongal on regular days too. | 9.1% |
- Legend: ● Yes (Blue), ● Not exactly (Red), ● No (Orange)

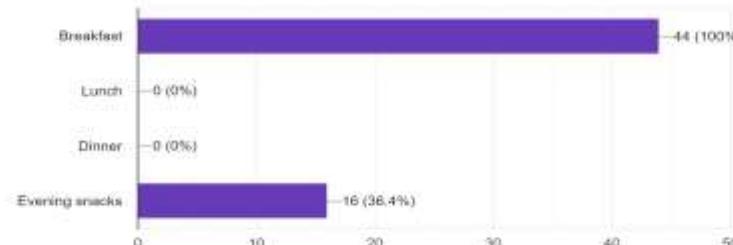
Is Pongal the same as khichdi ?

44 responses



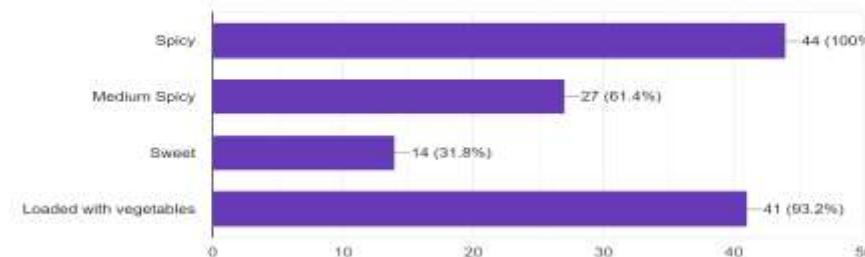
At what time of the day you eat pongal

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

-
- A pie chart titled "Will you try Ready To Cook Pongal by Fortune" showing the distribution of responses across three categories. The data is as follows:
- | Response | Percentage |
|----------|------------|
| Yes | 56.8% |
| No | 20.5% |
| Maybe | 22.7% |
- Legend: ● Yes (Blue), ● No (Red), ● Maybe (Orange)

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](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