

In May 2015, Anil Jain, Managing Director of Jain Irrigation Systems Ltd. approached SAMSIKA® to fulfil the dream of building a brand in the consumer segment. They wanted to establish a new brand and develop a growing business with various products. SAMSIKA® devised the following strategy over the next few years, by interacting with Mr. Sunil Deshpande and Athang Jain from their subsidiary, Jain Farmfresh.



Brand Building Strategy:

SAMSIKA® created the jingle personally authored by Jagdeep Kapoor.

**Aamrus Khilao,
Khushiyan Manao
Jain FarmFresh Aamrus Khao,
Jain FarmFresh Aamrus Khao,
Aamrus Khilao,
Khushiyan Manao
Rus, Rus, Aamrus, Rus, Rus,
Saal bhar nahi kahoge
bus, bus
Aam 365 din khao, khilao...**

The positioning based on 100% natural core values is - 'Aamrus Khilao, Khushiyan Manao'.

Communication Strategy:

SAMSIKA® devised the media strategy for radio in an extremely cost effective manner using **Jagdeep Kapoor's Brand Mantra®** -

Kum Kharcha, Jyada Charcha.®

Pricing Strategy:

SAMSIKA® developed a premium pricing strategy and recommended using the premium pricing strategy for the successful launch of the SKUs of Jain Farmfresh- Aamrus (Alphonso & Kesar), Strawberry, Jamun and many others.



Marketing Department and Sales Force Structure:

SAMSIKA® has set up the entire man power structure in place by careful selection of each and every team member. The team strength has grown from 0 in May 2015 to 120+ in May 2017.

120+

Distribution Strategy:

SAMSIKA® has devised an 'advance payment' distribution strategy through which Jain Farmfresh has been able to increase its distributors from 0 in May 2015 to 110+ in May 2017.

110+

Sales Force Orientation:

SAMSIKA® introduced and implemented the registered SAMSIKA® Sales Force Orientation Modules to provide regular service to the market thereby improving the frequency and volume of sales.

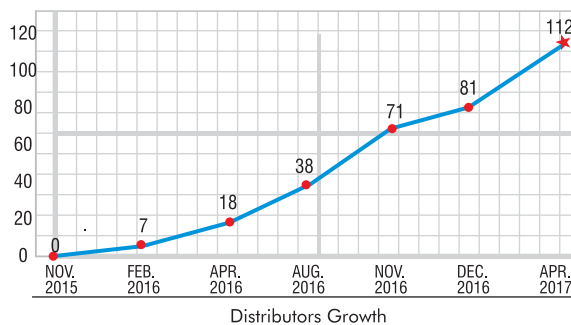


Jain's have been in Fruit and Vegetable processing business for more than 2 decades. Jain's have an excellent connect with farmers and have developed strategic relationship with B to B customers. SAMSIKA® is helping Jain's to connect with consumers. Handholding by Jagdeep Kapoor in this transformational journey has been invaluable.

Mr. Sunil Deshpande – Director, Jain Farmfresh Pvt. Ltd.

Jain FarmFresh, having been a leading player in B2B food processing for a while, made a strategic decision in 2015 to enter the B2C segment. From the beginning Mr. Jagdeep Kapoor and SAMSIKA® Marketing Consultants helped develop the strategy and sales and distribution setup for Jain FarmFresh from scratch and continue to advise us on key issues related to brand development of our FMCG products.

Athang Jain - Managing Director, Jain Farmfresh Pvt. Ltd.



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