



Product-wise Strategies to be adopted by Khadi and Village Industries Commission

## Pan India Market Survey – B2B and End-consumers

Prepared for Khadi and Village Industries Commission (KVIC)



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## Context

Headquartered at Mumbai, India, the Khadi and Village Industries Commission (the Client) is a statutory body formed by the Government of India, under the Act of Parliament, 'Khadi and Village Industries Commission Act of 1956'.

It is an apex organisation under the Ministry of MSME, with regard to Khadi and Village Industries within India, and seeks to - plan, promote, facilitate, organise and assist in its establishment and development in the rural areas in coordination with other agencies engaged in rural development wherever necessary.

The Client is currently assessing perception of customers, retailers, wholesalers, and industry experts on Khadi – to understand opportunities with respect to Khadi through a primary survey across identified 20 cities in India.

In this context, Aranca – a leading advisory and consulting firm will provide in-depth market research results to enable the Client to undertake certain strategic decisions.

### Product coverage:

#### 1. Khadi Apparels

- Shirts
- Kurtas
- Kurtis

#### 2. Herbal Health & Cosmetics by KI / VI units

- Body Wash
- Face Wash
- Moisturizer
- Shampoo
- Face Scrubs
- Lip Balm
- Henna Products

#### 3. Agro-based & Processed Food products by KI / VI units

- Jams
- Fruit Jelly
- Papad
- Pickles
- Fruit Squash

#### 4. Honey by KI / VI units

# Product-wise Strategies to be adopted by Khadi and Village Industries Commission

## Category 1: Overall Khadi Apparels\*

### Strategies to be adopted to increase retail reach and awareness of Khadi Apparel:

1. KVIC should identify top 4–5 traditional or unorganised retail outlets (local apparel retailers with a store size of 200–400 sq.mt.) across 3–4 tier I and 10–15 tier II cities in India, as once the intended market penetration is achieved, similar/stronger strategy may be applied for scaling up in phased manner for Khadi apparel.
2. For modern or organised retail outlets (with a store size above 2,000 sq.mt.) such as supermarkets, hypermarkets – where the shoppers are offered with a one-stop shopping experience. The idea behind this big box store is to provide end-consumers with all the goods (branded or multi-branded) they require, under one roof. KVIC should initiate talks with such renowned multi-brand retailers such as Westside, HyperCity, Shoppers Stop, Pantaloons, FBB (Big Bazaar), Brand Factory etc., – identify respective outlets (to promote Khadi apparel) under each retail brand (in terms of store/location with highest customer footfall, number of staff/salesperson these stores can dedicate for KVIC apparel and cost-bearing for promotional offerings by KVIC and retail outlets) – to increase KVIC apparel's presence and visibility.
3. Once the relationship has been initiated with the top aforementioned traditional & modern retailers, KVIC must promote the use of 'Khadi mark' to spread awareness that all its products have the 'Khadi mark' to ensure KVIC's competitive edge over its peers and also to make the consumers aware of the genuineness of KVIC's products.
4. KVIC must also create presence for Khadi apparel across all the major apparel and multi-category and multi-brand online retail channels such as Amazon, Flipkart, Myntra, Jabong and Snapdeal to ensure that its products are available not only on its own e-commerce website but also across these major e-tailers.
5. To deal with the obstacle of absence of variety in designs, KVIC must tie-up with design schools to undertake projects on Khadi apparel which will help in creating awareness about the fabric and its benefits amongst budding designers.

### Promotional strategies to be adopted for Khadi Apparel:

6. KVIC must encourage and approach renowned male and female celebrities as brand ambassadors who can be easily associated with KVIC's core element of 'Made in India' or 'Swadeshi' to promote Khadi Apparel (shirts, kurtas, sarees, home furnishings, etc.) through audio-visual advertisements (as consumers imitate fashion trends followed by celebrities from these fields).
7. KVIC should introduce various discounts and promotional offers for Apparel retailers (modern and traditional) such as retailer of the year, end of season sales, etc.

