

Project Report

ON

“Analyzing the marketing strategies for brand success adopted by Haldiram’s in Nagpur city”

Submitted to:

**Department Of Management Sciences & Research (DMSR)
G.S. College of Commerce & Economics, Nagpur
(An Autonomous Institution)**

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Masters of Business Administration

Submitted By

Mr. Sahil Namdeo Dhongade

Under the Guidance of

Dr. Archana Dadhe

**Department of Management Science & Research
G.S. College Of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



(Academic Year 2023-2024)

**Department of Management Science & Research
G.S. College Of Commerce & Economics, Nagpur
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(Academic Year 2023-2024)

CERTIFICATE

This is to certify that **Ms. Sahil Namdeo Dhongade** has submitted the project report titled, **“Analyzing the marking strategies for brand success adopted by Haldiram’s in Nagpur city”** under the guidance of **Dr. Archana Dadhe** towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR – G.S. College of Commerce & Economics, Nagpur (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: NAGPUR
Date:

**Department of Management Science & Research
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NAAC Accredited “A” Grade Institution**



Academic Year 2023-24

DECLARATION

I, Sahil Namdeo Dhongade here-by declare that the project with title **“Analyzing the marketing strategies for brand success adopted by Haldiram’s in Nagpur city”** has been completed by me under the guidance of **Dr. Archana Dhade** in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR – G. S. College of Commerce & Economics , Nagpur (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur university, Nagpur.

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Place: Nagpur
Date:**

Ms. Sahil Namdeo Dhongade

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Academic Year 2023-24

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I would like to thank **Dr. Mahesh Chopde** for constant support & guidance throughout the project.

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Place: Nagpur

Ms. Sahil Namdeo Dhongade

Date:

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CHAPTER 1

INTRODUCTION

BACKGROUND AND PROFILE OF THE ORGANISATION

HALDIRAM - is a name associated with consumers for sweets and namkeens for the past six decades in India and abroad. It made its modest start in the beginning 1941 in Bikaner in the State of Rajasthan. Today the company has diversified into snack food, sweets, syrups, biscuits and fast food. It is the leader in the Namkeens segment with a 70% of that total share in the market. Haldiram's is a huge brand and has diversified its activities into various industries. The one industry where it is the king right now is the "namkeens" industry. Hence the project mainly focuses on studying Haldiram's namkeen division, though other areas have been briefly mentioned.

Haldiram's offers a wide range of products to its customers. The product range includes namkeens, sweets, sharbats, bakery items, dairy products, chips, pappad and ice creams. However, namkeens remain the main area of focus for the group as it contributes close to 60% of its total revenues. By specializing in the manufacturing in the namkeen market, the company has created a niche market. The raw materials used to prepare namkeens are of the best of quality and are sourced from all over India.

The food industry in India is forever changing to suit their consumers' palate, preference and pocket. All the players in the industry thus, have to constantly adapt to the ever-changing trends and invent and re-invent themselves to stay in the league.

Haldiram's competes on the basis of numerous factors including brand recognition due to distinct packaging, product quality, traditional taste and authentic Indian flavour.

Beginning of the Story and forming Haldiram in 1938

At the age of 12, when most children went to school, Ganga Bhishen Agarwal spent his days in Bikaner inventing the omnipresent snack Bhujia. Soon Haldiram bhujia became irresistible to customers. The most important changes he made to the bhujia was making it out of 'moth dal' Moth lentils rather than besan.

This amendment in delicacy changed his life overnight as moth is very popular and easily available in Rajasthan. He also focussed on making it the fine crispy bhujia we know today transforming it from the fat, slightly bland version from before his time.

The boy in his early days in business also demonstrated a knack for marketing by setting the price point such that the product was more exclusive and not just considered a commodity, selling for 5 paise a kilo as opposed to the earlier 2 paise under his grandfather Bhikharam.

Determined to take bhujia beyond the boundaries of Bikaner, they shifted base to Nagpur in 1970. There they had opened first full-production unit to introduce a delectable variety of savouries, sweets and beverages to the market. The success of this venture led them to expand and evolve as a brand, that is an integral part of every Indian household today. Today, the company has three areas of operations with

Delhi-based Haldiram Snacks and Ethnic Foods in the northern region, Nagpur-based Haldiram Foods International in western and southern regions and a much smaller Kolkata-based Haldiram Bhujiawala in the eastern region.

CHAPTER 2
COMPANY PROFILE



Haldiram's : the company which is today synonymous with Indian snacks and sweet food market started the first chapter of the saga, as a small sweet shop in Bikaner, Rajasthan in 1935 . by 1982, the company had set up its business in Kolkata, Nagpur & in Delhi. an important diversification was inroads into the restaurant business with haldiram having 10 restaurants cum sweetshops at premium locations of Nagpur with plan to open various outlets in other cities too. haldiram is on the way of its vision as today it is an iso 9001 & haccp certified company and has presence all over india, 62 countries (uk, us , Germany, Australia, uae- to name a few) in world and top supermarkets of the world like Tesco, summer field, spinneys, carrefour. the fact that today haldiram exports 60 MN dollars goods and has registered 40% growth over last 5 years itself tells its success story haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension.

With it they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that two of the Indian household kitchen category. haldiram's ingredients of success recipe includes a diversified product portfolio, stringent quality controls, good raw material, storage, production and packaging processes which has resulted in unparalleled taste and extended shelf life, also haldiram's sensitivity to catering to the local palates (30 – 40% of haldiram flavors are sensitized to suit local taste) has resulted in creating a loyal consumer base. today, haldiram can proudly claim that what began as a small-time enterprise in india is a global phenomenon now and haldiram's is way of life for Indians no matter which country they live-in.

Haldiram is on the way of its vision as today it is an iso 9001 & haccp certified company and has presence all over india, 62 countries (uk, us, Germany, Australia, uae- to name a few) in world and top supermarkets of the world like Tesco, Somerfield, spinneys, carrefour. the fact that today haldiram exports 60 MN dollars goods and has registered 40% growth over last 5 years itself tells its success story.

Haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension. with it they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that two of the Indian household kitchen category. haldiram's ingredients of success recipe includes a diversified product portfolio, stringent quality controls, good raw material, storage, production and packaging processes which has resulted in unparalleled taste and extended shelf life, also haldiram's sensitivity to catering to the local palates (30 – 40% of haldiram flavours are sensitized to suit local taste) has resulted in creating a loyal consumer base also no modern trade is complete without stocking haldiram's products. also, the supply chain which is broken down into two categories of retail and institutional sales is managed well by strong network of c&f, distributors, wholesalers and retailers to make the product available at remotest town of the country. haldiram has managed details of right technology, packaging standardizations, consumer affordability, quality tasty products, and volume deliverables extremely well to weave the magical success saga. last but not the least, the people behind the product – the local talent needs mentioning as they have helped haldiram grow big.

Today, haldiram can proudly claim that what began as a small-time enterprise in india is a global phenomenon now and haldiram's is way of life for Indians no matter which country they live in.

PRESENT STOCK NOW

Today, Haldiram's is a 1735.9 cr brand that is a familiar sight on shelves across the USA, UK and the Middle East. Nonresident Indians carry back packets of Haldiram's along with the farewells and nostalgia. And it is this name that they look for as they scan shops for familiar scents and sights. Presently it has four plants in and around Delhi that produce 50 tones of namkeens (56 varieties), 20 tones of chips, papad (7 varieties) and fun food and 5 tones of tinned sweets (12 varieties) and soan papdi, on daily basis. Two more production units are coming up which will not only increase capacity but also makes it possible for us to introduce new product lines. For over 60 years now, the firm has been unifying the

palate of India. It has not been the simplest of tasks; India speaks different taste buds to match. However, today it is a name that has become synonymous with taste and quality not only within India but the world over. Today Haldiram's occupies considerable shelf space at prominent supermarkets the world over: Tesco, Summerfield, Spinneys, and Carrefour. From traditional Indian sweets and savories to the more international chips, cookies, nuts and sherbets, its products are fast capturing the imagination of people making it possible for it to aim for deep penetration in the Middle East, East Europe and parts of North Africa.

