

In 1997 and again in January 2013, Hajoori & Sons through Abbasbhai Hajoori & Alibhai Hajoori approached SAMSIIKA® to fulfil their dream of growing their brands Sosyo and Kashmirira beyond Surat in Gujarat. They wanted to expand their presence on an all India basis and build their brands.

SAMSIIKA® devised the following strategy over the last few years.



**Brand Naamkaran and Brand Positioning**

SAMSIIKA® recommended positioning their Kashmirira Brand as the Masala Jeera, of the New Era.

Further SAMSIIKA® recommended enhancing the Brand Positioning of their brand Sosyo through the line "No Seasons, Many reasons, to drink"

The brands were made modern & contemporary by introducing them in cans.

SAMSIIKA® also launched their mineral water brand and gave the Brand Naamkaran S'eau and gave the Brand Positioning "Fresh Refresh"

**Communication Strategy**

SAMSIIKA® strategized the entire communication plan, including the creative strategy, the media plan and the execution of an impactful cost effective media campaign including National television, Local Radio channels, Outdoor and Print Media.

This gave very good results in terms of image and sales growth.

**Franchising Strategy**

Through the SAMSIIKA® franchising strategy, the client was able to grow from one factory in Surat to 5 factories in 2012-2013 to 15 factories in 2014-2015.

Initially the factory was only at Surat. Later on own and franchise factories were opened in Mumbai, Surat, Ahmedabad, Rajkot, Jaipur, Kalyan, Wada, Pali and many others in Western India.

With Mr. Jagdeep Kapoor's strategy and Samsika's Systems, our brands Sosyo and Kashmirira have grown substantially and have become a regional brand from a local brand and are moving to be national and international premium brands.

Mr. Kapoor has taught us to be fearless and strategically build brands by being persistent, insistent and consistent.

He has helped us to create a new look and feel of our company.

-Abbasbhai and Alibhai Hajoori, Directors, Hajoori & Sons.

**Distribution Strategy**

Through SAMSIIKA®'s distribution strategy, the company was able to increase its distributors to 94 in 2012-2013 and 194 in 2013-2014 and will cross 250 distributors by year end 2015.

In terms of retail distribution from a small number of retailers, through Samsika Strategy they have jumped to 22,000 retailers in 2012-2013 and then to 60,000+ retailers by April 2015.

The company is looking to move to one lakh retailers by year end 2015 through the SAMSIIKA® Strategy.

**Sales Systems**

The entire sales force was trained and motivated through 54 SAMSIIKA® modules showing an annual growth of over 100%.

**International Marketing**

The brand Sosyo is an iconic brand with fans all over the world. Through the SAMSIIKA® Strategy, Sosyo was exported to over 11 countries including US, UK, Canada, New Zealand, Singapore, Gulf Countries and Zambia.

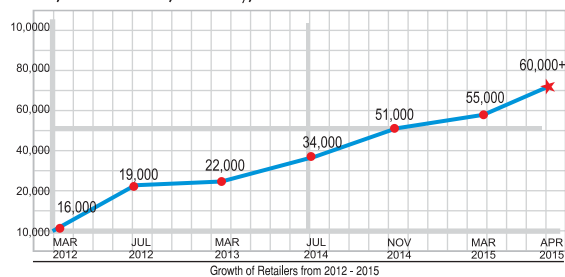
**Brand Building Strategy**

SAMSIIKA® crafted a clever brand building strategy with a mix of segmentation, positioning, pricing, advertising, promotion, sales, distribution, visibility, and customer service.



60,000+

100%



SAMSIIKA®  
marketing  
consultants pvt. ltd.

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

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