

GRADUATION PROJECT

VISUAL COMMUNICATION (BACHELOR OF DESIGN)

Vol. 1 of 1

Project Title:

HALDIRAM'S FMCG BRANDING AND PACKAGING

Name:

ANUSHKA MEHTA (+91 87923 69549)

Project Mentors:

RIYA RAGHAVAN (External) and YAATRA KHAN (Internal)

2024



The Graduation Project Evaluation Jury recommends **ANUSHKA MEHTA** from **Visual Communication** for the Bachelor’s Graduation Degree of **Unitedworld Institute of Design, Karnavati University, Gandhinagar, India** herewith, for the project titled **Haldiram’s FMCG Branding and Packaging**. The project is complete in every aspect in accordance to the guidelines set by the institution.

Chairperson

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*Subsequent remarks regarding fulfilling the requirements

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Written and designed by **Anushka Mehta** under the guidance of **Riya Raghavan and Yaatra Khan**.

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// Content

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// Gratitude *for all*

I'd like to thank my parents for the continuous support and patience they've shown, throughout this period. For trusting my decision and allowing me to explore things on my own and providing me with everything that I needed along this journey of mine.

I am extremely grateful to this university, for creating an environment where I felt challenged, and never fully comfortable so that I could constantly improve and work on myself. For being the helm where I could hone my skills, and for being the home where I could express myself and my ideas professionally and personally.

My most sincere appreciation towards my sponcer company Please See// and industry mentors, Ms. Riya Raghavan and Mr. Karno Guhathakurta for being the anchor figures when I felt I was on the edge at times, for being people who I could bounce off my ideas with, and for trusting me throughout the entirety of the project. I've learnt so much from them in every sector of being a 'being', and it means a lot to me for their support.

Please See// has encouraged me to develop skills and use them in the right direction, making my way through a competitive industry. Magnanimous projects handed over to me, at the position of just being an intern, shows how the company values, new talent, paving their way into the industry.

I'd also like to extend my gratitude to my internal mentor, Ms. Yaatra Khan, for all the support she has provided while being on a back seat, as I explored my way through the industry and its projects. Her pointers provided more grounded and different perspectives that helped me navigate my way through exploring designs and strategy.

I would also like to thank all the faculties that I've had throughout the course of these 4 years. They've all certainly played a huge part for me being the person that I am today. Especially our HOD, Prof. Sambit Kumar Pradhan, who has always showed faith in me and provided me with the right intellect that I needed, helping me grow as a person and as a creative.

I extend my heartfelt gratitude to Aalisha, Ira, Meghana, Nikita, Aditi, and Yash, for their unwavering support and camaraderie during my tenure at Please See//. Special thanks to my fellow interns, Netra and Harshdeep, whose guidance enriched my creative journey. I am immensely grateful to Team Haldi - Karno, Riya, Netra, Vivek, Tanvi, Prita, Annete, Ashvita, and Bhushan, for their camaraderie and making work an enjoyable experience.

My heartfelt appreciation goes to my best friend, Aaryan, and my sister, Ananya, for making me feel at ease during challenging times in this creative industry. To everyone who contributed to my project, your support is truly valued. Cheers to all!

Preface

This is the documentation of our final curriculum at Unitedworld Institute of Design, which requires students to take up a project through the industry or a self initiated one, where they are expected to work on a topic closely related to their field of interest and the discipline they come from.

In the creation of this project, sincere efforts were made to uphold principles of authenticity, responsibility, and genuineness. Every aspect of the project, from its conception to its execution, was guided by a commitment to integrity and respect. It is important to emphasize that the intention behind this project was never to cause harm or offense to anyone or anything.

Throughout the development process, careful consideration was given to the approach and tone adopted, ensuring that they were both appropriate and sensitive. We aimed to foster an environment of inclusivity and empathy, recognizing the diverse perspectives and experiences that contribute to our collective understanding.

It is our sincere hope that this project serves as a reflection of these values and principles. By embracing authenticity and responsibility, we aspire to contribute positively to the discourse surrounding the subject matter. We acknowledge that there may be differing viewpoints, and we welcome constructive dialogue and feedback as we continue to learn and grow.

As you engage with the contents of this project, we invite you to approach it with an open mind and heart. May it spark thoughtful reflection, meaningful conversations, and a deeper appreciation for the importance of authenticity and respect in all endeavors.

// About *Industry Mentor*



Riya Raghavan

Position : Sr. Creative Designer, Please see Advertising.

Education : Diploma in Applied art (Sophia Polytechnic)

Experience: Over 5 years of practical experience has contributed to the refinement and enhancement of creative strategies utilizing various tools and methodologies.

Motivation for Mentorship: Having received mentorship from leading figures in the industry, she has witnessed firsthand the transformative impact it has had on her personal and professional growth. This experience has cultivated within her a passion for guiding individuals and equipping them with the skills necessary for success in the real-world professional landscape.

Mentoring Approach: As a staunch advocate for equal opportunities, she firmly believes in unlocking each individual's potential and acting as a facilitator and catalyst for it. Every enduring design is underpinned by research, and she emphasizes streamlining the process and equipping her mentees with the necessary tools from the outset. Beginning as a sounding board for her mentees, her goal is to mold them into sources of inspiration for those in their orbit.

Objectives: Through her mentorship, Recognizing and refining their core strengths stands as a cornerstone of her program. Additionally, she fosters a robust culture of critical thinking and reasoning among her mentees. She is committed to nurturing their self-assurance throughout the program's duration. Recognizing the importance of teamwork alongside individualism, she provides the space for her mentees to appreciate the beauty of collaborative efforts.

Ultimately, her primary objective is for each mentee to depart with a deeper passion for their chosen field than when they first entered.

// About *Internal Mentor*



Yaatra Khan

Position: Assistant Professor, Department of Communication Design

Education: M.Des in Communication Design, with degrees in Filmmaking and Graphic Design

Experience: With over 10 years of experience, Yaatra brings a wealth of knowledge and expertise to the field of communication design.

Motivation for Mentorship: Her journey into mentorship was motivated by the dynamic nature of working on multiple projects simultaneously. She finds inspiration in students' innovative problem statements and solutions, which continually challenge and excite her.

Mentoring Approach: Her mentoring approach is rooted in being supportive while gently guiding students in the right direction. She values individuality and believes in nurturing organic project outcomes through a strong understanding of the problem and target audience. For Yaatra, the process of design and the development of curiosity and empathy are paramount, with the final product being a reflection of these foundational elements.

Objectives: Through her mentorship, Yaatra aims to instill in her students the value of time management and planning. She believes that these skills, coupled with a deep understanding of design processes, will empower students to become intuitive designers capable of making a meaningful impact in the field of communication design.