Future

Leveraging Our Existing Equity

The firm plans to leverage its equity in the domestic and international market to become a food corporation with not just branded products under its belt but also restaurants, retail chains and wide portfolio that includes such diverse products as milk-based food and noodles. In the near future it hopes to be in places such as Algeria, Jordan, Yemen, Taiwan, Columbia, Cyprus, Ukraine, Libya, Tunisia, Egypt, Armenia, West Indies, Sweden, Finland, Trinidad, and Tobago. Haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension. With they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that too of the Indian Household kitchen category. It has also invested considerably in an advanced processing and packaging unit, which enables it to marry tradition with technology. This is why, no matter whose shelf our product sits on, it always stands on its own. Also, the Supply Chain which is broken down into two categories of retail and institutional sales is managed well by strong network of C&F, Distributors, Wholesalers and Retailers to make the product available at remotest town of the country.

Awards & Achievements

Haldiram's is an ISO 9002 and HACCP recognized company with several awards under its belt.

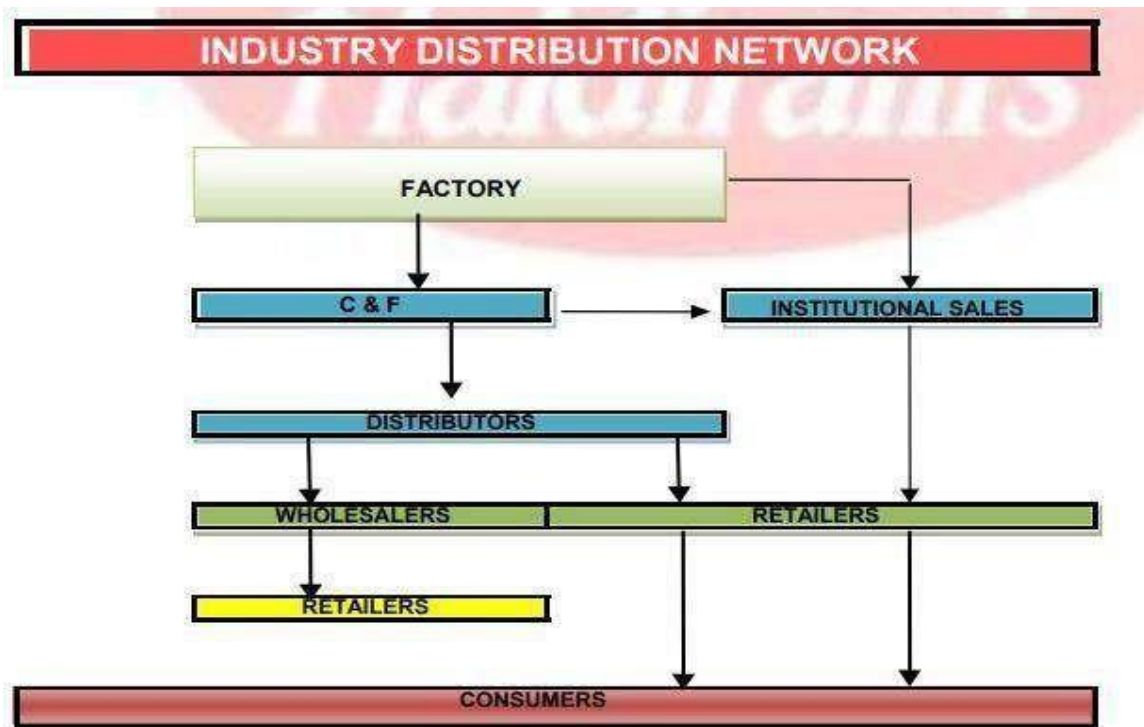
- International Award for Food & Beverages awarded by Trade Leaders Club in Barcelona, Spain in 1994.
- Kasahara Memorial Award presented by All India Food Preservers Association in 1996 at its Golden Jubilee Celebration for manufacturing the best quality food products.
- Hind Ratan Award.97 given by NRI Welfare Society of India
- Brand Equity Award 1998 was awarded by Progress Harmony Development Chamber of Commerce & Industry in recognition of creating a successful Indian brand.
- APEDA Export Award 2001-2002 was awarded by Agricultural & Processed Food Products Export Development Authority for outstanding contribution to the promotion of Agricultural & Processed Food Products during the year2001-2002.
- MERA Delhi Award was awarded by Agricultural & Processed Food Products Export Development Authority in the year2004.
- AMITY LEADERSHIP AWARD -2008 was awarded by Amity Business School, Amity University for best H R practices (Retail) in the year2008.

SALES TURNOVER (2008-09 TO 2012-13)

Sales Turnover	Rs (crores)
2008-09	774
2009-10	937
2010-11	1177
2011-12	1477
2012-13	1736

DISTRIBUTION FLOW CHART

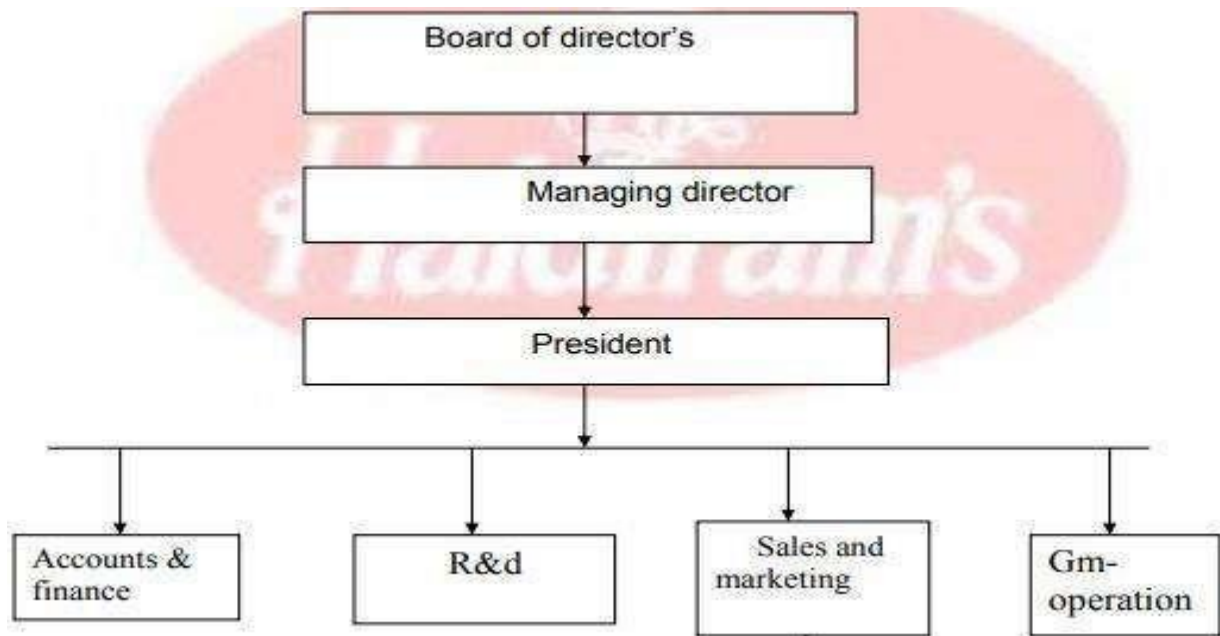
Haldiram's transacts on an advance RTGS basis from its wholesale dealers instead of the cheque or cash system adopted by other major FMCG companies. This practice is consistent with Haldiram's philosophy of maintaining cash transactions throughout the supply chain and it also minimizes dumping. Distributors carry inventory that is just adequate to take care of the transit time from the branch warehouse (C&F) to their premises. This just-in-time inventory strategy improves dealers return on investment (ROI). All Haldiram's branches engage in route scheduling and have dedicated vehicle operations.



Operational States: Delhi, Haryana, Punjab, J&K , Rajasthan, Uttaranchal, Uttar Pradesh, Bihar, Jharkhand, North East.

