

On a pleasant morning in 2002, Mr. S.K. Jain, MD, of S.K. Industries approached SAMSIKA® to build strong brands in the food and confectionery category. SAMSIKA® devised an innovative brand strategy and implemented an effective marketing plan over the next 10 years.



**Brand Naamkaran and Brand Positioning Statement®**

SAMSIKA® strengthened the Mother Brand **Jelly Belly**, and **Milk-n-Nut** with relevant positionings.

SAMSIKA® created a new brand, **ChocOn** and positioned it as “Khaas Mithaas”

**Communication Strategy**

As per the SAMSIKA® devised communication strategy, Katrina Kaif was chosen as the brand ambassador for the SAMSIKA® recommended brand **ChocOn**. SAMSIKA® strategized the entire communication plan from the creative brief of a triple role for Katrina Kaif and selection of communication partners to the execution of an impactful, cost-effective media campaign, ensuring high visibility, coupled with complete awareness of the brands, **ChocOn**, **Jelly Belly** and **Milk-n-Nut** on television, in print and on outdoor and other media.

**Sales Strategy**

Through a well-conceived marketing plan and disciplined implementation, S.K. Industries has been able to grow by 1417% over the last 10 years reflecting CAGR of 141%.

**1417%**

**Marketing Department and Sales Force Structure and Training.**

Each and every salesperson in the team has been selected and trained as per the SAMSIKA® strategy. The sales team strength has grown from 0 in 2002 to 432 plus in 2012.

**Distribution Strategy**

The distribution strategy devised by SAMSIKA® enabled S.K. Industries to become one of India's most widely distributed food and confectionery brands, through which S.K. Industries has been able to increase its distributors on advance demand draft from 0 in 2002 to over 2900 in 2012. Further, the strategy has helped increase the availability of S.K. Industries' brands from 0 retail outlets in 2002 to 2,49,750 plus outlets in 2012.

**Promotion Strategy**

SAMSIKA® devised the promotion strategy for ChocOn to tie up with various chains of multiplexes all across India for selling ChocOn over-the- Box Office-counter. SAMSIKA® further devised the strategy for putting up posters and standees all over the theatre complex to increase visibility, including ads in the theatres.

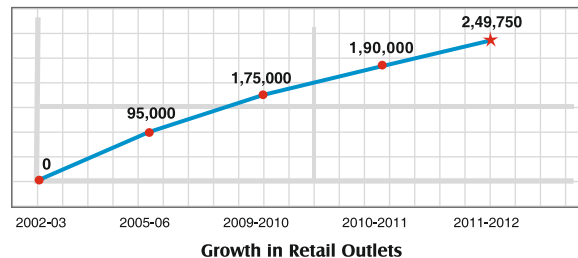
**432+**

**2,49,750**



With the implementation of the excellent sales & marketing systems as suggested by Mr. Jagdeep Kapoor of Samsika we have benefited in our turnover, branding of the products, credit to cash sales policies. We have a very fruitful association with Mr. Kapoor of Samsika and we do not consider him as our brand consultant but an important part of our organisation.

Mr. S.K. Jain, Managing Director, S.K. Industries Pvt. Ltd.



**SAMSIKA® to Sales Ratio**

**For every ₹ 1 spent at SAMSIKA®, S. K. Industries has earned ₹ 138**



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

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