

Navneet Publications (India) Ltd., approached SAMSIKA® in the year 1995 for Navneet's entry into the Stationery category. SAMSIKA® devised the following strategies to launch an entirely new SBU of paper stationery products like notebooks, drawing books, longbooks and subsequently launch non-paper stationery products like pencils, crayons, erasers, sharpeners, geometry boxes and poster colors. SAMSIKA® devised the following strategies for Navneet over the next few years.



Knowledge is wealth



75,000 +



**Marketing Plan**

A detailed Marketing Plan was devised and implemented to launch Navneet's Stationery division in 1995. The SAMSIKA® recommended marketing plan helped Navneet to attain a premium position in the industry through constant innovation and providing value, tangible and intangible, to all the customers across all the categories and segments.

**Distribution Strategy**

Through the SAMSIKA® recommended Distribution Strategy Navneet has been able to appoint distributors from 0 in 1995 to 1200 in 2011. Further, from 0 retailers in 1995, the division now covers over 75000 retailers, all over India.

**Sales Force Training**

SAMSIKA® introduced and implemented the SAMSIKA® Sales Force Training Module empowering the sales people to effectively sell the products in the market with confidence. SAMSIKA® defined Sales Force Training Objectives for Navneet and trained the sales force to effectively use the sales kit for quick conversions.

**Sales Systems**

54 SAMSIKA® Sales Systems are in place for monitoring sales and for increasing the pace of sales. SAMSIKA® ensures that sales systems are completely followed so that regularity of service is maintained, leading to precise results with less time, effort and money spent.

**Communication Strategy**

SAMSIKA® recommended a multi pronged communication strategy involving consistent, regular and cost effective communication across prime time television, radio, personal interaction and print media.

**Marketing Department and Sales Force Structure**

SAMSIKA® has overseen the sales force right from the recruitment of the first salesman. Through the SAMSIKA® Marketing Department and Sales Force Structure strategy, the Sales Force strength has grown to over 250 in 2011.

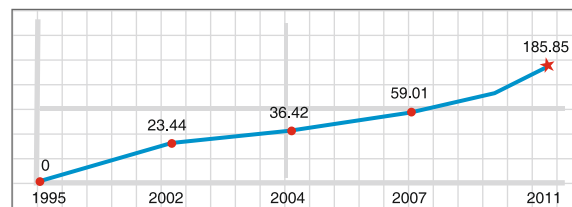
**F f U U N n**  
FULL MARKS + FUN



'Mr Kapoor's approach has always been very practical. It is easy to understand and absorb his ideas. Never felt out of place.

The division has grown to ₹ 185 crores plus and we are very happy with the decision we took 15 years ago.

**Mr. Shailendra Gala, Vice President,  
Navneet Publications (India) Ltd.**



Navneet Stationery Division Sales Growth Over the Years ( ₹ in Crores)

**SAMSIKA® to Sales Ratio**

**For every ₹ 1 spent at SAMSIKA®, Navneet has earned ₹ 278**



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

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



*Hold our hand .*



**INDIA'S PREMIER BRANDING AND MARKETING CONSULTANCY**  
*Estd. 1995*

**STRATEGIES AND TACTICS OFFERED**

| Brand Naamkaran | Segmentation | Brand Positioning |  
Product Portfolio | Pricing | Marketing Department & Sales Force Structure | Distribution  
| Sales Systems | Marketing Plan | Sales Force Training  
| Communication | Promotion | Franchising | Brand Building | Customer Service

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