



**GO BEYOND  
GROW BEYOND  
BE THE IMPACT**



*Meet our team...*



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**THE INFINITE WARRIORS**

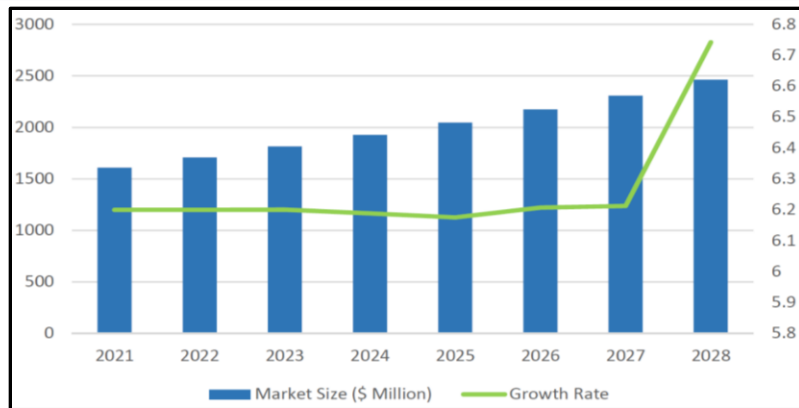
# Big Idea Overview & Secondary Research



## 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?



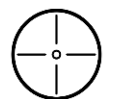
Protein Bars market size is worth **USD 1609 million in 2021** and is forecasted to a size of **USD 2463.6 million** by 2028 with a **CAGR of 6.2%** during the forecast period 2022-2028.



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

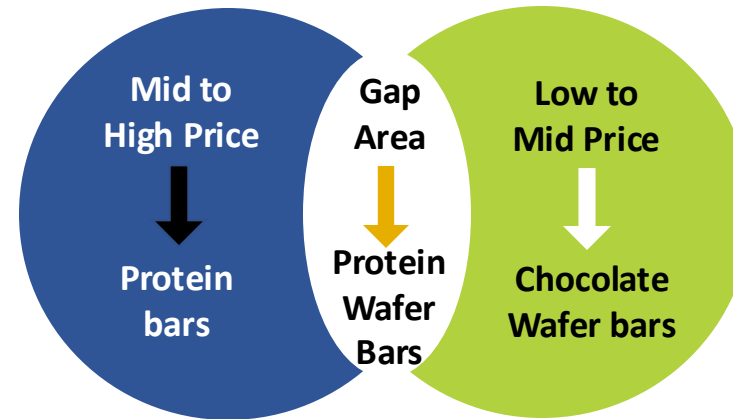


**Growing concern over health and well-being** post covid-19 has propelled the sales of nutritionally advantageous snacks



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

#### Current Brand Portfolio



#### Brand Portfolio Extension



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 1<sup>st</sup> 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

# Primary Research & STP

## What did we do?

20 in-depth interviews  
105+ online survey respondents

## What was our reach?

Covered 7 cities including Pune, Delhi, Chandigarh, Mumbai etc.

## Whom did we meet?

End Consumers – Age (16-40), Tier-1 and Tier-2 cities

## Target Consumer Personas



### First Time Users

### Fitness Enthusiasts

### Non-Fitness Enthusiasts

Price Consciousness



Taste Consciousness



Protein Content Consciousness



Triggers

Increasing health awareness, good taste preference

Protein intake for muscle building, pre & post workout

Meal replacement, new feel that the wafer bar brings

Barriers

Price point, preference for chocolates and wafer bars

Already habituated to buying from some other brand

Inculcating habit of fitness and buying protein bars

## Inside our TG

Target Audience  
Tier - 1 & Tier - 2

Target Age Group  
16-40 years



[Play Video](#)

## Which Key Issues Are We Solving?

### Protein Deficiency

India is a Protein Deficient country. Protein bars are high protein foods that if consumed by the masses can help tackle this issue



### Unhealthy Snacking Habits

They can help ward off cravings and make sticking to your healthy eating plan much easier



### Skipping Meals

They can act as meal replacements as they contain appropriate amount of nutrients & calories that are useful for people who skip meals due to hectic schedule