8. KVIC should distribute fabric samples to designers to incorporate them in their designs and also to public as well as private corporations to utilise the fabric for employee uniforms.

\*Please note: The recommendations for apparel and its sub-categories are applicable for all fabric type by Khadi such as cotton and silk.

### Sub-category 1a: Khadi Shirts

#### Strategies to be adopted to increase retail reach and awareness of Khadi Shirts:

1. KVIC should focus on promoting its shirts by highlighting key features that Khadi shirts offer such as low maintenance (audio-visual advertisements featuring Khadi shirts can be used on a daily basis – in terms of comfort for wearing in all seasons, wrinkle-free, cold water wash or machine wash).
  - KVIC should market its shirts by promoting it as a kind of lifestyle product by highlighting features such as its ease of use, fun and fashionable, availability of variety, colours and designs, etc.
2. KVIC should create a clothing environment offered by custom-made Khadi shirts, which would connect with the target audience.
  - Cotton shirts to be priced low or at mid-range with muslin shirts slightly at premium.

#### Product promotion strategies to be adopted for Khadi Shirts:

3. KVIC should promote its shirts based on exclusive target customers such as men or women and or youth (in both the categories – men and women) – with features applicable such as:
  - 100% cotton that is wrinkle-free
  - Easy-to-wash
  - Comfortable for daily use and an all-season product (features/quality of Khadi fabric - *warm in winters and cool in summers*), and
  - Available in variety (different colours, designs, and patterns).

### Sub-category 1b: Khadi Kurtas and Kurtis

#### Strategies to increase retail reach and awareness and product promotional activities to be adopted for Khadi Kurtas and Kurtis:

1. KVIC should focus on promoting features such as traditional feel, Indian-ness, and a 'sense of pride' (work of artisans in India, for rural development and a product of high quality at affordable prices) offered by Khadi kurtas and kurtis. Promote a "sense of pride to wear 'Made in India' product" and affordable fashion with trending designs and vibrant colours.
2. KVIC should categorise Khadi kurtas and kurtis into – basic (daily use) and premium (occasions and formal and traditional events) and market them with the help of audio-visual advertisements:

- Kurtas and kurtis basic (daily use): features such as all-season use, easy-to-use, affordable, and available in variety of colours and patterns.
  - Kurtas premium (occasions and formal and traditional events): features such as all-season use, affordability, available in variety in terms of pattern and colours, and custom made for formal events such as social functions, business meeting, etc.
  - Kurtis premium (occasions and formal and traditional events): features such as all-season use, affordable (when compared to other competing designer brands), available in a variety of vibrant and trending colours and patterns, and/or custom made for occasions such as weddings and festivals.
3. KVIC must also focus on the youth by highlighting features such as availability of vibrant colours, availability in terms of designs, affordable prices – of the Khadi kurtas and kurtis that can be easily associated with the ever-changing demand of the youth in the country.

## Category 2: Overall Herbal Health and Cosmetics by KI / VI units

### Strategies to be adopted to increase retail reach and awareness of Herbal Health and Cosmetics by KI / VI units:

1. KVIC should increase its retail reach by making its product available across all the retail outlets (modern and traditional).
2. KVIC should tap traditional stores such as medical shops and convenience stores, especially in tier II cities to increase its retail reach initially, with products such as face wash, moisturisers and lip balms. The reason being, tier II cities are largely dominated with traditional retail outlets and reach a larger group of target end-consumers.
3. For modern retail outlets, KVIC should initiate talks with renowned multi-brand retailers such as Big Bazaar, HyperCity, Shoppers Stop, Lifestyle and D-mart – identify respective outlets under retail brand (in terms of store/location with highest customer footfall, number of staff/salespersons these stores can dedicate for KVIC herbal health and cosmetics, and the associated cost for promotional offerings by KVIC and retail outlets) – to increase presence and visibility of KVIC's herbal health and cosmetics' range.