// About

Yours truly



My name is Anushka Mehta and I am a Creative. Storytelling has been an integral part of my life since the very beginning. I've explored various mediums such as theatre, dance, music, and film, but eventually found my calling in the most captivating one.

Humanizing brands, infusing them with relatable emotions akin to our own, is a role that designers like me bring to the table. It's a daily blessing in disguise to engage in this art form.

I approach tasks with passion, determination, and unwavering commitment. I believe in manifestation coupled with diligent effort towards my goals. Challenges don't deter me; they only fuel my determination to succeed.

Though I'm just starting out in the industry, my year-long internship experience and involvement in over 12 projects have instilled in me a sense of ownership and responsibility. I embrace each new project as if it were my own, striving to deliver my best with every endeavor.

I'm a passionate human being who tries to have a humanist approach with my work. I believe finding something that you're passionate about is the most rewarding feeling one could have, and as a creative I'm glad that I find new things everyday.

My design philosophy has been shaped through experiences of finding new mediums to now problem solve. Functionality has always been a priority for me and I try to always do that in an engaging and interactive way so that the experience is much more because experiences stick with you, and I hope that I could provide that with a smile being the return I get.

// About

*place of education, fun
and a lot events*



Unitedworld Institute of Design (UID), Founded in 2012 as a constituent college of Karnavati University has been build on its strong foundation of teaching, learning, innovation and research excellence in design education.

The university aims to create the right environment for its students to learn and know the inner workings of the outside world. UID offers a diverse range of UG and PG courses in the area of art and design. These programs are designed with strong professional emphasis and in close partnership with the industry.

With ambition to grow further, the university keeps on pushing the limits to achieve the best interest of its students by regularly introducing new facilities, programs and courses. UID prides itself to be the face of the design culture in India.

// Please See// *the things we do for love*



Please See// is a creative agency based in Mumbai that specializes in building brands through strategy, packaging, design, and marketing. The agency has built brands for start-ups that shape categories and lead legacy businesses. Please See// was founded in 2010 and has between 51–200 employees.

Please See// is an agency dedicated to building brands by amplifying storytelling. Central to their approach is the belief that each brand is more than just a product or service; it is a source of inspiration, teeming with stories and human-like emotions. By tapping into these narratives, Please See// aims to help brands connect with their audience on a deeper level and foster authentic relationships.

Rather than viewing branding as a one-dimensional exercise in marketing, Please See// treats it as a dynamic and multifaceted journey. They understand that behind every brand lies a wealth of untold stories waiting to be discovered and shared. Through their creative prowess, they endeavor to unearth these narratives and bring them to life in the most imaginative and captivating ways possible.

By leveraging storytelling as a cornerstone of their strategy, Please See// not only helps brands stand out in a crowded marketplace but also cultivates meaningful connections with their audience. In doing so, they strive to inspire, engage, and ultimately, foster brand loyalty that transcends transactions and lasts a lifetime.

Timeline *at Please See//*

DECEMBER:

Street Style: Research and Execution
Better For You: Research

JANUARY:

Better For You: Research
Cookie Heaaven: Research and Execution

FEBRUARY:

Better For You: Research Completion
Cookie Heaaven: Research and Execution
complete
Bhujia: Research

MARCH:

Bhujia: Execution and Client meetings
Better For You: Execution
Cookie Heaaven: Client Meetings and changes
Street Style: Design Close

APRIL:

Better For You: Design close
Cookie Heaaven: Design Close
Bhujia: Design close

// Please See//
X Anushka
presents



हल्दीराम



Haldiram's

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SOUTH INDIAN

CHAAT

ओम इंडस्ट्रीज (इंडिया) प्राइवेट लिमिटेड



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// Haldiram's is a family-owned Indian food company that started as a small namkeen shop in Bikaner, Rajasthan in 1937. The company is now a global phenomenon that offers a wide range of sweets, namkeen, snacks, bhujia, and more.

Haldiram's founder, Ganga Bishan Agarwal, also known as Haldiram Ji, started working in his father's bhujia business at age 12. Bhujia is a savory snack made from chickpea flour, but Haldiram Ji came up with the idea of making a thinner version of bhujia using moth flour instead of besan. In 1919, his moth flour bhujia became a hit in Bikaner. In the 1950s, Haldiram Ji and his sons Satyanarayan and Rameshwarlal moved to Kolkata and established the brand "Haldiram Bhujawala".

Haldiram's core values are to deliver healthy, traditional, and delicious foods, and to focus on quality and freshness. The company sources its ingredients ethically via fair trade from local farms and trusted vendors across the country.

FMCG

CHANGING THE GAME!



// Haldiram's FMCG line epitomizes the brand's heritage and commitment to quality and innovation in the fast-moving consumer goods (FMCG) sector. Inspired by India's culinary diversity, the range offers a wide variety of traditional snacks, sweets, and ready-to-eat meals that capture the essence of Indian cuisine. Innovation is a driving force, with Haldiram's constantly introducing new flavors and formats while maintaining strict quality standards. Overall, Haldiram's FMCG line is a testament to the brand's dedication to delivering authentic and delicious food options to consumers worldwide.

// What is FMCG?

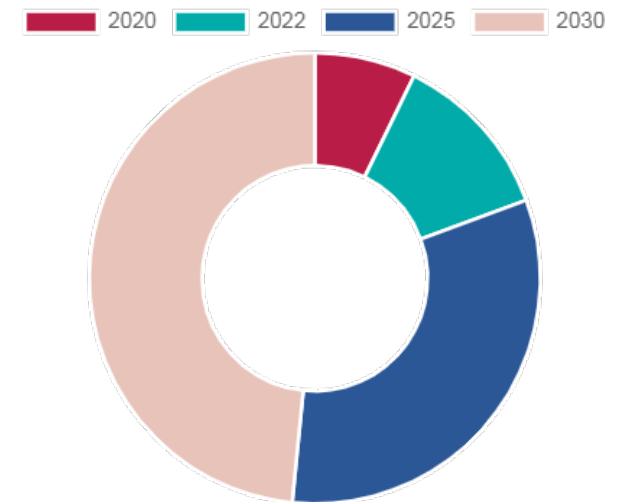
Fast-Moving Consumer Goods (FMCG) products are in high demand because they typically have a low price and high usability.

Low prices, high demand, and limited durability are some FMCG characteristics that help the products move swiftly off the racks.

The products are divided into categories: Food and Beverages, Personal Care, HealthCare Goods and Home Care Commodities.

The Food and Beverages contributes to 19% in terms of market share.

The FMCG market in India is expected to reach US\$ 220 billion and likely to be the fifth largest by 2025. E-commerce segment is forecast to contribute 11% to the overall FMCG sales by 2030.