PROMOTERS

- Mr. Manohal Lal Agarwal (Chairman)
- Mr. Anand Agarwal (MD)
- Mr. Ashish Agarwal (Executive Director)



PRODUCTS

ALL IN ONE	BOMBAY CHANA	CHANA DAL	HALKA FULKA MIXTURE
ALOO BHUJIA	BOMBAY MIXTURE	CHANA JOR GARAM	HARA CHIDWA
BANANA CHIPS	BOONDI BHUJIA MIXTURE	CHIDWA PLAIN	KABLI CHANA
BANANA CHIPS MASALA	BOONDI MASALA	CORN FLAKE MIXTURE	KAJU DAL BIJI
BANANA CHIPS SALTED	BOONDI PLAIN	DAL BIJI	KAJU MASALA
BANANA CHIPS TANGY TOMATO	BOONDI RAITA	GHATIA	KAJU MIXTURE
BHELPURI	CHAIPURI	FALAHARI MIXTURE	KAJU SALTED

Bhujia	Aloo bhujia	Khatta mitha
Navrattan	Moong dal	Panjabi tadka
All in one	Dal biji	Bombay mix
Kashmiri mixture	Shahi mixture	Kaju mixture
Chana dal	Chana cracker	Chana jor gram
Bombay chana	Kabuli chana	Long sev
Methi sev	Karodpati	Teekha sev
Chilli pataka	Bikaneri malai sev	Chatpata matar
Nimbu masala	Hara chidwa	Halka fulka mixture
Gujarati mixture	Mini bhakhar badi	chakoli
Madrasi mixture	Murukku	Comflakes mixture

VISION

1. Achieve continuous and sustainable growth in the business, within India and abroad, organically and inorganically.
2. Strengthen leadership in traditional snack items, Indian sweets and attain leadership in western snack items.
3. And keep innovating new quality products and delight consumers by offering wide range of quality food products at competitive rates.

MISSION

- Make available authentic, tasty and quality vegetarian food products made as per global standards at reasonable cost, in India or abroad.
- Remain ahead of competitors through product-innovation, adopting new technologies and achieve optimum cost of production.
- Always abide by law and care environment.
- Provide a friendly working environment that attracts best talent and offers opportunity to our employees to excel and build career.
- Provide growth opportunity to all stakeholders including Stockists, distributors, retailers, suppliers.
- Be a debt free company, as far as possible;
- Enhance shareholders net worth.
- Contribute for social causes (Return to society).

THE CUSTOMERS

Haldiram's is known for its sweet and food. Haldiram targets customer of all age group. If Haldiram's planet food, ajni is concerned the Frequent number of customers are travelers, corporate and families. In earlier days, Haldiram's never followed an aggressive marketing strategy, but its products speak for themselves. They have huge customer and strong word of mouth Marketing.

THE COMPETITION

Competition is as same as it was earlier. Now there are companies with same products, matching Quality and service. Haldiram started doing branding by going digital on YouTube, Social Media and television. He knows the market and want to stay in this competition or can say that they wants to become a leader into the market. They has done some advertisement, like Haldirams had come up with small 30 seconds YouTube ads to target customers. It did city- level promotions using colorful hoardings and posters.

The Environment Haldiram Foods International Pvt. Ltd. Is the major exporter for sweets in 19 countries. Haldiram's Major revenue comes from Exports.

Competitors of haldiram's the snack industry in Nagpur is highly competitive where not only national and international brands exist but also local brands have made their prominently. Among all haldirams has the advantage of early mover but other salso picking up quickly. there are many competitors in Ghaziabad for haldiram's which a matter of concern. the list of haldiram's competitors is as follows:

SNACKS

- Bingo
- lays,
- Kurkure,
- oyeoye,
- Diamond
- Some local regional players

NAMKEENS

- Bikaji
- Bikaner Wala,
- Jain's,
- Bikaon,
- Balaji
- Lehar
- Some local regional players

PAPAD

- Lijjat
- Bikaji
- Some local regional players

SWEETS

- Bikaner Wala
 - Bengali sweets
 - Bikaner
 - Some local regional players (Sudha, paras)
-

SYRUPS

- Roohafza
- Kisan
- Dabur
- Some local regional players

READY TO EAT (RET)

- milkmaid
- nestle
- Some local regional players (Aussi food pvt. Ltd. (Rate) Delhi; Arkriti foods pvt ltd.(rate) Delhi)

BISCUIT

- Britannia
- Priya gold
- bakeman's
- parle
- sunfast
- Some local regional players



PESTL

- Analysis Political
- Mandatory employee benefits
- Industrial safety regulations in the Consumer Services sector.
- Intellectual property protection
- Environmental regulations

ECONOMICAL

- Labor costs and productivity in the economy
- Discretionary income
- Unemployment rate
- Efficiency of financial markets Social
- Health consciousness
- Population growth rate
- Emphasis on safety
- Rising disposable incomes
- Busy lifestyles in urban environments
- Increasing cultural diversity
- Healthy lifestyle trend

TECHNOLOGICAL

- Moderate R&D activity in the industry
 - Increasing business automation
 - Increasing sales through mobile devices
-

ECOLOGICAL

- Climate change
- Laws regulating environment pollution
- Recycling
- Waste management

LEGAL

- Increasing health regulations in workplaces
- Copyright, patents / Intellectual property law
- Consumer protection and e-commerce
- Health and safety law

INDUSTRY ANALYSIS

Porter's Five Forces Analysis

1. Threat of new entrant:

- As the branded players price similarly new players might penetrate by adopting low price strategy or offering more grams at the same price.
- Unorganized players are more dominating in this sector.

2. Suppliers bargaining power:

- Suppliers provide raw materials such as gram flour, dry fruits, spices and other ingredients. Their ability to raise input costs is high.
- Higher cost of input commodities leads to lower margins, making the market unattractive for distributors and retailers.
- Shortage of any input material may also affect production and thereby impact distribution

3. Threat of substitute:

- All snacks are considered to be substitutes of each other Biscuits, Wafers and local snacks like Chakli, banana chips, farsanetc are all substitutes of one another.
- Indian market is more shifting towards western style for eg. Instead of Chola Bhatara people love to have sandwiches and pizza.

4. Customer's bargaining power:

- Ability to substitute is high as brands are priced similarly and distribution problems for one brand promote sales for the other.
 - Price Sensitive, taste conscious consumers are high. An increase in the price of product may promote a switch to Haldiram.
 - Quality and taste conscious consumers who buy brands
-

- High demand during festival season and low during monsoon v. Rivalry among existing competitors:
- High Competition – Branded Players involved in cutthroat competition to increase market share, entice new consumers, find new market.
- Quality difference between branded and unbranded offerings is offset by low price offered by unbranded players
- Brand Loyalty is high for branded players

ALLOTTED WORK

- **Benchmarking:**
 - a. **Internal Benchmarking:** - In internal benchmarking I had compared own business to try and determine the best practice.
 - b. **External Benchmarking:** - In external benchmarking I had Compared Haldiram's Planet Food, Ajni with nearby seems to be competitor within 500m.
 - c. **Customer handling:** - Customer need extra attention when restaurant is crowded, food is delayed and at the time when they are having difficulties when placing order.
 - d. **Food Aggregators Reviews:** - I had Reviewed Zomato, Swiggy for enhancing customer satisfaction.

EXECUTION

Benchmarking is the first work which was allotted to me. Initially I had done internal benchmarking, where I had studied the internal process of Haldiram's Planet food, ajni and generated my findings based on my observation. Customer Handling Is the next work which was allotted to me. Here I have to identify where customer is facing problem, how to solve customer problems & gathering customer feedback. Reviewing Food Aggregators for Haldiram's planet food, ajni is my task. Here I have responded to the feedbacks which was placed by customer on food aggregator's application/website and I also have to evaluate the negative feedback which states the common problems which was placed by customer. I had reviewed zomato, swiggy as this food aggregators are tied up for business with Haldiram's planet food, ajni.