### Product promotion strategies to be adopted for Herbal Health and Cosmetics by KVIC:

4. KVIC must initiate talks with the traditional and modern retail outlets in terms of promoting its herbal health and cosmetic products by using techniques such as:
  - Point-of-Purchase or POP display (where the marketing or advertising material provided by KVIC for its products is placed next to the merchandise, KVIC wants to promote). This POP material (marketing or advertising material) can be provided free to be used in retail stores. This material would effectively highlight the products and draw the customers' attention to it, which is important in a retail store crammed with similar merchandise. For example, a retailer may use a – 'shelf talker' (a sticker stuck to the end of the shelf to draw attention as the customer walks down the aisle of a grocery store) which is a small visual aid. Alternatively, retailers may create a full display where KVIC products are merchandised inside it.
  - Eye-level merchandising (where products are placed at eye-level height of the average customer at shelves at the retail store to increase visibility) must also be used as one of the promotion techniques as it has been established that "*eye-level is buy level*". This technique comes at a premium as other competing brands are also in line to use this technique.

The KIs need to be provided appropriate training in marketing through these channels. Initially, KVIC may have tie ups at Mumbai or similar location and pilot it, disseminate the results during ongoing trainings – demonstrated results are convincing for traditional KIs / VI institutions to change their approach

5. KVIC must provide sales promotion in KVIC-owned and other retail outlets (modern and traditional) such as:
  - Free samples and trial packs for end-consumers to try

- Free gifts and discounts on bulk purchase (to retailer of certain variants that KVIC offers to push for sale for a particular variant or a product under this category)
  - Testers [SKU (Stock Keeping Unit or SKU is a product and service identification code for a store or product, often portrayed as a machine-readable bar code that helps track the item for inventory) similar to the fastest selling product under this category] of new variants or variants that KVIC wants end-users to try in store, in modern and traditional retail outlets as well as at KVIC-owned retail outlets
  - At modern retail outlets, KVIC can have dedicated sales person(s) (who are paid incentives to sell) to educate and promote herbal health and cosmetic products under their brand
6. KVIC should also promote its herbal health and cosmetic products' range through print media such as magazines and newspapers by:
- Illustrating benefits of the product – 100% organic, affordable price-points, free from harmful ingredients such as Paraben and Sodium Lauryl Sulphate.
  - Illustrating value added features such as to tap into its competing brands' market share:
    - Single variant of the product suitable for all skin types
    - Single variant of the product offering two features (such as moisturiser with sunscreen benefits; face wash with skin lightening and sunscreen benefits; lip balm offering moisture and sunscreen benefits)
7. KVIC should promote and must have all its products bear a similar 'Khadi mark' or 'KVIC mark' as the apparels. Also, provide retailers the authority to use it, thereby providing a competitive edge and also ensuring that the target audience is conscious of the genuineness of KVIC products.
8. KVIC must try and appoint brand ambassadors to promote its herbal range of health and cosmetics – renowned personalities from film industry / media etc. (such as Deepika Padukone or Priyanka Chopra) – as these celebrities are acknowledged as the face of India worldwide.
9. KVIC should provide authority to the KVIC outlets, KVIC authorised outlets (Khadi Bhavans, trusts/association/institutions and Gram Udyog outlets selling Khadi herbal health and cosmetics) and other retailers to promote products according to demand it attracts in that particular area – this can be clubbed with the KVIC strategy to promote or push certain product(s).

### Sub-category 2a: Body Wash by KI / VI units

#### Strategies to increase retail reach and awareness and promotional activities to be adopted for Khadi Body Wash:

1. KVIC's range of body washes is low-priced; however, the organisation should focus on increasing awareness through television advertisements by highlighting key product features such as:
  - 100% organic ingredients
  - Suitable for specific to a skin type (such as dry skin, oily skin and all-skin types); offering benefits such as anti-acne, basic cleansing of skin, glowing skin, anti-dryness, etc.