// Why *is there a sudden surge in the FMCG sector?*

The sudden surge in the FMCG (Fast Moving Consumer Goods) sector can be attributed to a combination of factors including economic recovery, changing consumer behavior, digital transformation, innovation, supply chain efficiency, expansion into emerging markets, pandemic effects, and mergers and acquisitions. As economies rebound, consumers are spending more on essential items and everyday products. Companies adapting to shifting consumer preferences, leveraging digital channels, and innovating in product offerings are experiencing growth. Additionally, improvements in supply chain management and expansion into emerging markets are driving sales. The aftermath of a pandemic may also contribute to increased demand for certain FMCG products. Furthermore, consolidation within the industry through mergers and acquisitions is boosting market share and efficiency, leading to a surge in the FMCG sector.

RURAL CONSUMPTION

- Rural consumption has increased, led by a combination of increase in income and higher aspiration levels.
- There is an increased demand for branded products in rural India. Huge untapped rural market.

EASY ACCESS

- Availability of products has become way easier as internet and different channels of sales has made the accessibility of desired product to customers more convenient at required time and place.
- Online grocery stores and online retail stores like Grofers, Flipkart, and Amazon are making FMCG products more readily available.

SHIFT TO ORGANISED MARKET

- Organised sector is expected to grow as the share of unorganised FMCG market has seen a fall with increased level of brand consciousness.
- Growth in modern retail will augment the growth of organised FMCG sector.

INCREASE IN PENETRATION

- Low penetration levels of branded products in categories like instant foods indicating a scope for volume growth.
- Investment in this sector attracts investors as FMCG products have demand throughout the year. Increase in food parks to 17, food processing capacity to 1.41 million and food labs to 42.

Macroeconomic *trends in packaged food industry in India*

Increasing Nuclearization of Families and Increasing Female Participation in the Workforce:

Over 60.0% of households in India are nuclear, favoring convenient consumption patterns in smaller living spaces. Increasing female workforce participation, especially among graduates and post-graduates, contributes to the demand for convenience and packaged foods.

Growing, Young, Working-Age Population along with rising middle class section:

India's demographic advantages include a growing young and working-age population. With the middle class constituting 60.0% of households, there's a projected increase in expenditure on packaged foods. The net national disposable income is expected to rise, indicating improved affordability.

Growing E-commerce Sales and Consumer Preference for Packaged Food:

E-commerce, particularly in the online grocery segment, is witnessing substantial growth, driving demand for ready-to-eat foods. Post-pandemic, consumer preferences have shifted, leading to increased demand for packaged food segments like spices, salty snacks, and noodles, with the online grocery segment expected to maintain strong growth.

Macroeconomic *takeaways in packaged food industry in India*

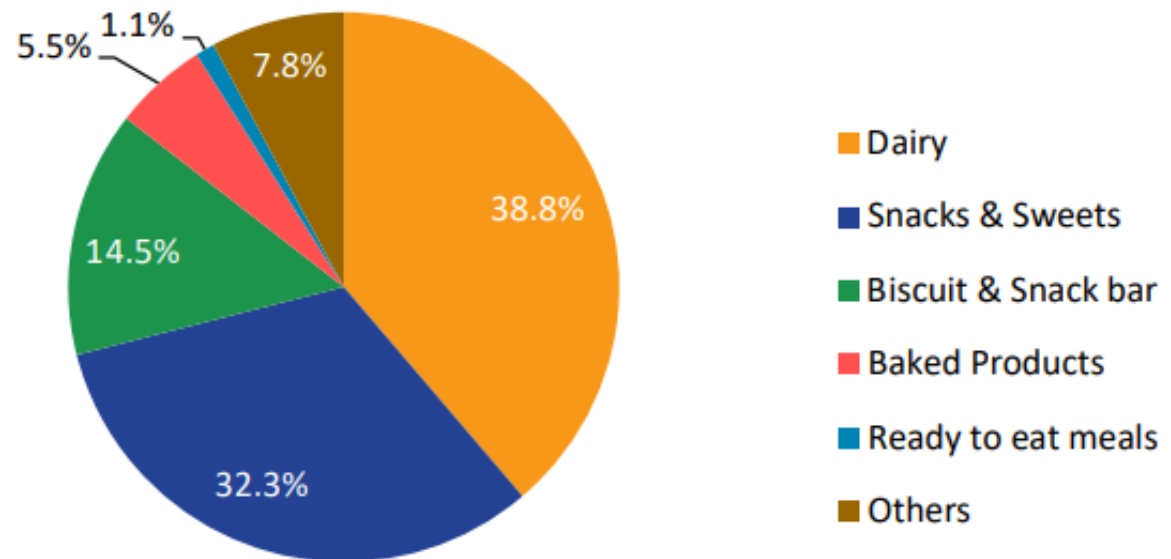
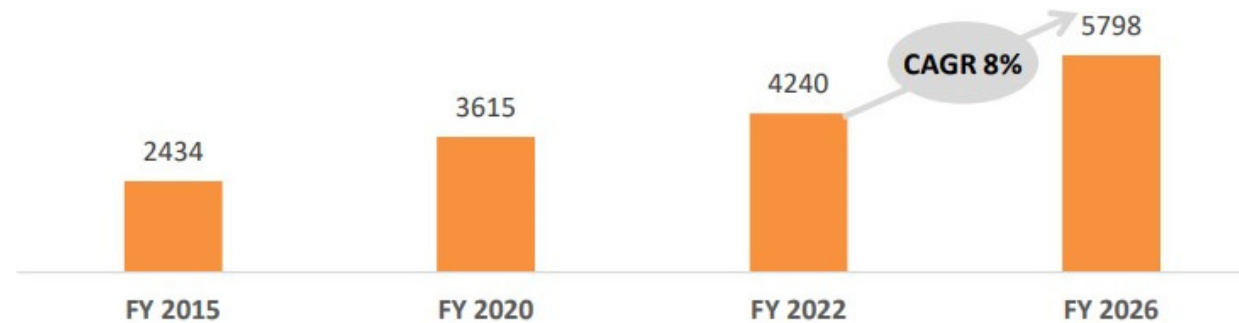
- India remains resilient amid global recessionary fears, projecting 6.4% and 5.0% growth in 2022-23 and 2023-24, fueled by domestic demand, manufacturing incentives, and infrastructure development.
- The manufacturing sector benefits from supply-chain shifts and the government's production-linked incentive scheme, enhancing competitiveness.
- Post-pandemic, private consumption expenditure is set for a strong revival, driven by consumption rebound, a growing middle class, and increased spending in Tier-2 and Tier-3 cities.
- Median age advantages and a growing working-age population further contribute to India's economic prospects.
- Packaged foods and the savory and sweets market stand to gain from rising disposable incomes, a growing middle class, and evolving consumer preferences.
- Lifestyle changes driven by the nuclearization of families and increased female workforce participation boost demand for convenient consumption.
- Growing e-commerce sales and a focus on nutritious eating also contribute to the food segment's positive outlook. grocery segment expected to maintain strong growth.