THE REPORT OF EXTERNAL BENCHMARKING IS GIVEN BELOW

- Within 500 meters, Divakar's Ajit Bakery (veg. & Non-veg) may hold a good share if we talk about fast food & quick bite because. To Grab Veg. market share of Divadkar's Ajit Bakery Haldiram's planet food needs to do more marketing to attract customer. The footfall is majorly low in Divadkar's Ajit Bakery comparing to ajni's Planet food. Divadkar's Ajit Bakery has good travelling customer from Nagpur Railway station, It means People usually order food from train/railway station and food is parceled.
- Moving ahead from 500m, Hotel Krishnum next to SaiMandir also hold a good market share, mainly because of SaiMandir. Hotel Krishnum hold large no of footfall in breakfast time. If wants to attracts devotes Haldiram needs to advertise inside temple.
- Customer Handling Is the next work which was allotted to me. Here I have to identify where customer is facing problem, how to solve customer problems & gathering customer feedback. Report of Customer handling is given below-

- Customer need extra attention when restaurant is crowded, food is delayed and, on the time, when they are having difficulties when placing order this was the problem which was identified may be.
- To solve the above problem, specially on the time of delay in food the good playlist of song will make them engaged & entertain
- A “ORDER HERE” board is required on the place of cash counter is my recommendation, as new customer usually tell order to the waiter & then waiter tells them direction of cash counter. (Image attached

Reviewing Food Aggregators for Haldiram’s planet food, ajni is my task. Here I have respond to the feedbacks which was placed by customer on food aggregator’s application/website and I also have to evaluate the negative feedback which states the common problems which was placed by customer. I had reviewed zomato, swiggy as this food aggregators are tied up for business with Haldiram’s planet food, ajni. The report after reviewing food aggregators is given below-

- Haldiram’s Planet food Ajni has rating of 4.2/5.
- Chinese combos- Veg Manchurian & Chili Panner ‘s quantity is very less, Reviews by majority of customers. Planet food need to increase the quantity for higher satisfaction.

Hotel Krishnam has rating of 3.7/5 which is comparatively less compared to Ajni’s Haldiram but they owe a “FOOD HYGIENE EXCELLENT” badge & “PROMPT SERVICE” rating (Image Attached) which should also be in our restaurant listing. **SWOT ANALYSIS**

- **STRENGTH**

1. A nationwide manufacturer and strong distribution channel
2. Strong control over distributors
3. Haldiram is the master brand in Namkeen and growing its chips.
4. Engage in proportioning throughout the year.
5. Employees are very much devoted to their works

- **WEAKNESS**

1. Feedback system doesn't work properly.
 2. Proper Importance isn't gives to the retailers.
 3. Low profit margin to the distributors.
 4. Weak in chips segment.
 5. Low profit margin to the retailers in Namkeen Segment
-

- **OPPORTUNITY**

1. Steel big empty market
2. Huge demand in the month of August to March

- **THREATS**

1. Facilities provided by the Lay's, is offering credit sales.
2. Lay's and Kurkure paints the outlets regularly.
3. Matter of low hygienic foods.
4. Insects are found
5. Entrance of Local product.
6. Distributor attitude
7. Undercutting to the Whole sale market.

Marketing Mix



Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objective in the target market.

Marketing Mix of Haldiram's

- Products

Chips, Namkeens, Sweets, Pickle, papad, Syrup, Woopies

- Chips

There are six flavors in chips classics salt

- Pudina treat
- Paprika

- **Mast Masala**

- Bolelos
- N salt

Taste of chips
Pudina treat –
Taste of pudina Paprika –
Taste of green chill Mast masala –
Taste of Tomato Classic salt –
Plain \$ only salted. Boletos -
N salted –
Masala salted

Namkeen:-

Bhujia

Aalu Bhujia

All in one

Kaju Mixer

Kashmiri mixer

Bombay mixer

Product Qualities

Impeccable qualities, they focus on TQM before the finish like because the quality along if advertisement which Haldiram gives as a competitive edge design innovative of packets day by day. It is a popular due to its colorful packets of Namkeen which is unbeatable by other brands.

Features: -

Testy Snacks, Suitable with drinks as well as serving guest

Brand name: -

Huge brand name nation wide

Warranty

Takes in return when product expires or any or any other damage which is accidentals.

Price:-

The price is different for different product chips. Discount

Depends upon the sales executive, and retailer's bargaining and as different scheme.

Allowance

Fixed, as per distributor target and companies target to the sales person.

Public relations

Marketing sales executive pays a visit to retailer time to time.

Sales executive

Create new counters for that particular distributor on which he is working.

Promotion

Scheme like scratch coupon, Discount coupon, Bags, Caps, T- shirt, win cheaters etc. are given to retailer and customer.

CHAPTER 3
LITERATURE REVIEW

LITERATURE REVIEW

- **MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM INDIA**
- Journal of emerging technologies and innovative research (JETIR)
- Author's Name- Anany Kapil Department of marketing school of business galgotias university
- The industry is saturated with powerful competitors like Frito-Lay India, PepsiCo's subsidiary that produces snack foods, which has nearly started a snack-chip revolution in the nation. Haldiram's and the snack-food merchant Bikanerwala Foods Pt. Ltd. etc., both situated in Delhi. Even the leading dairy company, Mother Dairy, participates in the area. It is becoming more difficult for businesses like Haldiram's, which until now has not given its branding operations any consideration, as IT and HUL enter this market.

- **MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM IN INDIA**
- Author name- Aman Kumar – Under The Guidance of dr. ved Prakash
- The famous Indian candy and snack company Haldiram's marketing strategies for creating and maintaining brand loyalty in the Indian market are examined in this study. The Indian snack food business is quite competitive, yet Haldiram has managed to stay at the top by combining innovative advertising with a commitment to quality and legacy.

- **MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM IN INDIA**
- International Journal of All Research Education and Scientific Methods (IJARESM)
- Author name- Gautam Arya
- The market is saturated with strong competitors, including UP-based snack food retailer Bikaner wala Foods Pvt Ltd, Haldirams, Pepsi Co.'s snack foods division, which successfully transformed the nation's snack-chip consumption, and Frito-Lay India. Even the biggest dairy firm, Mother Dairy, takes part in the area. When ITC and HLL enter this market, it has getting difficult for firms like Haldirams, which up until now has not given its branding operations any respect.

- **CONSUMER PREFERENCES AND MARKET DYNAMICS IN THE SNACK FOOD INDUSTRY: A STUDY OF HALDIRAM PRODUCTS**
- Rishikaysh Kaadandikar
- This study investigates consumer preferences and market dynamics within the snack food industry, focusing on the renowned brand Haldiram. This paper delves into the factors influencing consumer choices in the snack food segment through extensive research, analysis of market trends, and consumer behavior studies. The study examines Haldiram's strategies, product innovations, marketing approaches, and their impact on market positioning. Additionally, it explores the competitive landscape, emerging trends, and challenges Haldiram faces in a dynamic market environment.

- "Marketing Strategies and Brand Loyalty of Haldiram India"
- Ms. Bindu, Ms. Additi, Mr. Abhinay
- This study examines Haldiram's marketing plan focusing on customer loyalty and competitive strategies, emphasizing the importance of customer-centric approaches in building sustainable competitive advantages.

- "A Study on Consumer Preference and Satisfaction Towards Haldiram's"
- Various Authors –
- EPRA International Journal of Economic and Business Review, 2023
- This research investigates consumer preferences and satisfaction levels, highlighting the role of product quality and taste in consumer loyalty.

- "Haldiram's Marketing and Business Strategy Leading to IPO" –
- Various Authors - Go-Yubi, 2023
- The paper discusses Haldiram's strategic expansion, pricing strategies, and the impact of traditional values on its business growth.

- "Cracking the Crunch: How Haldiram's Dominates the Indian Snack Market"
- Various Authors - Markitome, 2023 Analyzes
- Haldiram's digital marketing tactics and how the brand has effectively engaged with its consumers online.

CHAPTER 4
RESEARCH METHODOLOGY

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for Haldiram PVT. LTD. Along with I will also work in the following areas: -

- Market visit for retail shops
- Research on
- customer satisfaction”
- Sales & Distribution
- Promotional strategy

Research design: -

Type: Exploratory research design using secondary data analysis Descriptive research design using survey method

Survey using personal interview (face to face) interview method

Sources of information: survey by means of structured undisguised and general face to face interaction with outlet holders and distributors and used some secondary data.

