

Popular group of industries

[Business](#), [Branding](#)



Popular Group is well renowned for its versatility, experience and skills. The Group is engaged in production of Matches, Fruit Juices, Plastic goods, Cotton Yarn and Fabrics. Popular Foods, the market leaders have a variety of food categories, especially fruit juices. With an unmatched 30% share in the local market, The PFI endeavor to produce best quality fruit juices, using a highly advance technology, imported from tetra pak, Sweden. The popular brands, Polly, Maza, Real Fruit & Junior (for kids) simply won the hearts of native people.

On the export front, they are successful with their brands, real fruit, Umdah, So-fruit & Juice on. Export range mostly covers UK, USA, France, Germany, Afghanistan and SAARC countries etc. With 3 factories operational in Pakistan located at Tando Adam, Lahore, Risalpur, and with utilizable capacity of producing more than 510 million packs, per year, they are capable of producing various sizes ranging from 125ml to 1000ml targeting the needs of various demographic segments of the market. Popular Foods now introduced a new juice brand in the local market named as Mango Land.

It is manufactured from the pulp of Mangoes from PF's own Mango farms in Sindh. The juice is enriched with Vitamin A & C and its real mango taste is simply amazing. Available in 200ml pack, it is being sold at retail price of Rs. 15 per pack. Initially, Teasers were placed on hoardings at most of the main roads of the city, which later on turned into the Mango Land Hoardings.

Genesis Direct, the BTL agency has taken over the entire activation of the baby brand since its launching on 11th Nov 2010 which was held at Popular Foods, Tando Adam factory.

PF representatives, Tetra Pak team, Popular Trade team & the BTL agency personnel also attended the launching ceremony. Director Popular Foods, Mr. Imran Ali Roshan presided over the ceremony. In his motivational speech, he appreciated the overall performance of the entire team. He also inaugurated the launch of the new product “Mango Land”. Mr. Ronaq presented the welcome note where as Dr. Naeem from PF delivered speech in which he briefed about the company and its wide range of products.

Manager Sales & Marketing, Mr. Arif Iqbal updated the audience about the Sales force and trade side. Mr. Ahmad Zia from Genesis Direct shared the marketing plan with the audience. The participants tasted the product sample in the end of the ceremony. Merchandising was started soon after the launch. Almost all the major markets of Karachi were covered with special focus on Key Outlets. The Outlets were ornamented with buntings, posters, mobilers and banners. A branded float fully equipped with music system with an anchor, a singer and a keyboardist entertained the passersby. Product samples were widely distributed among the interactive audience.

Brand Ambassadors are deployed at branded kiosks in the main markets of the city. They are promoting the brand and delighting the consumers with different gifts through a “wheel of fortune” placed on the kiosks. Positive results of the activity are being noticed which may be verified with the increasing figures of sales within the activity zone and even outside. Marvelous feedback of consumers proved that Mango Land will go a long

way in the beverage market. In future, many other promotional activities are planned for the brand promotion.