// Packaged food industry

India's packaged food business is currently valued at INR 4240 Billion.

It has grown significantly in last five years on account of changing lifestyles, rising incomes and urbanization. In FY 2015, the packaged food retail revenue was worth INR 2434 Billion and has registered a CAGR of ~8.3% from FY 2015 to FY2022.

It is estimated to grow at CAGR of 8% in next five years to reach at INR 5798 Billion.



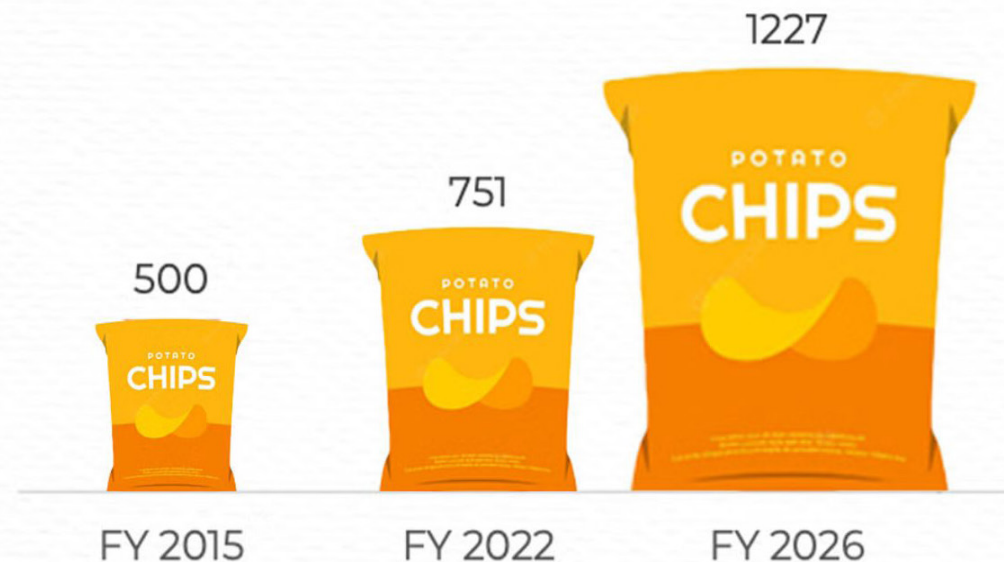
// Snack & Sweet *market in India*

Indian Savoury Snacks market is valued at INR 751 Billion in FY 2022 and is expected to reach INR 1,227 Billion by FY 2026 at CAGR 13%.

Traditional snacks market comprises of namkeens, bhujia and ethnic snacks such as dry samosa, kachori, chakli, etc. Western snacks market is valued at INR 385 Billion in FY 2022 and consists of chips, extruders and a new variety of snacks called as “bridges” which has local taste but western look. Snacking in between the meals has always been traditional in Indian culture Covid- 19 forced lockdown has increased this habit of snacking multifold in FY 2021 and is the driving the growth of this industry. Further in FY 2022, footfall and activity levels across all touchpoints (retails, institutional, etc) have returned to pre Covid levels. This trend seems to continue in Indian market.

INDIAN SAVOURY SNACKS MARKET LIKELY TO BE WORTH RS 1.23 TRILLION BY 2026

Size of Indian savoury snacks market (in Rs billion)



Source: Assocham 'Indian Cuisine at a Crossroad' report, Frost & Sullivan Analysis 2022



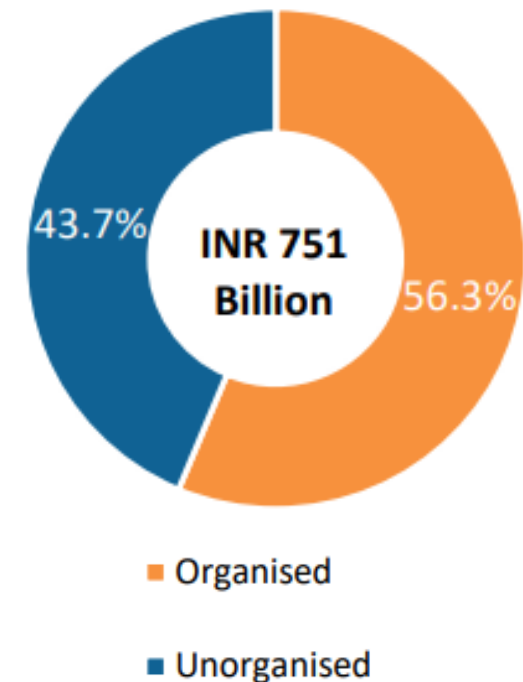
// Organised & Unorganised sector in India

The INR 751 billion Indian savory and snacks market is primarily composed of numerous unorganized players, each specializing in specific regional snacks. These smaller companies typically have a limited product portfolio, operate within a confined geographic range, and focus on lower prices and traditional tastes.

Recognizing the market's potential, large FMCG companies entered the snacks industry, leveraging their supply chains effectively. These major players boast diverse product portfolios, engage in aggressive advertising, promotions, and active R&D. Factors like demonetization, GST rules, and the COVID-19 pandemic led to the closure of many small unorganized players, providing a boost to organized players.

Although 43.7% of the packaged savory snacks market is unorganized, established players like Haldiram, Pepsico-Lays, Balaji, and Bikaji dominate with significant market share. Reverse migration has shifted consumption trends to smaller Indian cities, driving brisk sales of packaged goods in these regions.

The organized segment has strengthened its position with new product launches and innovations, targeting both urban and rural consumers. Valued at INR 196 billion in FY 2015, the organized savory snacks market has grown to INR 423 billion in FY2022 and is projected to grow at a CAGR of 15% until FY2026. Advertisement and promotions play a crucial role, with organized players benefiting from celebrity endorsements and engagement in mega events in India, contributing to their success.



