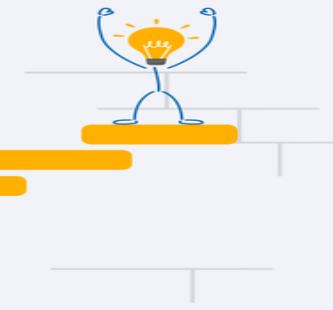
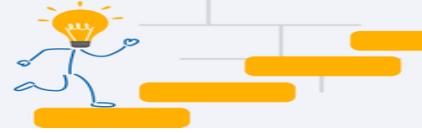




GO BEYOND
GROW BEYOND
BE THE IMPACT



Meet our team...



SHANTANU SACHDEVA



KARTIK BHATEJA



SARTHAK GUPTA

THE INFINITE WARRIORS

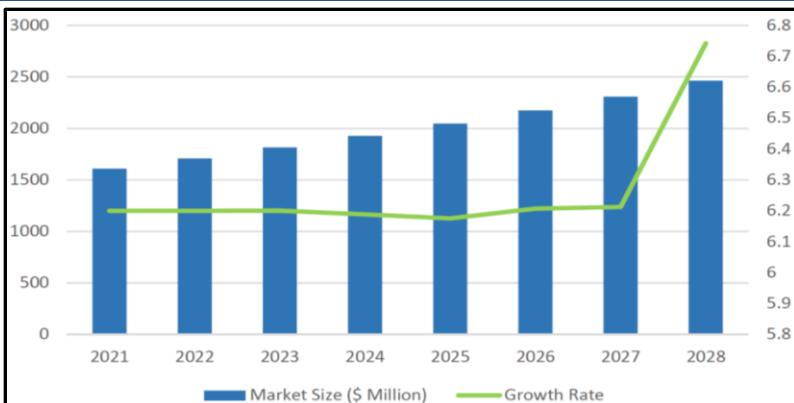
Big Idea Overview & Secondary Research



Our Big Idea

Diversifying into Protein Wafer bars category, with oatmeal and chocolate offerings, by leveraging the strong brand presence of Saffola.

Why diversify into protein bar category?



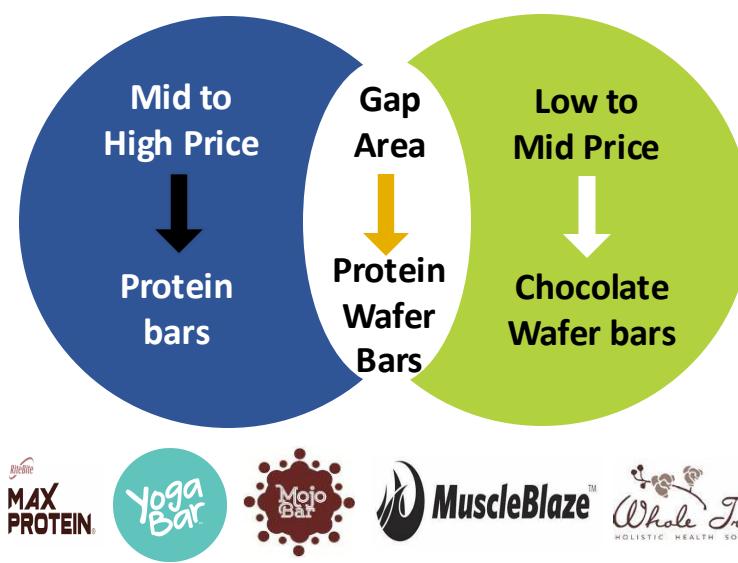
Protein Bars market size is worth **USD 1609 million in 2021** and is forecasted to a size of **USD 2463.6 million** by 2028 with a CAGR of 6.2% during the forecast period 2022-2028.

Increasing consumer preference for **healthy & nutritional meal alternatives** to save time such as protein bars which **contains high protein** is expected to increase demands

Growing concern over health and well-being post covid-19 has propelled the sales of nutritionally advantageous snacks

High scope of penetrating the market since the **competition in this category is not high** with only two or three existing 'brand names'

Market opportunity & Competitive Landscape



Market Opportunity – Growth Drivers

Chocolate Bar products are currently available as either protein bars or just chocolate wafer bars

Good opportunity for Marico to fill this gap by introducing a product with **natural ingredients** like oats and proteins in a chocolate protein wafer bars space



Why did we select Protein Bar



Marico's ambitions to **double current revenue of healthy food portfolio** from **Rs 450 crore** in FY 22 to **Rs 850-1,000 crore** by the end of FY24.

