

*When a bright IIT Bombay engineer, Arun Menon and his brother Ajay Menon started an organisation in December 2000, he approached SAMSIKA® for all branding and marketing activities. SAMSIKA® crafted a strong brand marketing strategy for the company, at the same time patiently answering the queries of the future investors.*



"Har Din Behtar Banao"



**USD 20**  
Average Selling Price.

**Brand Naamkaran and Positioning Statement™**

SAMSIKA® reinforced that the mother brand APPSDAILY should be used for all products with sub brands, creating a brand family for APPS DAILY. SAMSIKA® formulated the brand positioning statement "Har Din Behtar Banao"

**Brand Building Strategy**

SAMSIKA® created the jingle, personally authored by Jagdeep Kapoor.

**Mobile Bachao, Mobile Bachao, APPSDAILY Insurance Karao,**

SAMSIKA® helped in identifying, briefing and extracting the best creative out of the audio and film producers, in a cost effective strategy. The radio jingle and the TV commercial, helped increase the image, brand equity and sales substantially, taking the customer base to 3 million customers with an Average Selling Price of USD 20.

" I think Mr. Kapoor comes up with great fundamentally correct ideas. I think almost all of the strategies that he has given us have been very good. We've liked all of them, especially the scripts that he has written, the jingles that he has written, his way of media buying, the understanding of the media, the understanding of the customer, the pricing strategy that we have discussed and evolved with them, the evolution of the products that have taken place, all of that has been extremely helpful for us. He is there in all his meetings. He is personally involved with you. He is almost like a family to us. We are associated with SAMSIKA® for a very long time - It's been 5 years. When we started this company, we started the consultancy with Mr. Kapoor, the knowledge of Brand Marketing and distribution that we have taken, we have implemented it in the market and we have benefitted a lot of it." **Mr. Arun Menon and Mr. Ajay Menon, Directors, APPSDAILY**



**SAMSIKA®**  
marketing  
consultants pvt. ltd.

**Retail Distribution Strategy-**

SAMSIKA® has guided APPSDAILY to set up their distribution network with distribution increasing from 12 distributors in April 2011 to 631 distributors by March 2015. The retailers were increased from 40 in April 2011 to 10,000 by June 2015, reaching 935 towns.

**New Product Launch Strategy**

SAMSIKA® strategised the new product launch, using the Brand Extension Strategy, leveraging the Brand Equity of APPSDAILY. The new product was launched with fanfare and had multiple uses with benefits to the consumers and mobile dealers.

A new jingle, was scripted by SAMSIKA®, again by Jagdeep Kapoor, followed by radio and TV advertising. The angle of free installation, of the app was brought out memorably by the words " Dalwao, Dalwao".

APPSDAILY, the brand, is all set to roll out to even smaller towns in India, satisfying consumers and making mobile dealers happy. APPSDAILY, with its founders, team, investors, distributors and dealers and with SAMSIKA®'s advice, is all set to become largest Apps Brand.

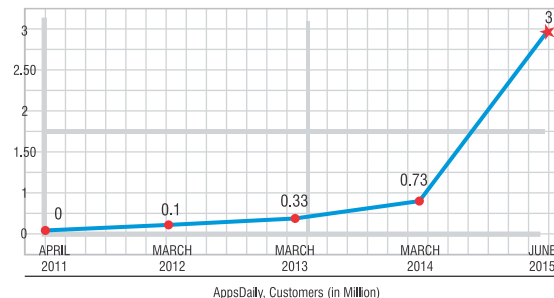
**10,000**



**Communication Strategy-**

SAMSIKA® devised the entire media strategy, for radio, TV, outdoor, in shop branding in an extremely cost effective manner, using Jagdeep Kapoor's Brand Mantra® "Kum Kharcha, Jyada Charcha".

**3 million customers**



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