Methods of data collection: -

It can be obtained either through direct communication with respondents in one form or another or through personal interviews. Questionnaire and interviewing are main weapons to collect data. There are mainly two types of data –

- **Primary Data**
- **Secondary Data**

Primary research entails the use of immediate data in determining the survival of the market. The popular ways to collect primary data consist of surveys, interviews and focus groups, which shows that direct relationship between potential customers and the companies. Whereas secondary research is a means to reprocess and reuse collected information as an indication for betterments of the service or product. Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

Type of data to collect-

- **Categorical**

nominal-observations that can be coded ordinal-observations that can be ranked

Continuous

-Observations that can be counted or measured

- **Mixed**

matrix of categorical and continuous data

Following are the ways through which data can be collected

- Observations
- Interviews
- Reports
- Records

- **Tools of data analysis: -**

Excel and Well – structured questionnaires might be referred for data analysis.

Type Of Research Method

- Qualitative-
- Quantitative
- Mixed (qualitative and quantitative)
- Critical and action oriented

In these report data is collected by means of survey. A format was made for collecting the data in which important questions was being prepared for collecting the data e.g. to know the market share of haldirams total demand existing in the market what's the share of competitors.

Consumers preferences tastes and age group which mainly use the products of haldirams, class of people mainly using haldirams products. What are tools and techniques that are being used by the company to increase the sales of company?

PROBLEM STATEMENT

The primary problem statement for analyzing the marketing strategies for brand success adopted by Haldiram's in Nagpur city revolves around understanding the various elements that have contributed to Haldiram's impressive market presence and brand recognition in this specific region. Despite being a well-established brand nationwide, Haldiram's has tailored its marketing strategies to cater to the unique demographic and cultural preferences of Nagpur, a city known for its diverse food habits and rich culinary traditions.

One significant aspect of this analysis is to identify how Haldiram's leverages its strong brand heritage while adapting to the local market dynamics. This includes exploring their product customization efforts to align with local tastes, festive offerings, and regional specialties that resonate with Nagpur's populace. Additionally, the role of promotional activities, such as advertisements in local media, sponsorship of local events, and collaborations with regional influencers, needs to be examined to understand their effectiveness in enhancing brand visibility and customer engagement.

Moreover, the study aims to dissect Haldiram's retail strategy, focusing on the placement and design of their outlets in Nagpur. The impact of store locations, ambiance, and customer service on consumer loyalty and footfall will be evaluated. Another critical area is the utilization of digital marketing platforms, including social media, online advertising, and e-commerce, to capture the growing segment of tech-savvy consumers in the city.

The problem statement also encompasses the challenges faced by Haldiram's in maintaining its competitive edge amidst rising competition from both local sweet and snack manufacturers and international brands entering the market. By comprehensively analyzing these multifaceted marketing strategies and their outcomes, the study seeks to provide insights into how Haldiram's successfully navigates the complex market environment of Nagpur, ensuring sustained brand success and consumer loyalty.

NEED OF STUDY

- Analyze how Haldiram innovates its products to meet changing consumer demands.
- Investigate how Haldiram's marketing strategies have set it apart from competitors.
- Analyze how Haldiram innovates its products to meet changing consumer demands.
- Identify potential avenues for Haldiram's continued growth and brand success through strategic marketing.
- Assess the role of digital marketing in Haldiram's brand success.

OBJECTIVES OF THE STUDY

- To study the pricing strategies adopted by Haldiram
- To study the promotion strategies adopted by Haldiram
- To study the product strategies adopted by Haldiram
- To study the distribution network of Haldiram products.

HYPOTHESIS

H0 : There is no significant relationship between Marketing strategies adopted by Haldiram and success of a brand in Nagpur city.

H1 : There is a significant relationship between Marketing strategies adopted by Haldiram and success of a brand in Nagpur city.

Limitations

- The analysis is confined to Nagpur city, which may not provide a comprehensive understanding of Haldiram's marketing strategies on a broader scale, such as regional or national markets.
- Access to detailed and accurate marketing data from Haldiram's may be restricted, leading to potential gaps in the analysis.
- Reliance on secondary data sources or interviews may introduce bias or inaccuracies.
- The study may not account for rapid changes in market conditions, consumer preferences, or competitive actions that can impact the effectiveness of Haldiram's marketing strategies.
- The unique demographic and psychographic profiles of consumers in Nagpur may not reflect the behavior of consumers in other regions, limiting the generalizability of the findings.
- The analysis might not fully capture the impact of emerging digital marketing trends and technologies, which play a significant role in contemporary marketing strategies.

CHAPTER 5
DATA ANALYSIS &
INTERPRETATION

The data that has been collected by means of survey and questionnaires has been analyzed and tested by excel and then result has been interfered. various graphs and chart bars are used to interfere the data

While preparing the data it has been kept in mind that the data should be coherent and there should be no biasness.

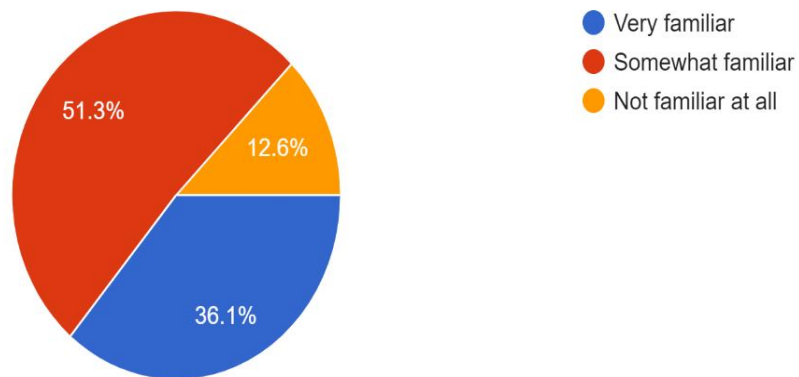
- Field editing (that is detail of data has been collected)
- Abbreviations and short forms not used
- Readability and understandability
- Inadequate answers have been removed that is (incomplete answers, left blanked answers)
- Mistakes that have been accursed in collecting the data has been removed

1. How familiar are you with Haldiram's?

COMPANY	NO. OF RESPONDENTS	NO. OF %
Very familiar	119	36.1%
Somewhat familiar	119	12.6%
Not familiar at all	199	51.3%

How familiar are you with Haldiram's?

119 responses



Somewhat familiar: The largest segment, comprising 51.3% of the respondents (approximately 61 people), indicates that they are somewhat familiar with Haldiram's.

Very familiar: The second-largest group, making up 36.1% of the respondents (approximately 43 people), indicates a high level of familiarity with Haldiram's.

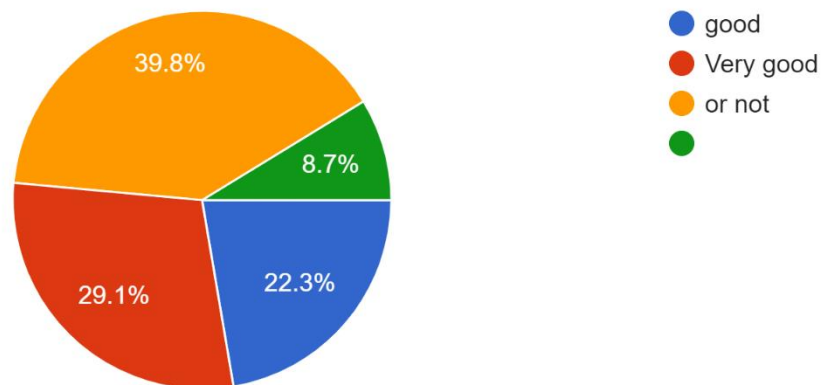
Not familiar at all: The smallest segment, 12.6% of the respondents (approximately 15 people), indicates they are not familiar with Haldiram's.

How is haldiram's product?

COMPANY	NO. OF RESPONDENTS	NO. OF %
Good	103	22.3%
Very good	103	29.1%
Or not	103	36.8%
Others	103	78.7%

How is haldiram's products?

103 responses



Very good: The largest segment, comprising 39.8% of the respondents (approximately 41 people), rated Haldiram's products as "Very good."

Or not: The second largest segment, with 29.1% of the respondents (approximately 30 people), indicated "Or not," suggesting a negative or indifferent perception.

