

# Hawkins: branding strategy

Business



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Its basket of products contains various different products which have been introduced from time to time to keep the relevance of the brand. It has tied its consumers with emotion and that's what makes a brand leverage the market. Besides this consistency and continuous management of appearance is critical in creating brand equity. So all these factors make Hawkins a successful brand. Background: Hawkins Cookers Limited is a company in India which manufactures domestic pressure cookers and cookware based in Mumbai, Maharashtra.

[4] The company has three manufacturing plants at Wagle estate Thane, Hoshiarpur and Jaunpur. It is in business since 1959. It manufactures under brand names of Hawkins, Futura, Contura and Ventura. Hawkins has sold over 45 million pressure cookers worldwide. Today, it makes 57 different models of pressure cookers in 10 different types.

Hawkins primarily catersto the domestic market with domestic sales contributing to about 96% of the total sales. All Hawkins pressure cookers are listed by Underwriters Laboratories Inc. , USA, a not-for-profit institution testing products for public safety. R; D efforts have been carried out in

quality improvements of existing products and design of new products. The company has 68 valid patents and design registration in force in 7 countries.

HAWKINS The most trusted brand for pressure cookers... Hawkins is considered as the heritage brand of India because it has managed to enter deep into the cultural fray of Indian households. It is the brands that have withstood the test of time. Consumers constantly seek new products that can add value to their livelihood. Changing lifestyles also plays a major role in determining the relevance of the product; it comes as an opportunity as well as a threat to the existence brands. But Hawkins has always proved its relevance by changing with the consumers. Its basket of products contains various different products which have been introduced from time to time to keep the relevance of the brand.

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All Hawkins pressure cookers are listed by Underwriters Laboratories Inc. USA, a not-for-profit institution testing products for public safety. R&D efforts have been carried out in quality improvements of existing products and design of new products. The company has 68 valid patents and design registration in force in 7 countries. Company Mission: We have one overarching goal: to win over customers, to truly please them by delivering products and service beyond their expectations, to earn their friendship and build relationships that will endure. We offer products that are needed, well-designed, well-made and reasonably priced.

We continually strive to improve our products and customer service. Market value of the company: Rs. 608 crores Market capitalization of Rs. 592 crores in 2010-2011 Annual turnover of the company: 2010-2011 Rs 343. 60 crores. The growth in the demand for Hawkins products is mainly the result of the combination of three factors: 1.

The faster growth in consumer income 2. The trend towards better brands which follows from the “ revolution of rising expectations 3. Hawkins’ long years of focus on better product design, better product quality and better consumer. Industry analysis: The pressure cooker industry is growing at the rate of 10% YOY basis. But the industry has low entry barriers and so there are about 250 brands operating in this sector including both the organized and unorganized sector.

The major competitor is the TTK Prestige which holds the equal market share in the pressure cooker segment as Hawkins does ie 25%. The segment is a mature segment and urban markets are growing at a very slow rate. The

opportunities for Hawkins lie in the rural areas where there is huge scope for penetration and also in other kitchen appliances. The highlighting feature of Hawkins is that it has raised funds through fixed deposits rather than banks. Hawkins Cookers Limited also renders marketing services for abroad.

**Branding Strategy:** Hawkins has brilliantly captured the Indian market with its diversified penetration into every line of pressure cooker.

They have smartly analyzed the Indian market and designed 57 different pressure cooker models under 3 different brands makes a total of 10 different types of pressure cooker. Hawkins manufacture pressure cookers of sizes varying from 1. ltrs to 10 ltrs under models which are covered under the name of Hawkins, Futura and Miss Mary. Hawkins tag line of “ a best way to cook” in its ads has shown that it’s the best brand in the segment.

**Detailed Insight:** We will have a close look at all the ten models of Hawkins pressure cooker around which 57 diversified models have been designed.

\* Hawkins Classic model: The most popular and the largest selling cooker enjoy all the benefits of features, durability and price. It has a special pressure regulator to control the pressure which avoids sprouting of the foods. Futura Pressure Cookers: A beautiful combination of form and function, this is the only cooker to have the privilege of being displayed by the Museum of Modern Art, New York. It cooks in average around 45% faster than any microwave oven. \* Futura in Stainless Steel: It is the same combination of Futura Pressure cooker with the only difference being the Stainless Steel body.