// Western vs Ethnic

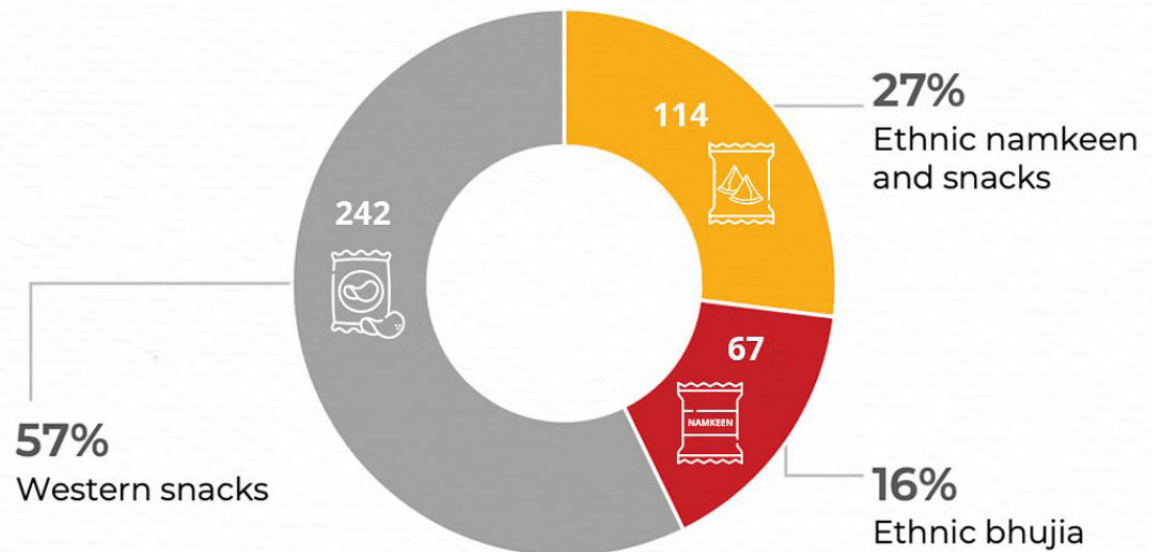
snacking market

In the organized Indian savory snacks segment, Western snacks hold a dominant market share at 57.2%, followed by ethnic namkeen and snacks at 26.9%, and ethnic bhujia at 15.9% in FY 2022.

Ethnic namkeen and snack items, including region-specific products like namkeen, chaklis, and fried nuts, are gaining popularity pan-India due to urbanization and workforce migration. This has prompted regional players like Bikaji and Chitale to expand domestically.

WESTERN SNACKS DOMINATE INDIA'S SAVOURY SNACKS INDUSTRY

Market size by type for 2022



// Western vs Ethnic competitors

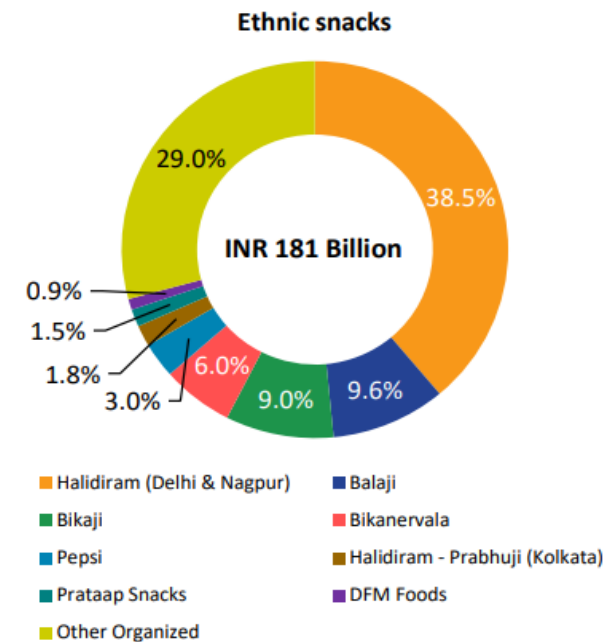
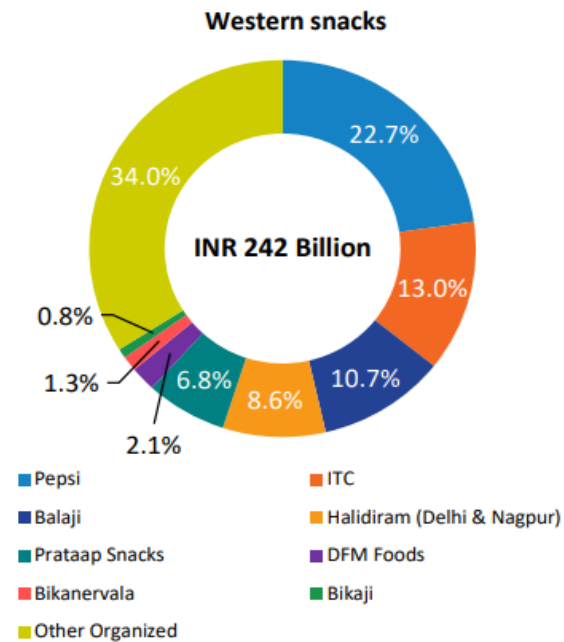
Haldiram leads the Ethnic Namkeen and snacks market due to its long heritage, diverse product portfolio, attractive pricing, robust supply chain, and strong margins. Bikaji and Bikanerwala Foods are also prominent players, with Bikaji dominating the Bikaneri bhujia market. Balaji Wafers competes for a top position, challenging established players like Prataap snacks, DFM foods, Pepsi, and ITC.

In the Western snacks category, PepsiCo, with “Lay’s” and “Kurkure,” holds a dominant 22% market share, followed closely by ITC’s “Bingo” with 13%. Mid-sized companies like Balaji Wafer and DFM have eroded market share from PepsiCo in recent years, leveraging aggressive pricing, more value for the price, and increased availability.



// Western vs Ethnic competitors

Major players, including PepsiCo and ITC, have a pan-India presence in the Western snacks market, optimizing costs through a diverse foods portfolio. Their distribution strategies span both rural and urban markets, emphasizing the importance of distribution in market leadership. DFM Foods, though present across India, primarily focuses on urban regions with limited penetration in rural areas.



// Competitors *in FMCG sector*

Bikaji:

Strengths: Strong presence in North and Eastern Indian markets, particularly in the Bikaneri bhujia segment. Offers a wide assortment of ethnic snacks and namkeens.
Weaknesses: May have a more regional focus compared to Haldiram's. Limited presence in certain markets.

Bikanervala:

Strengths: Established brand associated with traditional Indian sweets and snacks. Wide product range, including namkeens.
Weaknesses: Regional focus may limit market penetration in certain areas compared to a more nationally distributed brand like Haldiram's.

Balaji Wafers Pvt. Ltd.:

Strengths: Has made inroads into the namkeen market, challenging established players. Aggressive pricing and increased availability have aided market share growth.
Weaknesses: May not have as extensive a product portfolio or nationwide presence as Haldiram's.

PepsiCo (Lay's and Kurkure):

Strengths: Dominant player in the Western snacks category. Extensive product portfolio, strong distribution, and aggressive promotions.
Weaknesses: Primarily associated with Western snacks, which may limit competition with Haldiram's in the ethnic namkeen segment.

ITC (Bingo):

Strengths: Strong presence in the Western snacks market with the "Bingo" brand. Diversified foods portfolio and nationwide distribution.
Weaknesses: May not have as extensive a focus on traditional ethnic snacks as Haldiram's.