- Paraben-free range of body wash (paraben is a preservative which can cause cancer)
  - Manufactured by KVIC certified suppliers with 'Khadi mark' as proof of genuineness of the product
2. KVIC should strive to increase its retail distribution channels and make its range of body washes available at all types retail outlets and offer sales promotion to retailers such as:
- Discounts on bulk buying
  - Free samples or gifts
  - Small trial packs or SKUs of 20ml (free of cost) to be offered in modern and traditional retail outlets and KVIC-owned retail outlets to existing or new end-users clubbed with the fastest selling Khadi body wash variants (such as SKU 210 ml)
  - Testers (SKU similar to the fastest selling product-SKU under this category) of new variants or variants that KVIC wants to push to end-users at in-store, in modern and traditional retail outlets and KVIC-owned retail outlets

### Sub-category 2b: Face Wash by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Face Wash:

1. KVIC should promote its range of face washes by highlighting its feature-offerings such as:
- 100% organic ingredients
  - Suitable for specific skin type (such as dry skin, oily skin and all-skin types); offering benefits such as anti-acne, basic cleansing of skin, basic cleansing & for glowing skin, anti-dryness, etc.
  - Paraben-free range of face wash (paraben is a preservative which can cause cancer)
  - SLS-free (Sodium Lauryl Sulphate is an additive that gives lather or foam in the product, and its residues in larger quantities have proven harmful to human skin)
  - Manufactured by KVIC certified suppliers with 'Khadi mark' as a proof of genuineness of the product
2. KVIC should make its range of face washes available at all types retail outlets and offer sales promotion to retailers such as:
- Discounts on bulk-buying
  - Free samples or gifts
  - Small trial packs or SKUs of 9ml (free of cost) to be offered in modern and traditional retail outlets and KVIC-owned retail outlets to existing or new end-users clubbed with the fastest selling Khadi face wash variants (such as SKU 210 ml)

### Sub-category 2c: Moisturiser by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Moisturiser:

1. KVIC should promote its range of moisturisers by highlighting its feature-offerings such as:
  - 100% organic ingredients
  - Manufactured by KVIC-certified suppliers (these suppliers should also be given the 'Khadi mark' or 'KVIC mark' similar to that of apparels) as a proof of genuineness of the product
  - Suitable for specific skin type (such as dry skin, oily skin and all-skin types)
  - Specific to needs of men/women or products should be positioned as 'suitable for all age-groups of a family', for e.g. Vicco Turmeric Cream.
  - Paraben-free range of moisturisers (paraben is a preservative which can cause cancer)
2. KVIC should make its range of moisturisers available at all retail outlets and offer sales promotion to retailers such as:
  - Discounts on bulk buying
  - Free samples or gifts
  - Small trial packs or SKUs of 30ml (free of cost) to be offered in modern and traditional retail outlets and KVIC-owned retail outlets to existing or new end-users clubbed with the fastest selling Khadi moisturiser variants (such as SKU 210 ml)

#### Sub-category 2d: Shampoo by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Shampoo:

1. KVIC should promote its range of shampoos by highlighting its key feature-offerings such as:
  - Specific to men/women
  - 100% organic ingredients
  - Manufactured by KVIC-certified suppliers (these suppliers should also be given the 'Khadi mark' or 'KVIC mark' similar to that of apparels) as a proof of genuineness of the product
  - Specific to scalp type (such as dry, normal, or oily scalp)
  - Benefits such as deep cleansing, moisturising and nourishment for dry and damaged hair and prevention of premature hair fall
  - Paraben-free range of shampoos (paraben is a preservative which can cause cancer)
2. KVIC should make its range of shampoo available at all type retail outlets and offer sales promotion to retailers such as:
  - Discounts on bulk buying
  - Free samples or gifts
  - Small trial packs or SKUs of 6ml to 8ml (free of cost) to be offered in modern and traditional retail outlets and KVIC-owned retail outlets to existing or new end-users clubbed with the fastest selling Khadi shampoo variants (such as SKU size of 210 ml)

