

On a bright morning in late 2004, Rajdhani, the vegetarian Thali Restaurant situated at Mumbai approached SAMSIKA® to rejuvenate their heritage brand Rajdhani. SAMSIKA® devised the following strategy and repositioned Rajdhani on 16th November, 2004.



Brand Positioning

In order to create a distinct brand identity in the competitive Thali Restaurant market, SAMSIKA® recommended the brand positioning statement 'Khandani Rajdhani –Ek Khandani Parampara'. In early 2005, a vibrant new avatar of the brand emerged successfully.



Communication Strategy

In order to cut the clutter amongst thousands of Thali Restaurants SAMSIKA® recommended a strong communication campaign, for the brand to stand out and be easily noticed and remembered.

Pricing Strategy

SAMSIKA® recommended using a premium pricing strategy to project Rajdhani as a brand leader in the Thali Restaurant Category. From a base of ₹ 135 per Thali in 2005, it is now priced at ₹ 325 per Thali reflecting a 2.5 X increase in price over the last 5 years.

2.5X

Sales Force Training

In order to aggressively grow the brand, SAMSIKA® recommended and conducted regular training sessions with 100% of the Rajdhani Sales Force using cricket examples to ensure 100% target achievement and creating the analogy of scoring 1800 runs in a One Day International cricket match.

Customer Service Strategy

In order to set world class standards of customer service, SAMSIKA® recommended a customer friendly Service Strategy. Today, customers are delighted with the service, right from the welcome to the washing of hands to the unique gestures and sign language, the wonderful quality of food, the promptness of service and the adieu in the form of the ethnic 'Aavjo'.



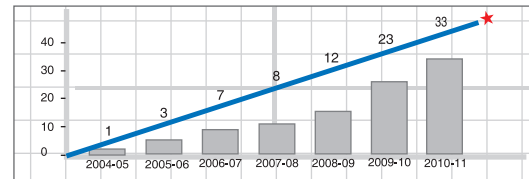
100%

Distribution and Franchising Strategy

If the brand had to increase its brand equity and revenue, it would need to grow to be a national brand and not just a local Mumbai brand. SAMSIKA® recommended a Distribution Strategy and Franchising Strategy to grow Khandani Rajdhani restaurants through owned outlets and franchises, with a focus on malls. From just one restaurant in Mumbai, today Khandani Rajdhani has 33 restaurants across Mumbai, Delhi, Bengaluru, Kolkata, Pune, Hyderabad, Chennai, Baroda, Nagpur, Raipur, Gurgaon, Noida and Chandigarh.

Mr. Kapoor of SAMSIKA® has been a great asset to our restaurant Rajdhani for brand building activities. He has taught us the value of our brand Rajdhani and taken it from a single restaurant to a chain today. Rajdhani is now a popular brand, which has been positioned by Mr. Kapoor as Ek Khandani Parampara. Mr. Kapoor has developed our franchising strategy, which is the fastest way of growing multiple outlets along with our own.

- Ms. Sucheta Goenka, Director, Rajdhani



Increase in Number of Rajdhani Restaurants

SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA®, Rajdhani has earned ₹ 261



For a list of other great brands built by SAMSIKA® turn to the last page of this issue



To market, to market, to build a big Brand ?



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