Aligning with Marico's 1st D from the **4Ds framework i.e.. Diversification**

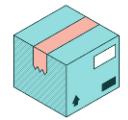
Strong brand presence of Saffola throughout the country & well built '**healthy foods**' portfolio

Need for healthier and tastier Protein Bars with **low Maltitol content** and **high quality protein source** for the **fitness centric population**

High monetary opportunity with low to medium existing competition from any major brand

Product Deep Dive, Place & Positioning

Product Deep Dive



Product Name: Saffola Fittify PRO-VIT



Key Ingredients: Oats, Chocolate, Protein, Honey, Flour



Flavour Offerings: Oatmeal, Chocolate

SKUs

Chocolate Flavour



SKU 1

SKU 2

Quantity: 60gm

30 gm

Protein : 20 gm

8 gm

Price : Rs. 100

Rs. 50



Oatmeal Flavour

SKU 1

SKU 2

Quantity: 60gm

30 gm

Protein : 20 gm

8 gm

Price : Rs. 100

Rs. 50

- Est. Shelf Life:** Up to 18 months
- Chocolate Flavour:** Dark & Mix Chocolate(2:1), Mix berries, Whey protein concentrate, Flour
- Oatmeal Flavour:** Oats, Milk, Vinegar, Honey, Unprocessed whey protein from milk, Casein as value addition, flour

Positioning Statement & Value Proposition

Pro-Vit is launched with a vision to provide protein from **highest quality protein sources**, which is free from added preservatives, to provide for a **healthier snacking partner** for the masses. For our fitness enthusiasts out there, this bar contains **NO Maltitol** or added sugars!!

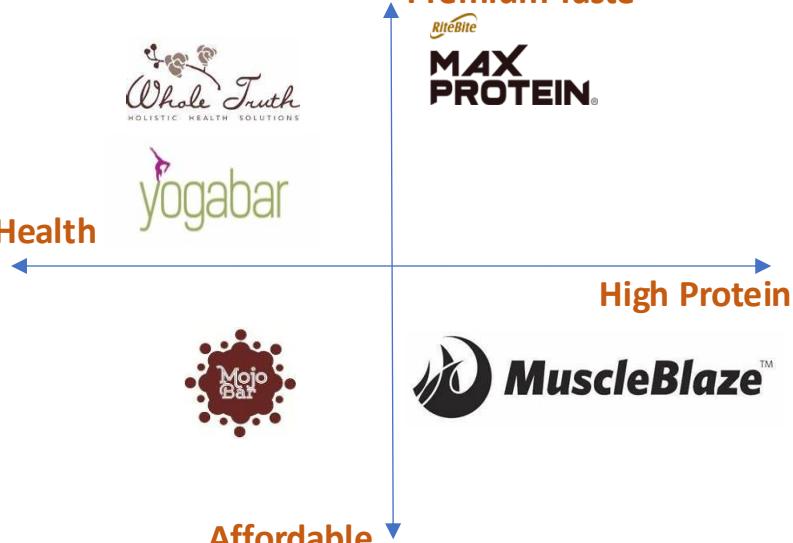


**HIGH PROTEIN
CONTENT**
 **ONLY NATURAL
EXTRACTS**



**TASTE, HEALTH
& CRUNCHINESS**
**PREMIUM FORMAT
AT AFFORDABLE
PRICES**

Brand Perception of Core & Other Competitors



Distribution Channel (Place)

Sales Channel in Protein Bar Category

General Grocery Retail	43.6%	Hypermart & Supermart	20.1%
Modern Grocery Retail	19.5%	Pharmacies	4.7%
Fitness Centres	8.7%	E-commerce	3.4%

Channels to focus for proposed product

- P1 Channels** – General Trade, Modern Trade (Hypermart & Supermart) and E-commerce
- P2 Channels** – Pharmacies, Fitness Stores