\* Hawkins Contura model: As the name speaks, this model has a unique body contour with rounded sides for easier stirring, better visibility and easy removal of food. It is supported with the Stay-cool handles. Hawkins Contura model II: This model looks very stylish because of its overall anodized black body except the lid which is made up of stainless steel. It provides fast cooking making it more energy sufficient. \* Hawkins Ekobase model: The Hard anodized black base is the eye catcher which enables fast heating.

This feature also enables light frying before pressure cooking. \* Hawkins Ventura model: Foods cook under pure steam is said to be very healthy as it preserves all the nutrients. The Ventura model has a patented air ventile which expels air smoothly. Removal of the food becomes easier with its graceful shape which has a wide mouth and a sloping side. \* Hawkins Stainless steel model: A 100 % stainless steel pressure cooker comes with a thick aluminum sandwich for uniform heating.

It is safe for deep frying and pressure cooking. \* Hawkins Bigboy model: As India is known for its tradition of joint family system; this is an ideal cooker which cooks large quantities up to 22 liters economically. The specialty of this cooker is its reduced gas consumption up to 50 %. As size does matter, it comes along with sturdy handles for convenient handling. It can also adapt to coal burning thus making it suitable for recreational activities.

\* Miss Mary model: A reliable model which promises not to leak. It is found totally safe as it passes the quality check and the best is its trouble free service. Each pressure cooker manufactured by Hawkins features an inside fitting lid, which is safer than any conventional designs. It is because it can

only happen once the steam inside the cooker has settled down and so prevent any accidents. The Hawkins Company is well known for not compromising on quality and for continual product innovation.

The most thorough research and development, the most careful selection of materials, the best manufacturing practices and the strictest quality control – all go into making pressure cookers which are trusted by the millions of families using them. Each cooker is tested to be leak-proof. Along with a superior pressure regulating system, this ensures that Hawkins cooks quickest. Each pressure cooker comes individually packed in an attractive full-colour carton. Cookbooks/Instruction Manuals come free with each pressure cooker.

All Hawkins pressure cookers are guaranteed for five years. Sales and service Hawkins offers free service throughout the life of your pressure cooker at over 700 service centres all across India, Nepal & Bhutan. These service centres will replace without any charge parts which are under guarantee. Normal replacement parts, namely safety valve, gaskets and plastic handles are not covered under this guarantee. Even beyond the guarantee period for the entire life of the cooker, Hawkins authorised service centres will only charge for parts replaced and not for labour. Each of these service centres have been trained at the factory training centre.

Only such trainees that meet our standards are appointed as service centres. These service centres are checked periodically by trained company personnel. Such evaluations form a basis for the remuneration of the service centres by us. Brand elements: If we talk about the brand elements of

Hawkins, then being the pioneer in this segment Hawkins got the recognition early and so its brand name has the memorability and meaningfulness with it. As a brand it has always been liked by the consumers because of the safety factor it has established.

Its products consisting of not only pressure cookers but also other kitchenware are being sold in more than 7 countries across different cultures which give it the transferability. The company has tried to adapt to the changing market scenarios by introducing various different products from time to time. It is legally protected with all the patents and registrations in place. Innovation: After diversifying into various kitchenware products, Hawkins launch of the electric pressure cooker gave it an opportunity to increase its market share. It's cooking speed is 70% faster than the traditional method.

Electric Pressure cooker uses superheated steam under pressure to force the flavor into foods. The high temperature trapped inside the cooker intensifies natural flavors and color in vegetables and also retains the vitamins and minerals. Electric pressure cooker is steadily growing and gradually increasing the market share, future prospects are a more practical way of cooking. Product acceptance will lead to a increase In consumer demand and growth. Future prospects: \* The brand image, safety perception, diversification in cookware, and growing standard of Indian population abodes well for Hawkins Cooker.

Hawkins has a good brand image, leading market share in northern and eastern part of the country. \* Its diversification in other kitchen wares has



given it a huge opportunity to increase its market share. \* The future range of products have designs and catchy ads but the prices are very high as compared to other brands, because of which the growth has been limited so it's an area where Hawkins should work out and keep the prices as per the industry standards. \* Also Hawkins should now try to focus on the south India where it has not yet grabbed the major share of the market and where TTK Prestige is the biggest competitor. Hawkins advertisements have always been relevant but it can increase its spending on ads so that every possible way of reaching the customer can be levered.

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