

# New product dahi case

Business



**ASSIGN  
BUSTER**

markets and retail chains. Eg: Big Bazaar, Reliance Fresh, More, Kirana Walas etc. , Brand Image \* It tastes good \* Delicious to eat \* Family Product

Packaging The Packaging will have the mnemonic of the cow, development of the visuals and reinforcement of the brand's position – Fresh ' n' Healthy

Fresh ' n' Healthy Shagun Dahl PRODUCT – #2 Brand Name: Slender Dahl – Fat free Target Consumer This product would be targeting the fitness conscience consumers Pricing For a 200ml pack, the MRP would be Rs. 13.

OO/- Promotion Brand Ambassador 1 .

Bipasha Basu for North Market , as she already endorses the fitness products, this would be easy to position the product. 2. Asin for the South market, she remains a popular icon in the south and she endorses many products in the south. \* TV Ad campaign \* Press Ads \* Sponsoring Programs \* Special display at Fitness Centers Availability of the Product The product would be made available at all local level as well as national level super markets and retail chains. Eg: Big Bazaar, Reliance Fresh, More, Kirana Walas, Popular Fitness Centers etc.

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