### Maltitol & Artificial Preservatives

High Maltitol (brown rice syrup) content can be the root cause of Diarrhea and stomach upset. Hence, we plan to remove maltitol and other added preservatives

# 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	
	Modern Trade	Speciality Store	Pack of 6, Box	25%
		Hypermart	All	
		Supermart	All	
	E-commerce	Minimart	All	10%
		Amazon, Flipkart, Big Basket, Zepto	Pack of 6, Box	
P2	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

### Expansion in Metropolitan Cities

- **Further Expansion:** Maharashtra, Delhi, Karnataka
- **Reason** - Strong brand presence, Large TG,
- As per **SAMYUT**, we will procure all the raw materials from locals

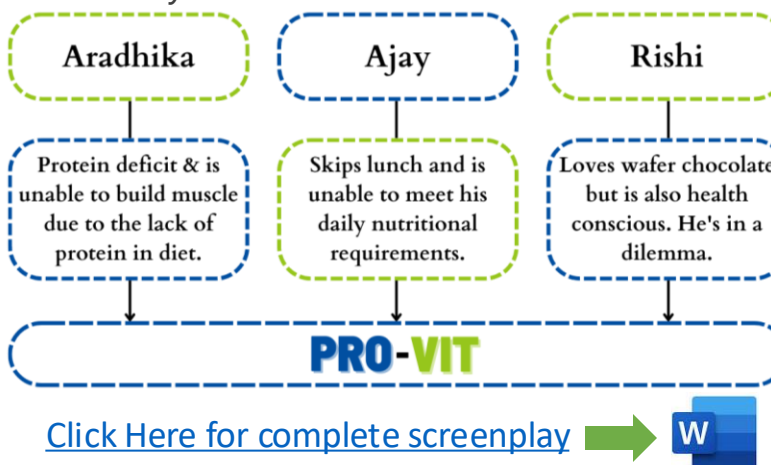
### Procurement

**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



**Campaign Theme**  
Bit by bit, let's pro-vit

### Program Scale

Target Views  
**60 Mn**

Program Cost  
**4 CR**

### Target Platforms



### Influencer Selection Criteria



**Celebs – 25%**  
(1M+ followers)

Beerbiceps



**Macro – 50%**  
(100K+ followers)

VJ Bani  
Devdutt Padikkal



**Micro – 25%**  
(10K+ followers)

Yash Moradiya



**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

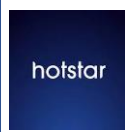
### TV Advertisement

- 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

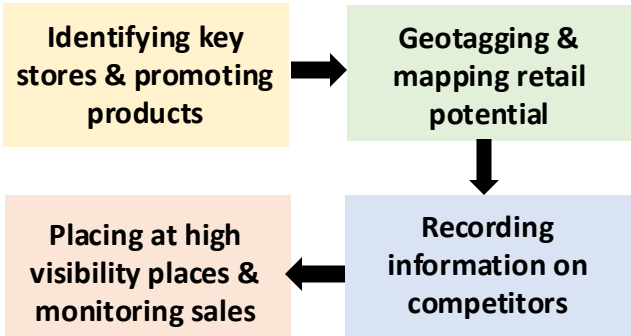
- OTT:** Platforms focussed on English & Hindi content (Netflix, Amazon Prime etc.)
- YouTube Ad:** 20 to 30 secs ads on relevant channels (fitness & wellness)
- Facebook Posts:** Ads on popular pages



### Execution Timeline

	Year 1	Year 2	Year 3	Year 4
<b>Pilot Project</b>				
<b>Distributing Samples</b>				
<b>Influencer Program</b>				
<b>Trade Activity</b>				
<b>TVC</b>				
<b>Digital Ads</b>				
<b>Portfolio Expansion</b>				

### 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 4<sup>th</sup> 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
<b>Profit</b>	<b>₹ 13,25,05,796</b>	<b>₹ 23,24,77,355</b>	<b>₹ 34,51,59,986</b>	<b>₹ 48,77,99,153</b>
<b>Cumulative Profit</b>	<b>₹ 13,25,05,796</b>	<b>₹ 36,49,83,151</b>	<b>₹ 71,01,43,137</b>	<b>₹ 1,19,79,42,291</b>

**THANK**

**YOU !**