Bikano:

Strengths: Strong presence in the Western snacks market with the "Bingo" brand. Diversified foods portfolio and nationwide distribution.
Weaknesses: May not have as extensive a focus on traditional ethnic snacks as Haldiram's.



// **Haldiram's** *FMCG portfolio*

BHUJIA

Master (1) BHUJIA 200g
Variant (2)

CLASSIC

Master (1) MOONG DAL 200g
Variant (26)

PREMIUM

Master (1) PANCHRATTAN 400g
Variants (4)

LITE Namkeen

Master (1) LIGHT ALOO BHUJIA 150g
Variants (10)

REGIONAL FAVOURITES

Masters (2) GUJARATI MIXTURE 200g
BANANA CHIPS YELLOW
Variants (9)

COOKIES

ATTA COOKIES
AJWAIN COOKIES
JEERA COOKIES
COCONUT COOKIES
KAJU COOKIES
KAJU PISTA COOKIES
FRUIT & NUT COOKIES
BADAM PISTA STICKS
BADAM STICKS
PISTA STICKS
BESAN KATHAI
NAN KATHAI
CHOCOFILLZ
CHOCOLATE CHIP
CHOCOLATE STICKS

STREET STYLE

BHELPURI CUP
BHELPURI WITH CHUTNEY
BHELPURI WITH CHUTNEY POWDER
FATAFAT BEHL CUP
FATAFAT BHEL
PANI PURI

“NUTS CLASSIC (CLASSIC NUTS)”

NUT SALTED “NUTS CRUNCHIES

(CRISPY COATED)”

NUT GUPSHUP NUTCRACKER

NUTS CRUSHERS (CRUSHED NUTS)

CHANNA

STRENGTHS

- Brand awareness and recall
- Variety of products like papads, namkeens, cookies, chips, sweets, sherbets, dry fruits, etc
- Trusted for quality and hygiene
- Attractive and efficient packaging
- Good supply chain ensuring availability of products
- Aptly priced for the customers
- Loved for its taste
- Exported to many countries

OPPORTUNITIES

- Increase its reach in India and abroad
- Expand the hotel business
- Increase the number of outlets
- Aggresively advertise and promote the brand
- Introduce healthy snacks like fat free, low calories and baked
- Innovate by introducing snacks catering to the youth

SWOT ANALYSIS

WEAKNESSES

- Less advertising is done compared to other food brands
- Involved only in Indian snacks
- Outlets are limited only to mainly North India

THREATS

- Customers are inclined towards western ways, and are not interested in Indian snacks
- Indian snacks are considered unhealthy
- Increased competition from other brands and local players

// Need for a Freshing up *how do we change?*

Haldiram's, a renowned name in the Indian snacks and sweets industry, is encountering multifaceted challenges that pose significant threats to its long-standing market dominance and relevance, particularly among younger consumers.

Diminished Presence in Social Settings:

Haldiram's products, once ubiquitous at celebrations, now lack visibility at social gatherings, indicating a decline in their perceived relevance and appeal in modern social contexts.

Risk with Younger Consumers: Haldiram's is challenged to attract and retain younger consumers who may not consider it a top choice for snacks and treats, potentially leading to its sidelining as trendier options emerge.

Premium Pricing Struggle: Despite using premium ingredients, Haldiram's finds it difficult to justify its prices compared to competitors, hindering its ability to stand out and maintain profitability in a crowded market.

Brand Perception Gap: Haldiram's faces a disparity between its traditional image as a family favorite and the evolving expectations of modern consumers. Bridging this perception gap is crucial to maintaining relevance and appeal across diverse demographic segments.

// Problem Statement

redefining FMCG sector

1 Haldiram's not being seen as desirable / aspirational (not shown when serving anymore)

2 At risk of losing relevance for a younger consumer – do they choose Haldiram's?

3 Struggle to charge a premium – despite higher quality, premium ingredients

How might we revitalize Haldiram's brand image and product positioning to regain market relevance, appeal to younger consumers, and justify premium pricing, considering the challenges of diminishing social presence and evolving consumer preferences?

// Insights

*changing the face of
FMCG sector*

From the Leadership Team:

Too reliant on our top 10 products (drive 70% of our revenue)

Low awareness (even internally) of our range of products, not leveraging our variety

Missing a central pillar that defines everything we do, provides a guardrail

Need to become aspirational and younger but can't lose our legacy and heritage

Personal involvement, investment in everything we do

Humble, but increasingly aggressive internally
– Bigger, Bolder, Better

On-Ground Research (Market, In-Store):

Products (especially outside Traditional) losing when brand becomes a consideration

Retailer an equally important stakeholder – drive consumer preference

Our warmth sets us apart – in QSR, and even with retailers

QSR not maximising their potential, especially Hypermarket Zones

Generic 'Namkeen' Personality dominates (older, playful, indulgent)

// Vision 2030 *changing the face of FMCG sector*

1 By 2030, Haldiram's has the legacy and standing to own this love for food.

2 Consumers looking for new belonging, now have a one stop destination.

3 India has a special, shared love for food and we love eating it, sharing it and talking about it



MAKE HALDIRAM'S 'MY BRAND' AGAIN,

Own an emotion first idea,
build for more individual than family



**NOT NAMKEEN FIRST,
BUILD FOR SNACKING**



EXPLORE, AND DEFINE
**HOW WE OWN
INDIAN-NESS**



OWN OUR MARKET
LEADER STATUS —
**DISTINCT PERSONALITY,
MORE ENGAGEMENT**



QUESTION, AND REDEFINE BRAND ARCHITECTURE;

Ensure we can accommodate
more premium ranges



STAY TRUE TO OUR CORE —

Humble, warm, invested, speaking through
Our store

// Expressive, Joyfull, Celebratory, Passionate,
Legacy and Flavour

COOKIE HEAVEN

A BLISSFUL SWEET HEAVEN!



Cookie Heaven is the delightful range of cookies offered by Haldiram's. Haldiram's offers a variety of cookies, ranging from classic flavors like butter, chocolate chip, and oatmeal to unique Indian-inspired flavors such as cardamom, saffron, and coconut. These cookies are often made with high-quality ingredients, traditional recipes, and meticulous attention to detail, resulting in a heavenly taste experience for consumers.

Whether enjoyed with a cup of tea or as a standalone treat, Haldiram's cookies are beloved for their delicious flavor, crispy texture, and irresistible appeal, making them a favorite among cookie lovers in India and beyond.