Channel Type	Channel	SKUs	% Contribution
P1	General Trade	Low Value Bar	45%
	Mid Value Bar, Box		
	High Value All		
P2	Speciality Store Pack of 6, Box		25%
	Hypermart All		
	Supermart All		
	Minimart All		
E-commerce	Amazon, Flipkart, Big Basket, Zepeto Pack of 6, Box		10%
Fitness Centres	- Bar		10%
Pharmacies	- All		10%

Go-to-Market Strategy

Goals For Saffola Fittify PRO-VIT

- Creating Brand Awareness** for Saffola Fittify across our mentioned target group
- Generating trials** to drive sales for PRO-VIT and retargeting users for repeat purchases
- Building relationships** with category influencers i.e. gym trainers and fitness experts
- Product line expansion** and **Scalability** to establish PRO-VIT as a market leader

Bigger Picture : Adding a stable revenue stream to Marico's portfolio in the healthy foods segment

Pilot Project & Expansion

Pilot Project in Mumbai

- Duration** – 2 months
- Distribution** – Through P1 & P2
- Further Expansion:** Maharashtra, Delhi, Karnataka
- Reason** - Strong brand presence , Large TG,
- As per SAMYUT, we will procure all the raw materials from locals

Procurement

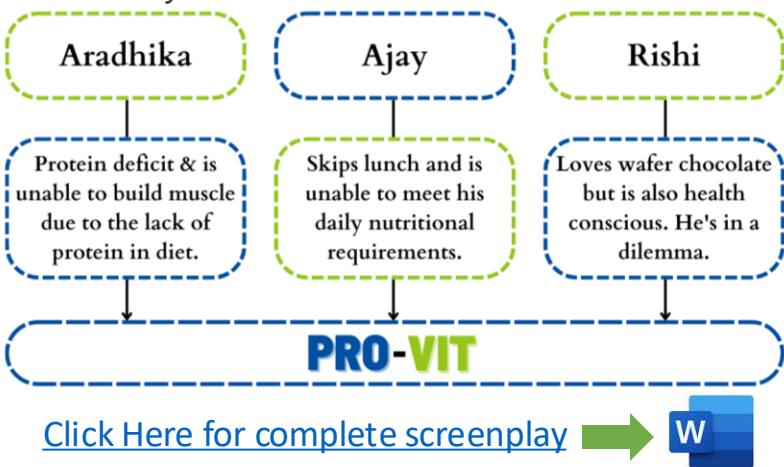
Plant based protein bars : A paradise for the vegans! Made with natural ingredients such as seeds, fruit, nut butters, and various vegan-friendly protein powders

Yogurt Flavour protein bars : Yogurt acts as a natural probiotic with impressive amounts of protein in it, improving your heart health and immunity system.

AD Campaign

"There will be three short advertisements each having one central character : **Aradhika** (an avid gym goer - 26 years old), **Ajay** (a corporate employee - 35 years old) & **Rishi** (a school boy - 17 years old).

Characters will encompass our **target age group (16-40 years)** & reflect the use case of our protein bars across daily activities in the lives of our characters.



Sales Activity Value Proposition



To Consumers – High Protein content in the flavour of chocolates and oats at an affordable price

To Marico – Increase in number of trials, increase in brand awareness and visibility, consumer data to retarget users

To Trainers – Sample boxes and incentives on successful completion of monthly targets

Social Media Influencer Strategy



Program Scale

Target Views
60 Mn

Program Cost
4 CR

Target Platforms



Influencer Selection Criteria



Celebs – 25%
(1M+ followers)



Macro – 50%
(100K+ followers)



Micro – 25%
(10K+ followers)

Beerbiceps



Domain – Fitness, Wellness & Nutrition

Location – Tier-1 and Tier-2 cities

Particulars – Influencer within our target group & having good social media presence

Language – Hindi & English

Key Performance Indicator (KPIs)

Online share of Voice > 15%
Cost Per View < Rs 1.1

Average View Time > 10 Seconds
Engagement Rate > 2%

Promotion + Overview of Financials

TV Advertisement

- Communication:** "Costly diet is a myth, time to pro-vit"
- Genre:** Youth centric shows, sports, Entertainment
- Time:** Daily 6:00 - 11:00 pm

