

On a Wednesday afternoon in October 2004, the Dholakia brothers from Hari Krishna Group, Surat approached SAMSIKA® to launch a diamond jewellery brand in the Indian market. SAMSIKA® launched Kisna VVS Real Diamond Jewellery on 24th July, 2005 and devised the following strategy over the next nine years.



VVS REAL DIAMOND JEWELLERY

Jagao Vishwas Pyar Ka,
Pao Vishwas Parivar Ka



2382%



Brand Naamkaran® and Positioning

SAMSIKA® recommended the brand name 'Kisna' with the Brand Positioning Statement 'Jagao Vishwas Pyar Ka, Pao Vishwas Parivar Ka'.

Product Portfolio Strategy

SAMSIKA® recommended a narrow product portfolio with wide distribution. SAMSIKA® recommended focusing on the premium VVS Real Diamond category, with certification, with 533 SKUs

Later, the popular 'Siva' was launched

Sales Systems

36 SAMSIKA® Sales Systems were put in place for monitoring and increasing the pace of sales. As a result, Kisna has achieved 2382% sales growth over the last five years.

Sales Force Training

SAMSIKA® introduced and implemented the SAMSIKA® Sales Force Training module to provide regular service to the market thereby improving the frequency and volume of sales. Kisna now has a highly dedicated and motivated sales team which conducts crores of rupees of sales across India every month.

Pricing Strategy

SAMSIKA® recommended using a premium pricing strategy for Kisna VVS Real Diamond Jewellery. Over the last 4 years the price has been increased by 130% and the brand has been sold at MRP.

Communication Strategy

SAMSIKA® devised the entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign. This ensured high visibility, coupled with relevant awareness for the brand Kisna on television, in print and in other media.

Marketing Department and Sales Force Structure

SAMSIKA® has selected each and every salesperson in the team and the sales team strength has grown from 0 in 2005-2006 to 369 in 2013-2014.

Distribution Strategy

SAMSIKA® devised an 'advance payment' distribution strategy through which Kisna has been able to increase its distributors from 0 in 2004-2005 to 472 in 2013-2014. Further, the strategy has helped increase Kisna's retailers from 0 in 2004-2005 to more than 6608 in March, 2014, in 346 towns.

MRP

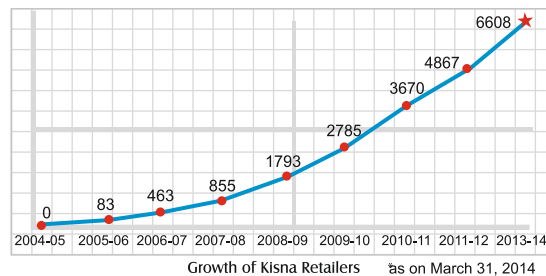


369+

6608+

To be successful Mr. Jagdeep Kapoor insists on working with 100% dedication. SAMSIKA®'s systems have worked wonders for the Kisna brand which continues to grow. I do not have to convince anyone to take up SAMSIKA®'s services because with the accurate and systematic implementation of SAMSIKA®'s strategies and systems, Kisna has achieved healthy growth in trials, repeats, sales and market share.

Mr. Ghanshyam Dholakia
Director, H. K. Jewels Pvt. Ltd.



SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA®, Kisna has earned ₹ 207



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