### Sub-category 2e: Face Scrubs by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Face Scrubs:

1. KVIC must identify target market for its range of face scrubs:
  - Mass market – KVIC must increase presence and visibility of its range of face scrubs in traditional outlets and medical shops. Moreover, KVIC should consider bringing prices of its range of face scrubs at par with the leading brands such as Lotus and Himalaya as KVIC's range of face scrubs are currently priced on the higher side (by almost 200%).
  - Premium market – KVIC should focus on creating awareness by increasing its retail reach by tapping modern retailers such as Shoppers Stop and Lifestyle.
2. KVIC must focus on promoting its range of face scrubs by highlighting key features such as:
  - 100% organic ingredients
  - Specific to men/women
  - Suitable for specific to skin type (such as dry, normal, oily or sensitive skin)
  - Manufactured by KVIC certified suppliers with 'Khadi mark' as a proof for genuineness of the product
  - Benefits such as natural exfoliating scrub, gentle exfoliation of skin, exfoliation provided with natural glow of the skin
  - Paraben-free and SLS-free (as these two agents are harmful for human skin)
3. KVIC must create awareness about the authenticity and natural quality of its face scrubs range.
4. KVIC should make it mandatory for its range of face scrubs to bear the 'Khadi mark' similar to that of apparels as a proof of genuineness of the product.
5. KVIC should also take measures to monitor and ensure that its suppliers are adhering to compliances such as Agmark/FSSAI or any other applicable to products under this category.

### Sub-category 2f: Lip Balms by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Lip Balms:

1. KVIC must focus on increasing the presence and visibility of its range of lip balms across traditional and modern retail outlets and offer sales promotion such as:
  - Discounts on fastest selling SKUs or variants (to retailers)
  - Free samples or testers of new variants or variants that KVIC wants to push to be offered to end-consumers at in-store, in modern and traditional retail outlets and KVIC-owned retail outlets

2. KVIC should promote its range of lip balms by highlighting its key feature-offerings such as:
  - 100% organic ingredients
  - Natural healing properties
  - Long-lasting moisturising effect
3. KVIC should make it mandatory for its range of lip balms to bear the 'Khadi mark' similar to that of apparels as a proof of genuineness of the product.

### Sub-category 2g: Henna Products by KI / VI units

#### **Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Henna Products:**

1. KVIC must focus on increasing the presence and visibility of its henna product across traditional and modern retail outlets and offer sales promotion such as:
  - Free samples or testers of variants or new variants that KVIC wants to push to be offered to end-users at in-store, in modern & traditional retail outlets and KVIC-owned retail outlets
2. KVIC should promote its range of henna products by highlighting its key features such as:
  - 100% organic ingredients
  - Manufactured by KVIC certified suppliers and should make it mandatory to bear with 'Khadi mark' or 'KVIC mark' similar to that of apparel as a proof for genuineness of the product
  - Use of age-old trusted ingredients such as Tulsi, Bhringaraj and Brahmi
  - Ingredients used offer soft, shiny hair without destroying hair's natural pH value
  - Use of 'tested herbal dye colours' that have no harmful effects on the human skin and hair