Good: The third segment, with 22.3% of the respondents (approximately 23 people), rated the products as "Good."

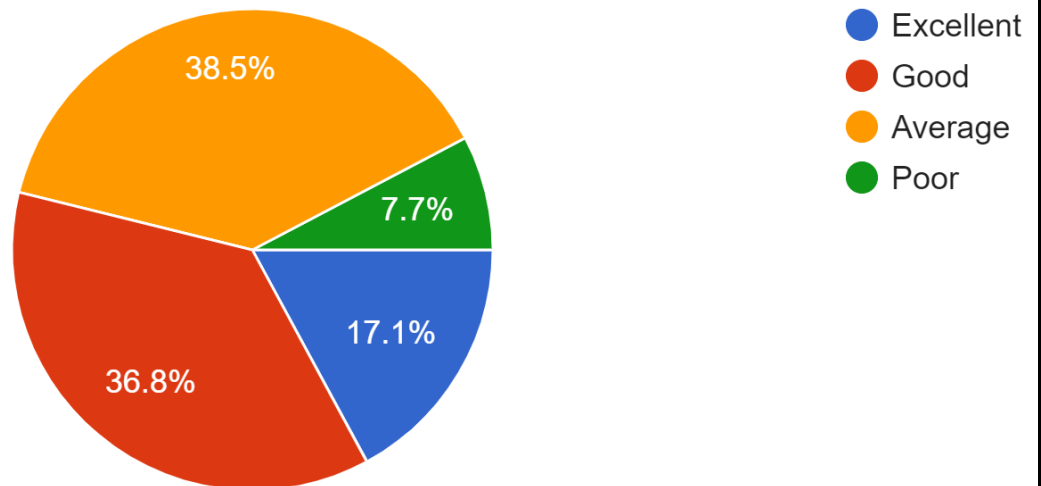
Other: The smallest segment, at 8.7% of the respondents (approximately 9 people), did not fit clearly into the provided categories, indicating an ambiguous or neutral opinion.

3 How would you rate the overall quality of Haldiam's products?

Company	No. of responses	No. of %
Excellent	117	17.1%
Good	117	36.8%
Average	117	38.5%
poor	117	7.7%

How would you rate the overall quality of Haldiram's products?

117 responses



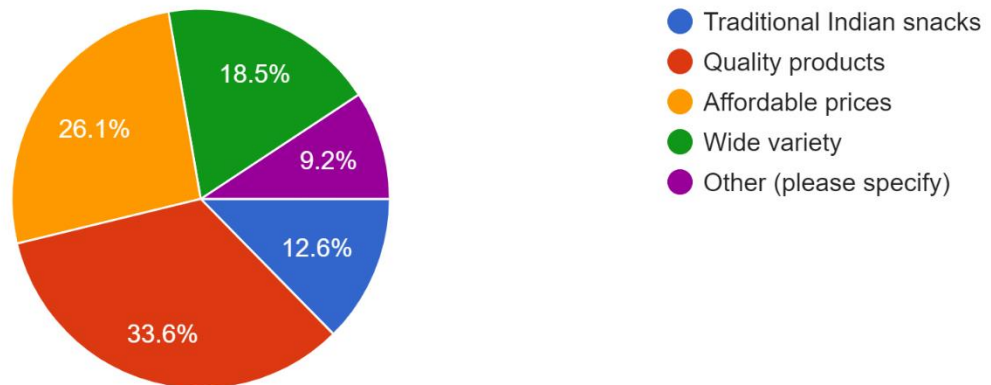
The data about How's haldiram products in market has been collected and it has been observed that haldiram's capture highest percent share in average sample and it is about 38.5% share, good is 36.8 % of market share ,excellent holds 17.1% share of market and rest has been captured by other brands.

4 What comes to mind when you think of Haldiram's?

DEMAND OF CHIPS	NO. OF RESPONDENTS	PERCENTAGES
Traditional Indian snacks	119	12.6%
Quality products	119	33.6%
Affordable price	7.5	26.1%
Wide price	6	18.5%
Other (please specify)	4.5	9.2%

What comes to mind when you think of Haldiram's?

119 responses



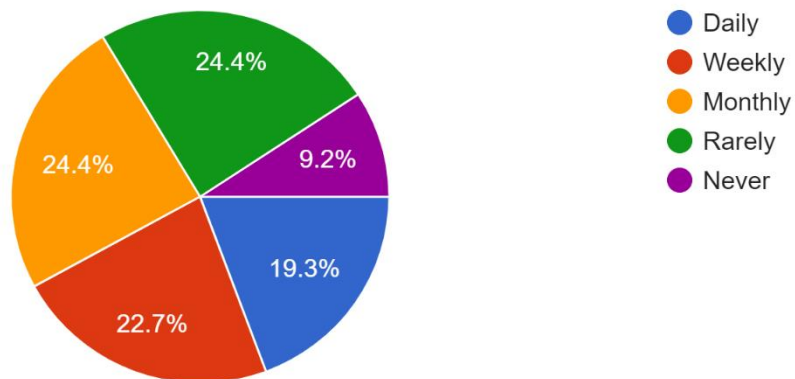
From this data, it's clear that the majority of respondents associate Haldiram's primarily with quality products (33.6%) and affordable prices (26.1%). A significant number also recognize the brand for its wide variety of offerings (18.5%). Traditional Indian snacks are noted by 12.6% of the respondents, while 9.2% specified other associations

5 How often do you purchase haldiram's products?

PARTICULAR	NO. OF RESPONDENTS	NO. OF %
Daily	119	19.3%
Weekly	199	22.7%
Monthly	199	24.4%
Rarely	199	24.4%
Never	119	9.2%

How often do you purchase Haldiram's products?

119 responses



A very small fraction of respondents purchase Haldiram's products daily (19.3%).

A significant portion buys them weekly (22.7%) and monthly (24.4%).

An equal proportion of respondents purchase these products rarely (24.4%).

A notable segment of respondents never purchase Haldiram's products (9.2%).

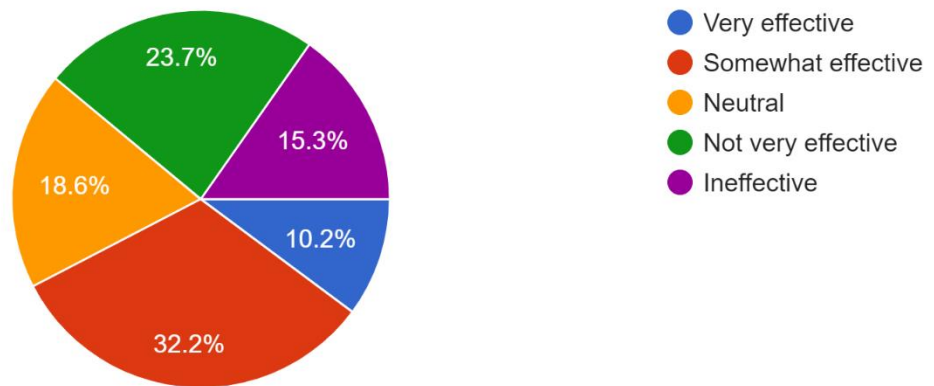
Overall, the majority of respondents (71.5%) purchase Haldiram's products either weekly, monthly, or rarely, showing a broad but infrequent consumer base.

How effective do you find Haldiram's advertisement?

Company advertisement	NO. OF RESPONDENTS	NO. OF %
Very effective	118	10.2%
Somewhat effective	118	32.2%
Neutral	118	18.6%
Not very effective	118	23.7%
Ineffective	118	15.3%

How effective do you find Haldiram's advertisements?

118 responses



A small proportion of respondents find Haldiram's advertisements very effective (10.2%).

The largest group finds the advertisements somewhat effective (32.2%).

A significant number of respondents are neutral (18.6%).

A considerable portion finds the advertisements not very effective (23.7%) or ineffective (15.3%).