// Occasions

*to celebrate with
Cookie Heaven*

In India, cookies are often viewed as a versatile snack enjoyed across various occasions. While traditionally not as prevalent as indigenous snacks, their popularity has grown steadily, especially in urban areas and among younger demographics. Indian consumers often appreciate cookies for their convenience, diverse flavors, and suitability for accompanying tea or coffee. Additionally, as lifestyles become busier, cookies are increasingly sought after as on-the-go snacks or quick bites between meals. They are also favored as treats during festivals and celebrations, contributing to their status as a widely accepted snack option in the Indian market.

Everyday Snacking: Cookies are a popular choice for everyday snacking. They can be enjoyed as a quick treat during work breaks, study sessions, or while relaxing at home.

Tea or Coffee Time: Cookies pair well with tea or coffee, making them a delightful accompaniment during morning or afternoon tea breaks.

Celebrations and Parties: Cookies are often served during celebrations and parties as a sweet and convenient finger food. They can be included in dessert platters or served individually.

Holidays and Festivals: Many people enjoy baking or buying special cookies during holidays and festivals. Festive-themed cookies or those with seasonal flavors are common during these times.

Gifts and Hampers: Cookies make for excellent gifts. They are often included in gift baskets, care packages, or given as standalone gifts for birthdays, anniversaries, or special occasions.

Dessert Time: Cookies can be incorporated into desserts. For example, they can be used as a base for cheesecakes, crumbled over ice cream, or used in the preparation of various desserts.

// Whom does Cookie Heaven serve to

Haldiram's cookie offerings cater to a diverse range of consumers, appealing to individuals of all ages who value convenience and enjoyment in their snacks. Whether it's a quick treat on-the-go or a satisfying indulgence during moments of relaxation, Haldiram's cookies are a go-to option for anyone seeking a delicious and convenient snack.

Haldiram's cookies also appeal to party planners, hosts, and individuals in search of sweet finger foods for gatherings and celebrations. Whether it's a birthday party, family gathering, or casual get-together with friends, Haldiram's cookies are a crowd-pleasing option that adds a touch of sweetness to any occasion.

SOCIAL CONNECTOR ENTERTAINER

Age 30-45, social and outgoing,
enjoys hosting events or gatherings.

BEHAVIOR & PREFERENCES

- Enjoys entertaining guests, seeks snacks suitable for social occasions.
- Values variety and presentation in snacks. Shops for occasions and events.

MOTIVATION

- Enjoys hosting and entertaining guests.
- Motivated by the desire for a variety of appealing snacks suitable for social occasions, contributing to a delightful and memorable experience for guests.

PAIN POINTS

- Concerns about freshness and shelf life, especially for larger gatherings.
- May look for more convenient and bulk packaging options.

HALDIRAM'S CONNECTION

- Turns to Haldiram's for party snacks, namkeens, and sweets.
- Appreciates the diverse range that caters to different tastes.

Haldiram's stands out as the go-to choice for party snacks, namkeens, and sweets. The diverse range caters to different tastes and adds variety to social occasions. To better serve this persona, Haldiram's can explore more convenient and bulk packaging options, addressing concerns about freshness and shelf life, especially for larger gatherings.

TOURIST CULTURAL EXPLORER

Varied age, tourists visiting India.

BEHAVIOR & PREFERENCES

- Interested in exploring local flavors, seeks authentic and traditional snacks as souvenirs.
- Shops for unique and culturally significant products.

MOTIVATION

- Interested in exploring local flavors.
- Motivated by the desire for authentic and traditional Indian snacks as souvenirs, representing regional culinary diversity.

PAIN POINTS

- Difficulty in finding Haldiram's products abroad.
- May seek more accessible options for international consumers or online platforms for global availability.

HALDIRAM'S CONNECTION

- Chooses Haldiram's as a brand known for traditional Indian snacks, sweets, and namkeens.
- Prefers items representative of regional culinary diversity.

Haldiram's successfully appeals to the Tourist - Cultural Explorer, offering traditional Indian snacks, sweets, and namkeens that serve as authentic souvenirs. However, there is an opportunity to address the pain point of difficulty in finding Haldiram's products abroad. By exploring more accessible options for international consumers or establishing online platforms for global availability, Haldiram's can further enhance its appeal to tourists seeking culturally significant products.

// Product *architecture*

Customers make psychological choices based on a combination of factors including their personal preferences, past experiences, emotional responses, social influences, and perceived value. These factors interact to shape their decision-making process, leading them to select products or services that align with their needs, desires, and perceptions of quality and satisfaction. Understanding these psychological mechanisms is crucial for designing a product architecture that resonates with consumers and facilitates their decision-making journey effectively.

HOMESTYLE COOKIES- Indian cookies with indian flavours

A healthier base for the cookies
ATTA COOKIES

Dry Fruits and Nuts
KAJU COOKIES
BADAM STICKS
PISTA STICKS
KAJU PISTA COOKIES
BADAM PISTA STICKS

COCONUT COOKIES
FRUIT N' NUT COOKIES

JEERA COOKIES
AJWAIN COOKIES

NANKHATAI COOKIES
BESAN KHATAI COOKIES

INDULGENT COOKIES- International chocolate cookies

CHOCOCHIP COOKIES
CHOCO STICKS
CHOCO FILLS

// Categorization

within the range

Designing a product architecture that optimally addresses consumer choices involves understanding their preferences, segmenting offerings into clear categories, maintaining visual clarity, ensuring consistent branding, offering customization options, and iterating based on feedback. This approach streamlines the decision-making process for consumers, making it easier for them to identify and select the desired options within the product range.

Targeting Specific Markets:

By categorizing cookies, companies can tailor their products to specific market segments. For example, offering Indian-inspired cookies may be particularly attractive to consumers in or interested in Indian cuisine.

Marketing and Positioning:

Categorization allows for targeted marketing. A brand can emphasize the cultural heritage, health benefits, or indulgent nature of its products based on the category, resonating with specific consumer preferences.

Innovation and Variety:

Categorization encourages innovation within each segment. It enables the brand to continuously introduce new flavors, ingredients, and concepts that align with the specific characteristics of each category.

Product Differentiation:

It helps in distinguishing between different types of cookies within a brand's product line. This allows consumers to easily identify and choose the type of cookie that aligns with their taste preferences and dietary considerations.

Meeting Diverse Needs:

Different categories cater to diverse consumer needs and occasions. For example, Indian bakes might be suitable for cultural celebrations, digestive bakes for health-conscious consumers, and indulgent bakes for special treats or desserts.

// Homestyle

Indian cookies

Whole Wheat Flour: Provides a hearty texture and subtle nuttiness to the cookies.

Ghee (Clarified Butter): Imparts a rich, buttery flavor, adding depth to the cookies.

Jaggery or Brown Sugar: Offers caramel-like sweetness, enriching the flavor profile.

Spices: Cardamom, cinnamon, and nutmeg provide warmth and complexity.

Nuts and Seeds: Almonds, cashews, or sesame seeds add crunch and texture.

