

Maggi



**ASSIGN
BUSTER**

Noodles is one of the largest & most loved snackfoodbrands that defines the Instant Noodles category in India. We've recently launched two new flavours in the short space of two months - Thrillin Curry & Tricky Tomato Noodles. Blending Emotions with ingredients, the two new flavours deliver strongly on "Taste BhiHealthBhi". It is now available in 5 delectable flavours: Masala, Chicken, Tricky Tomato, Thrillin Curry and Romantic Capsica. Maggi noodles is a brand of instant noodles manufactured by Nestle. The brand is popular in Australia, India, South Africa, Brazil, Nepal, New Zealand, Malaysia, Singapore, Sri Lanka, Bangladesh, Pakistan, and the Philippines. Each Pack of MAGGI Noodles also provide Protein & Calcium which are essential nutrients for you at all stages of life.

90g of MAGGI Noodles meets 20% RDA* of Protein for children (14% for adults) and 23% RDA* of Calcium for both children and adults! Nestle India Ltd (NIL) offered a variety of culinary products such as instant noodles, soups, sauces and ketchups, cooking aids (seasonings), etc. under the Maggi brand (Refer to Exhibit II for Maggi's product portfolio as of mid-2006). Of these, instant noodles had been NIL's main product category in the culinary segment since the launch of Maggi 2 Minute Noodles (Maggi noodles) in 1982. Over the years, Maggi noodles became a popular snack food product in India. MAGGI 2-MINUTE Noodles is one of the most popular brand of instant noodles in India. Available for export in 5 authentic Indian flavours (spicy Masala, tangy Chatpata, Chicken, Tomato and Curry), it is a delicious anytime snack that's ready in just 2 minutes. MAGGI Chinese Noodles makes it so simple to prepare delicious 'Indian Style' Chinese Noodles at home in a jiffy! Offered in two exciting flavours, Veg Chowmein and Lemon Chicken.

These packs are for export only. MAGGI Vegetable Atta Noodles is a unique innovative product with the goodness of whole wheat and real vegetables.

Available in the popular Masala flavour. In addition to the nutrition from whole wheat, MAGGI Dal Atta Noodles offers the goodness of Dal (lentils) in the deliciously ethnic Sambar Tastemaker. Strengths ·

Established Family Brand · Strong Global Corporate Brand (NIL)

Specialization in food processing category marketing and distribution in Urban market · Presence of other product segments of food category : Dairy Products, Chocolate, Infant foods · Pioneer and Leader so 1st mover advantage in Noodles, Sauce, Ketchups and Soup market. · Nestle symbolization of warm, family & shelter. · Research and Development Division in India · New Noodles Plant in Uttarnchal Weakness · Generic Brand to Noodles in India · Low rural market presence constraints · Uniform Brand for all food category · Brand Proliferation Opportunities · Growing package and canned food market in India by 15% annually.

High brand awareness of Indian consumer · Other product category like Biscuits, Chips and Ready to Eat Market still unexplored. · Opportunity to be substitute to other snacks category of food products. Threats · Competitors with long history in product category Internationally like, Heinz Sauce and ketchups of Heinz Indian, Top Ramen in Noodle and · Knorr Soups. · Single product focused competitors like Heinz sauce and Wai Wai Noodles. · Less Entry Barriers in the Market segment for product category · ITC's strong base in Indian Market. · Substitute Product to Product Segment Nestle wanted to explore the potential for uch an Instant food among the Indian market. ? It

took several years and lot of money for Nestle to establish its Noodles brand in India.

? Now it enjoys around 90% market share in this segment. ? Over the years Maggi has launched several products under its Brand Name initial strategies of maggi Maggi has faced lot of hurdles in its journey in India. The basic problem the brand faced is the Indian Psyche. > Initially Nestle tried to position the Noodles in the platform of convenience targeting the working women. > However, the sales of Maggi was not picking up despite of heavy Media Advertising. > To overcome this NIL conducted a research. NIL's promotions positioned the noodles as a 'convenience product', for mothers ; amp; as a 'fun' product for children.

; The noodles' tagline, 'Fast to Cook Good to Eat' was also in keeping with this positioning. > They promoted the product further by distributing free samples. Giving gifts on return of empty packets, etc. > Effective Tagline Communication
Current Scenario of Maggi ? Leading Brand in India as well as World. ? Current Sales: Approx. - 90000 boxes - Rs. 4, 79, 49, 000 in Mumbai- 10, 00, 000 boxes - 55 cr.

in India ? Reasonable competitive pricing. ? Creative interaction blogs for customers