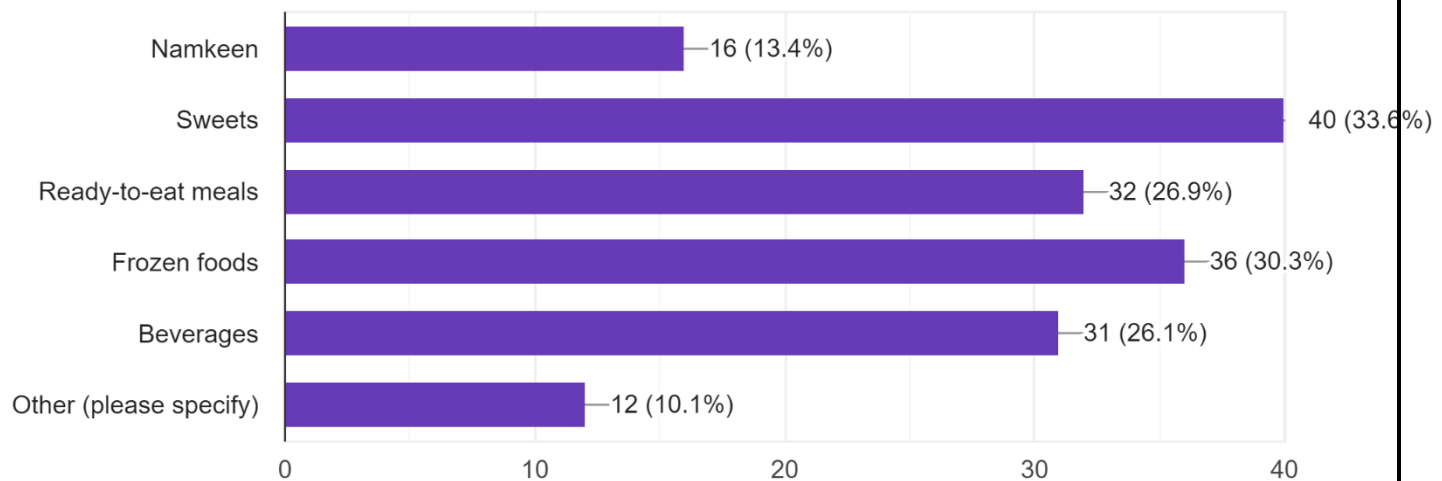
Overall, the responses are mixed, with a slight leaning towards positive effectiveness (somewhat effective and very effective together make up 42.4%), while a notable portion remains critical or neutral towards the advertisements.

Which Haldiram's product do you buy most frequently?

Demand of products	No. of responses	No. of %
Namkeen	119	13.4%
Sweets	119	33.6%
Ready-to-meals	119	26.9%
Frozen foods	119	30.3%
Beverage	119	26.1%
Other	119	10.1%

Which Haldiram's products do you buy most frequently?

119 responses



Sweets: are the most frequently purchased product, with 40 respondents (33.6%) indicating they buy them most often.

Frozen foods: are the second most popular category, with 36 respondents (30.3%) purchasing them frequently.

Ready-to-eat meals: are bought frequently by 32 respondents (26.9%).

Beverages: are chosen by 31 respondents (26.1%).

Namkeen: is the least popular of the main categories listed, with 16 respondents (13.4%) buying them most frequently.

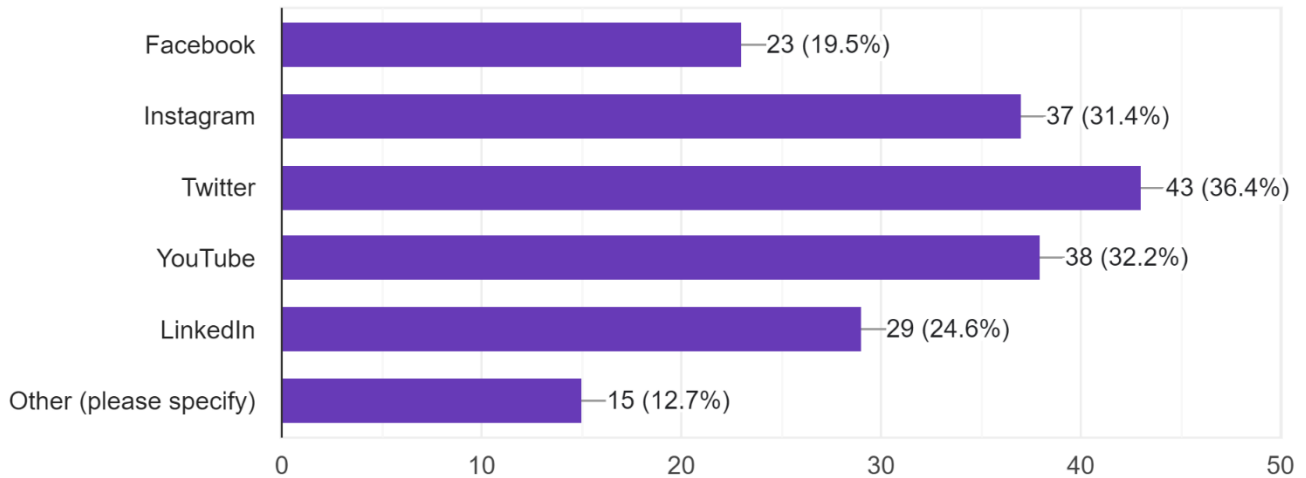
Other products are specified by 12 respondents (10.1%)

8 Which social media platform do you follow Haldiram's on?

Social media	RESPONSE	Percentages
Facebook	118	23%
Instagram	10.5	21%
Twitter	8.5	17%
You tube	7	14%
Linkdine	5	10%
Other	7.5	15%

Which social media platforms do you follow Haldiram's on? (Check all that apply)

118 responses



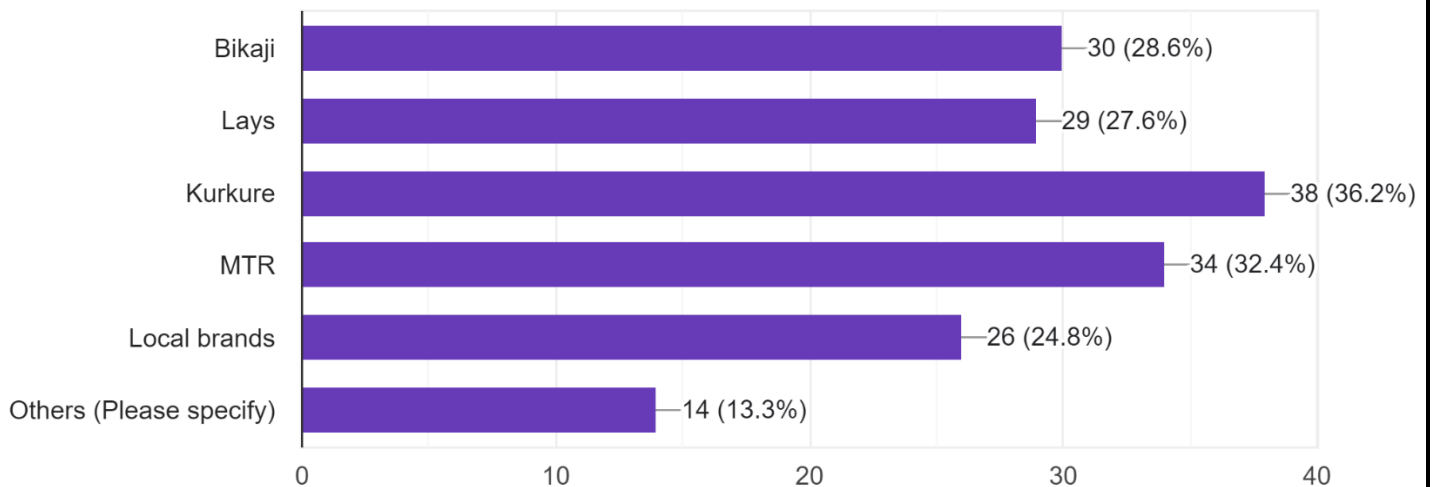
From the data, Twitter is the most popular platform for following Haldiram's, with 36.4% of respondents indicating they follow Haldiram's on this platform. Instagram and YouTube also have significant followings, with 31.4% and 32.2% respectively. Facebook has the lowest following among the listed platforms, with only 19.5%. Additionally, 12.7% of respondents follow Haldiram's on other unspecified platforms.

