

On a drizzling afternoon, in August 2012, Mr. Anil Chowta, Mr. Manish Kelshikar and Mr. Anil Jadhav approached SAMSIIKA® for building a brand of Bags. SAMSIIKA® devised the following brand marketing strategy over the next few years.



Brand Positioning Statement®

SAMSIIKA® recommended building the brand BAGFOREVER™. SAMSIIKA® recommended the following brand positioning statement for BAGFOREVER™.

'Sadaa ki Thaili, Use it Daily'

Product Portfolio Strategy

SAMSIIKA® recommended the use of a dispenser which could have 12 bags and the retailer can keep the dispenser at his counter with bags of 6 different colours.

Marketing Department and Sales Force Structure

SAMSIIKA® crafted the organisation structure of 103 people and has selected each and every sales person in the team.

SAMSIIKA® also imparted tactics to increase sales by building relationship with the retailers and consumers.

Sales Force Training

SAMSIIKA® has defined the Sales Force Training Objectives for the team and trained the sales force through SAMSIIKA® modules empowering the sales people to effectively sell the products in the market with confidence.

Pricing Strategy

SAMSIIKA® recommended a premium pricing strategy BAGFOREVER™. at ₹ 99 per bag.

To be successful Mr. Jagdeep Kapoor insists on working with 100% dedication. Ours was the case which was a complete virgin territory. All the strategies are fantastic, We have not seen any b-school having such kind of strategies. Before coming to SAMSIIKA®'s we were thinking in a very different way but now our concepts are clear. Mr. Kapoor actually gave 100% clarity in terms of all the strategies. We are really enjoying it.

Mr. Anil Chowta, Mr. Manish Kelshikar and Mr. Anil Jadhav Directors, United Three Endeavors

Distribution Strategy

SAMSIIKA® recommended distribution strategies enabled BAGFOREVER™ to have a focused, systematic and widespread distribution network in India. The product was launched in phases throughout the country so as to ensure that proper attention is paid to each territory.

SAMSIIKA® recommended strategies helped BAGFOREVER™ appoint over 140+ distributors on advance payment

BAGFOREVER™ is available in 24,000+ retail outlets (traditional trade).

BAGFOREVER™ is also available in 148+ modern trade outlets including the industry giants like Shoppers Stop Homestop.



140+

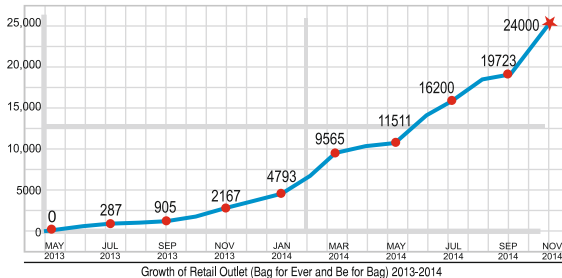
24,000+

Communication Strategy

The SAMSIIKA® devised communication strategy yielded excellent results. The entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign was strategized by SAMSIIKA®, ensuring complete visibility and awareness brand BAGFOREVER™ in TV, outdoor media and radio.

The SAMSIIKA® recommended jingle was written showing the utility of the product.

"Sada ki thaili, Sada ki thaili Abhi Bandh, Abhi Faili, Bharo mala maal Karo roz istemaal Sada ki thaili Sada ki thaili Bharo kilo Pacheez Andar aaye har cheez Na ho yeh maili Nili, Pili aur Rangeeli BAGFOREVER™ Sada ki Thaili Use it Daily"



For a list of other great brands built by SAMSIIKA® turn the page →