## Category 3: Overall Agro-based & Processed Food Products by KI / VI units

### **Strategies to increase retail reach and awareness of Khadi Agro-based & Processed Food products:**

1. KVIC should focus on increasing its retail reach by making its agro-based & processed food products available across all the retail outlets (modern and traditional).
2. KVIC should focus on tapping at least 7–8 prime/renowned traditional stores across tier I and II cities to increase its retail reach initially, for products such as jams, jelly, pickles, papad and squash.
3. KVIC should initiate talks with 3–4 renowned multi-brand modern retailers such as Big Bazaar, HyperCity, Shoppers Stop, Lifestyle and D-mart across tier I and II cities – to identify respective outlets under each multi-brand modern retailers (in terms of store/location with highest customer footfall, number of staff/salesperson these stores can dedicate for KVIC food products and cost-bearing for promotional offerings by KVIC and retail outlets) – to increase presence and visibility of KVIC’s range of agro-based & processed foods.
4. KVIC should make it mandatory to use ‘Khadi mark’ or ‘KVIC mark’ as a proof of genuineness of its product.
5. KVIC must take the necessary actions to ensure consistent or demand-specific (of the city or region) supply of agro-based & processed food products throughout all retail outlets – especially for products such as jams, fruit jelly and squash.

### **Product promotion strategies to be adopted for Khadi Agro-based & Processed Food products:**

6. KVIC must initiate talks with traditional and modern retail outlets in terms of promoting its agro-based & processed food products by using techniques such as:
  - Appoint or assign salespersons (exclusive to KVIC) who can demonstrate about feature-offerings of KVIC agro-based & processed foods such as –
    - 100% organic and natural ingredients used
    - Make it mandatory to use ‘Khadi mark’ or ‘KVIC mark’ for authentication and genuineness of its agro-based & processed food products
    - Manufactured or crafted by group of artisans/suppliers recognised by KVIC to promote a greater cause of developing small-to-medium enterprises, generating employment for women (in the case of papad – Lijjat – a brand from Mahila Gruh Udyog) and generating revenue for products Made in India instead of foreign brands
  - Eye-level merchandising (where products can be placed at eye-level height the average customer at the shelves at the retail store to increase visibility) effective technique to promote and spread awareness about products (especially jams, fruit jelly and squash).
    - This technique comes at a premium as other competing brands are already benefitting from.

- Point-of-purchase or POP display (where the marketing or advertising material provided by KVIC for its products is placed next to the merchandise that KVIC wants to promote).
  - This POP material (marketing or advertising material) can be provided free to be used in retail stores.
  - This material would effectively highlight the product and draw customers' attention, which is important in a retail store crammed with similar merchandise.

### Sub-category 3a: Jams by KI / VI units

#### Strategies to increase retail reach and awareness, and promotional activities to be adopted for Khadi Jams:

1. KVIC should focus on increasing its retail reach (as the market is consolidated with a few competing brands in this category) by making its range of jams available across all KVIC-owned retail outlets, Khadi Bhavans and other retail outlets (modern and traditional)
2. KVIC must take the necessary action to ensure consistent or demand-specific (of the city or region) supply of jams throughout all retail outlets.
3. KVIC must initiate talks with the modern retail outlets in terms of promoting its range of jams by making the end-users aware of the following facts:
  - Khadi jams are manufactured or crafted by group of suppliers recognized by KVIC – to promote a greater cause of developing small-medium enterprises and generating revenue for products Made in India instead of foreign brands
4. KVIC can also promote its products by deploying the eye-level merchandising approach (where the products can be placed at eye-level height of the average customer at the shelves at the retail store to increase visibility), which is a very effective technique to promote and spread awareness about the range of Khadi Jams.
  - This technique comes at a premium as the competing brands are already benefitting from
5. KVIC should introduce new variants under this category such as – jams with more natural fruits (which KVIC is already fulfilling) but with less of sugar content (as the end-consumers are consciously shifting towards healthier options that offer low sugar content and higher fruit concentrate)

### Sub-category 3b: Fruit Jelly by KI / VI units

#### Strategies to increase retail reach of Khadi Fruit Jelly:

1. KVIC should focus on increasing its retail reach (as the market is highly fragmented with a large number of regional and international brands competing in this category) by making its range of Fruit Jelly available across all retail outlets (modern and traditional).
2. However, KVIC must consider – attaining a significant market share in this category is highly challenging due to:

- The presence of large number of local/regional players along with international brands
- Difficulty in product and price differentiation as there are similar SKUs/variants/flavours amongst existing players (local/regional/international brands)