9 Which brands do you consider when purchasing snacks or sweets?

Brands	No. of responses	No. of %
Bikaji	105	28.6%
Lays	105	27.6%
Kurkure	105	36.4%
MTR	105	32.4%
Local brands	105	24.8%
Others	105	13.3%

Which brands do you consider when purchasing snacks or sweets?

105 responses



Kurkure: Preferred by 38 participants, which constitutes 36.2% of the survey population.

MTR: Preferred by 34 participants, making up 32.4% of the respondents.

Bikaji: Chosen by 30 participants, representing 28.6% of the total.

Lays: Selected by 29 individuals, accounting for 27.6%.

Local brands: Favored by 26 people, which is 24.8% of the survey group.

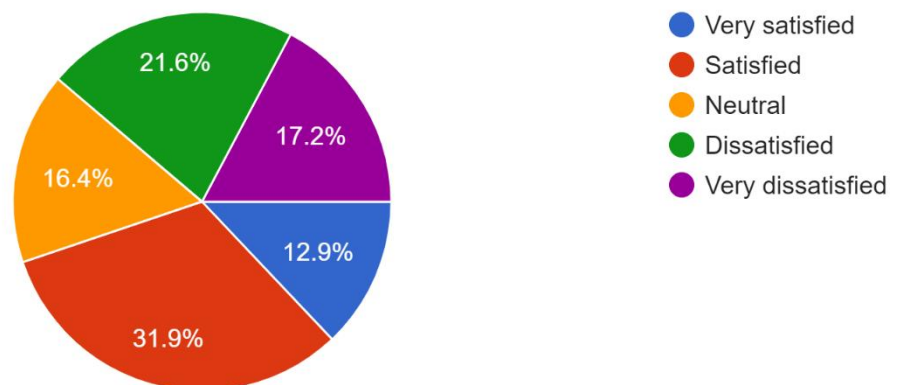
Others: This category includes a variety of unspecified brands, collectively chosen by 14 participants, amounting to 13.3%.

10 How satisfied are you with the variety of product offered by haldiram's?

Brands	No. of respondents	No. of %
Very likely	119	15.1%
Likely	119	17.6%
Neutral	119	36.1%
Unlikely	119	20.2%
Very unlikely	119	10.9%

How satisfied are you with the variety of products offered by Haldiram's?

116 responses



Satisfied: The largest segment, with 37 respondents (31.9%), are satisfied with the variety.

Neutral: 25 respondents (21.6%) feel neutral.

Very satisfied: 20 respondents (17.2%) are very satisfied.

Dissatisfied: 19 respondents (16.4%) are dissatisfied.

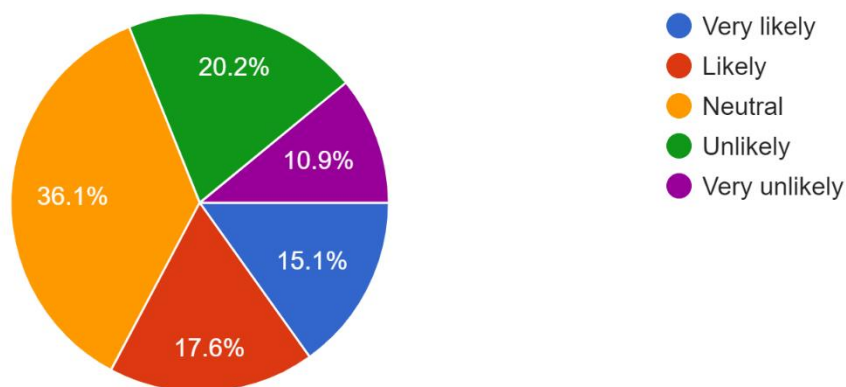
Very dissatisfied: The smallest segment, with 15 respondents (12.9%), are very dissatisfied.

11 How likely are you to recommend Haldiram's products to other?

Brands	RESPONSE	Percentages
Very likely	15.5	31%
Likely	10.5	21%
Neutral	9.5	19%
Balaji	3	6 %
Total	50	100%

How likely are you to recommend Haldiram's products to others?

119 responses



Likely: 43 respondents (36.1%) are likely to recommend the products.

Neutral: 24 respondents (20.2%) feel neutral about recommending the products.

Very likely: 21 respondents (17.6%) are very likely to recommend the products.

Unlikely: 18 respondents (15.1%) are unlikely to recommend the products.

Very unlikely: 13 respondents (10.9%) are very unlikely to recommend the products.

CHAPTER 6
FINDINGS & SUGGESIONS

FINDINGS

- They should collect primary data through surveys and interviews with consumers, retailers, and Haldiram's marketing team to gain direct insights into the effectiveness of various marketing strategies.
- The largest segment, comprising 39.8% of the respondents (approximately 41 people), rated Haldiram's products as "Very good."
- The sweets product are is most frequently purchased , with 40 respondents (33.6%) indicating they buy them most often.
- From this data, it's clear that the majority of respondents associate Haldiram's primarily with quality products (33.6%) and affordable prices (26.1%).
- Haldiram is the most frequently purchased product, with 40 respondents (33.6%) indicating they buy them most often.
- The data about How's haldiram products in market has been collected and it has been observed that haldirams capture highest percent share in average sample and it is about 38.5% share.

SUGGESTIONS

- Analyze how Haldiram its innovates its products to meet changing consumer demands.
- Investigate how Haldiram's marketing strategies have set it apart from competitors.
- Analyze how Haldiram innovates its products to meet changing consumer demands.
- Identify potential avenues for Haldiram's continued growth and brand success through strategic Marketing.
- Assess the role of digital marketing in Haldiram's brand success.

CHAPTER 7
CONCLUSION

Conclusion

- Haldiram's has successfully tailored its marketing strategies to cater to the local preferences and cultural nuances of Nagpur, enhancing brand resonance and customer engagement.
- Haldiram's has effectively utilized a mix of traditional and digital marketing channels, including festive promotions and social media campaigns, to attract and retain customers.
- The brand's focus on understanding and meeting the needs of its diverse customer base through product variety, quality, and consistent service has strengthened customer loyalty and satisfaction.
- Haldiram's has shown agility in adapting its marketing strategies to changing market trends and consumer behavior, ensuring its continued relevance and appeal.
- The overall conclusion of this research paper is Haldiram's is a famous brand in Indian snacks industry, holding most of the market shares. The brand is well known and consumed for its quality. Price does play a significant role in buying behavior but is less important compared of other factors such as – quality, taste, and packaging.

Hypothesis Testing

Null Hypothesis H0: There is no significant relationship between Marketing strategies adopted by Haldiram and success of a brand in Nagpur city.

Alternate Hypothesis H1: There is a significant relationship between Marketing strategies adopted by Haldiram and success of a brand in Nagpur city.

From the above study it is concluded that there is a significant relationship between Marketing strategies adopted by Haldiram and success of a brand in Nagpur city, thus Null Hypothesis is rejected.

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Annexure

1. How often do you purchase products from Haldiram's?

- Daily
- Weekly
- Monthly
- Rarely
- Never

2. Which product categories do you frequently purchase? (Select all that apply)

- Sweets
- Namkeens
- Ready-to-eat snacks
- Beverages
- Frozen foods
- Bakery items
- Others (please specify)

4. How satisfied are you with the Variety offered by Haldiram's ?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

5. How is Haldiram's product?

- Good
- Very good
- Or not
- other

6. How effective do you find Haldiram's advertising campaigns?

- Very effective
- Somewhat effective
- Neutral
- Not very effective

- ineffective

7. which social media platform do you follow Haldiram's on? (Select all that apply)

- Facebook
- Instagram
- Twitter
- You tube
- LinkedIn
- Others

8. How likely are you to recommend Haldiram's products on others?

- Very likely
- likely
- Neutral
- Unlikely

9. Which brands do you consider when purchasing snacks or sweets?

- Bikaji
- Lays
- Kurkure
- MTR
- Local brands
- Others

10. How would you rate the overall quality of Haldiram's products?

- Excellent
- Good
- Average
- Poor

11. What comes to mind when you think of Haldiram's?

- Traditional Indian snacks
- Quality products
- Affordable prices
- Wide variety
- Other