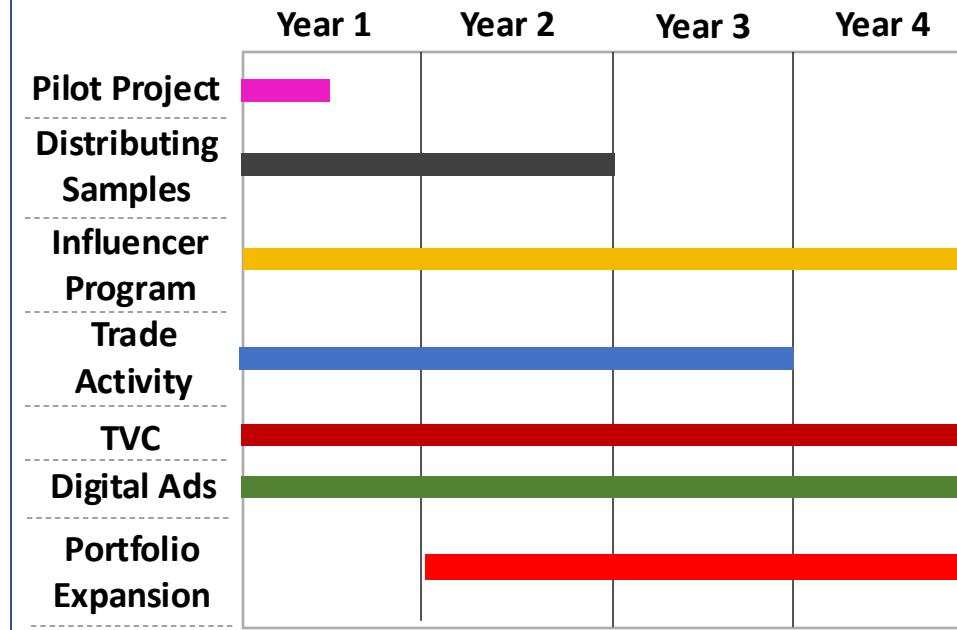


Video Promotions

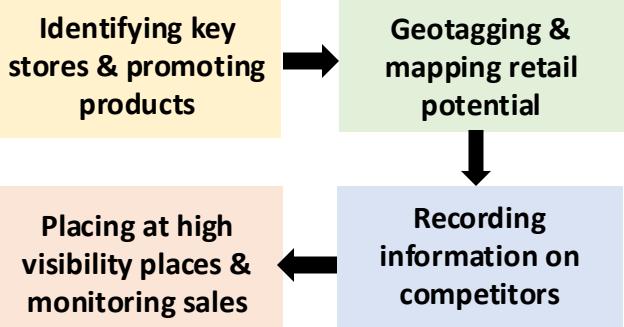
- OTT:** Platforms focussed on English & Hindi content (Netflix, Amazon Prime etc.)
- YouTube Ad:** 20 to 30 secs ads on relevant channels (fitness & wellness)
- Facebook Posts:** Ads on popular pages



Execution Timeline



Trade Activity



Offline Promotions



Bundling : Combining Protein bars on offer with other Saffola products to increase initial penetration



Sampling : Setting up stalls outside hypermarkets to help users get a taste of the product



Games & promotions : Games can be organized that can test protein levels of a user visiting the stall. Based on the protein level, various rewards can be decided



Revenue of **Rs. 65 CR** at the end of 4th year



Marico Analysis

Financial Model
Competitor Landscape
Channel & SKUs
TV Ads Spend
Digital Media Spend
Influencer Spends

Revenue

Particulars	Year 1	Year 2	Year 3	Year 4
Revenue	₹ 33,44,80,000	₹ 41,81,00,000	₹ 52,26,25,000	₹ 65,32,81,250
Costs	₹ 20,19,74,204	₹ 18,56,22,645	₹ 17,74,65,014	₹ 16,54,82,097
Profit	₹ 13,25,05,796	₹ 23,24,77,355	₹ 34,51,59,986	₹ 48,77,99,153
Cumulative Profit	₹ 13,25,05,796	₹ 36,49,83,151	₹ 71,01,43,137	₹ 1,19,79,42,291

**THANK
YOU !**