### Sub-category 3c: Papad by KI / VI units

#### Strategies to increase retail reach and awareness of Papad:

1. KVIC must make its range of papad available at all retail outlets (modern and traditional) – as the footfall of end-consumers is more at these retail outlets as compared with KVIC-owned outlets/Khadi Bhavans (in the papad category).
2. KVIC must make use of audio-visual advertisements to revive the sales of its range of papad, such as the evergreen and famous television advertisement that Khadi Gram Udyog had created for its brand Lijjat papad (featuring a family of bunnies).
3. KVIC must initiate talks with traditional and modern retail outlets in terms of promoting its range of papad by highlighting facts such as:
  - The papad is manufactured or crafted by group of suppliers recognized by KVIC – to promote a greater cause of developing small-to-medium enterprises and most importantly, generating employment for women as Lijjat – is the brand by Mahila Gruh Udyog

### Sub-category 3d: Pickles by KI / VI units

#### Strategies to increase retail reach and awareness of Khadi Pickles:

1. KVIC must make its range of pickles available at all the retail outlets (modern and traditional) - as footfall of end-consumers is more at these retail outlets as compared with KVIC-owned outlets/Khadi Bhavans (in this category).
2. KVIC does not need to alter its pack sizes (SKU sizes) and/or packaging as the available SKUs in the market are the fastest selling.
3. KVIC must initiate talks with traditional and modern retail outlets in terms of promoting its range of pickles by using techniques such as:
  - Pickles by KI / VI units are manufactured by group of suppliers recognised by KVIC – to promote a greater cause of developing small-to-medium enterprises and generating revenue for products Made in India instead of foreign brands
  - Appoint or assign salespersons (exclusive to KVIC) to demonstrate feature-offerings of pickles by KI / VI units such as:
    - Manufactured with 100% organic, natural ingredients, no artificial flavours/colouring agents
    - ‘Khadi mark’ to authenticate genuineness of Khadi products

### Sub-category 3e: Squash by KI / VI units

#### Strategies to increase retail reach and awareness of Khadi Squash:

1. KVIC must make its range of fruit squash available at all retail outlets (modern and traditional) – as footfall of end-consumers is more at these retail outlets as compared with KVIC-owned outlets/Khadi Bhavans (in this category).
2. KVIC must initiate talks with traditional and modern retail outlets in terms of promoting its range of fruit squash.
3. KVIC must also make its end-users aware of the fact that fruit squash manufactured by a group of suppliers recognised by KVIC to promote a greater cause of developing small-to-medium enterprises and generating revenue for products Made in India instead of foreign brands.
4. KVIC can appoint or assign salespersons (exclusive to KVIC) to demonstrate feature-offerings of the fruit squash by KI / VI units such as:
  - Manufactured with 100% organic, natural ingredient, no artificial flavours/colouring agents
  - 'Khadi mark' to authenticate genuineness of Khadi products



## Category 4: Honey by KI / VI units

### **Strategies to increase retail reach and awareness and promotional activities to be adopted for Honey by KI / VI units:**

1. KVIC must initiate talks with traditional and modern retail outlets to increase its market penetrations and to reach a larger group of target market for its variants of honey (such as litchi flavoured honey).
2. KVIC must also make its end-users conscious of the fact that fruit squash by KI / VI units are manufactured by group of suppliers recognized by KVIC to promote a greater cause of developing small-medium enterprises and generating revenue for products Made in India instead of foreign brands.
3. KVIC should promote through television advertisements using feature-offerings such as:
  - 100% organic ingredients
  - No use of artificial preservatives
  - 'Khadi mark' to authenticate genuineness of Khadi products



Business  
Research &  
Advisory



Investment  
Research  
& Analytics



Fixed Income  
&  
Credit Research



Valuation  
Advisory



IP Research &  
Technology  
Advisory



Procurement &  
Supply Chain  
Intelligence

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