Dried Fruits: Raisins, dates, or figs provide bursts of sweetness and chewiness.

Flavor Variations: Options include cardamom, coconut, or almond, offering diverse taste experiences.

HOMESTYLE COOKIES- Indian cookies with indian flavours

A healthier base for the cookies

ATTA COOKIES

Dry Fruits and Nuts

KAJU COOKIES

BADAM STICKS

PISTA STICKS

KAJU PISTA COOKIES

BADAM PISTA STICKS

COCONUT COOKIES

FRUIT N' NUT COOKIES

JEERA COOKIES

AJWAIN COOKIES

NANKHATAI COOKIES

BESAN KHATAI COOKIES

// Visual Category

codes



Colour Scheme:

- Monochromatic Colours
- Muted tones of bright colours
- Colours can also be the colour of the core ingredient.

Typographical Hierarchy:

- Brand Logo is large and distinctive (Incase of a sub brand, the sub brand is the larger and distinctive one compared to the main brand)
- The flavour of the cookies is given a special placeholder.
- Sans Serif fonts are used, with softer edges and spaced out well.

Graphic Elements:

- Strong use of imagery.
- Light patterns or simple graphics (sometimes none) to support the kv and make it stand out. Basic shapes are used.
- Patterns and packaging colour are from similiar family so as to not clash and give a minimal look.

// Colour analysis- Bikaji

Bikaji utilises soft colours for its cookies packaging.

The colours are soft unsaturated pastel tones to make sure the yellow tones of the KV stands out- as KVs are also shot in a photographic manner, against dark backgrounds.

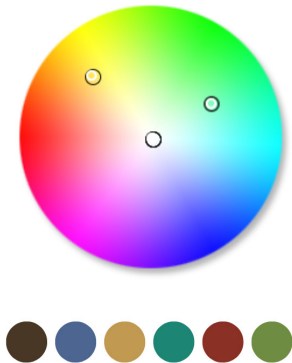


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HEX: #d9cba5	R: 217	G: 203	B: 165	C: 0	M: 6	Y: 24	K: 15
HEX: #e7cfd7	R: 231	G: 207	B: 215	C: 0	M: 10	Y: 7	K: 9
HEX: #d2bbd2	R: 210	G: 187	B: 210	C: 0	M: 11	Y: 0	K: 18
HEX: #e0c1b9	R: 224	G: 193	B: 185	C: 0	M: 14	Y: 17	K: 12

// Colour

analysis- Karachi

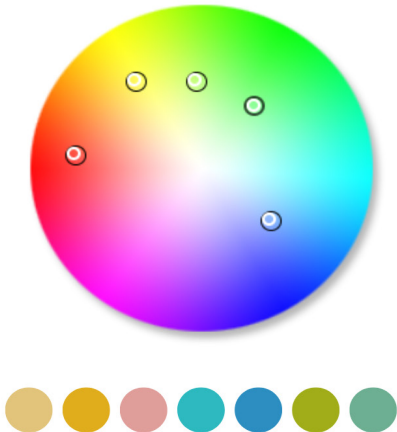
Karachi utilises deeper colours for its cookies packaging. The colours are deep and dull tones to make sure the yellow tones of the KV stands out against the darker one toned background.



HEX	RGB			CMYK			
HEX: #8a3024	R: 138	G: 48	B: 36	C: 0	M: 65	Y: 74	K: 46
HEX: #6e8d42	R: 110	G: 141	B: 66	C: 22	M: 0	Y: 53	K: 45
HEX: #4c6590	R: 76	G: 101	B: 144	C: 47	M: 30	Y: 0	K: 44
HEX: #8c6e33	R: 140	G: 110	B: 51	C: 0	M: 21	Y: 64	K: 45
HEX: #478f58	R: 71	G: 143	B: 88	C: 50	M: 0	Y: 38	K: 44

// **Colour**
analysis- Bikano

Bikano utilises soft brighter colours for its cookies packaging. The colours are bright pastel tones, where in there is a possibility of the KVs getting lost.

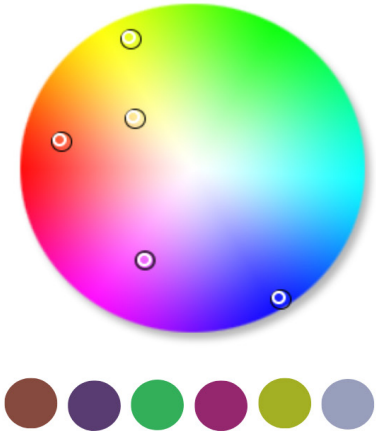


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HEX: #2db9bf	R: 45	G: 185	B: 191	C: 76	M: 3	Y: 0	K: 25
HEX: #a1ad19	R: 161	G: 173	B: 25	C: 7	M: 0	Y: 86	K: 32
HEX: #c8bb45	R: 200	G: 187	B: 69	C: 0	M: 7	Y: 66	K: 22
HEX: #68c773	R: 104	G: 199	B: 115	C: 48	M: 0	Y: 42	K: 22

// Colour

analysis- Unibic

Unibic utilises saturated bright colours for its cookies packaging. The colours are saturated tones, where in with every flavour, the monotone colour used, only makes the KV stand out and is cohesive.



	HEX	RGB			CMYK			
	HEX:	R:	G:	B:	C:	M:	Y:	K:
	#94276e	148	39	110	0	74	26	42
	HEX:	R:	G:	B:	C:	M:	Y:	K:
	#a3af23	163	175	35	7	0	80	31
	HEX:	R:	G:	B:	C:	M:	Y:	K:
	#593c71	89	60	113	21	47	0	56
	HEX:	R:	G:	B:	C:	M:	Y:	K:
	#a14025	161	64	37	0	60	77	37
	HEX:	R:	G:	B:	C:	M:	Y:	K:
	#7e3382	126	51	130	3	61	0	49

// Current packs

Cookie Heaven



// Colour

scheme for new packs

Visibility: Bright colors stand out on shelves, attracting attention amidst competition.
Positive Associations: Saturated tones evoke joy and excitement, enhancing perceived value.

Differentiation: Bold colors create a memorable identity, distinguishing Cookie Heaven from competitors.

Target Audience Appeal: Vibrant packaging resonates with younger or fun-seeking consumers.

Reflecting Product Attributes: Bright tones visually convey the richness and vibrancy of flavors, enticing consumers to try.



Jeera



Fruit and Nuts



Badam Sticks



Coconut



Kaju Pista



Pista sticks



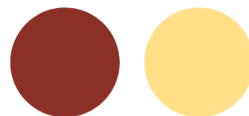
Baadam Pista



Nankhatai



Besan Khatai



Aata



Ajwain



Kaju

// Shelf analysis *based on flavour variants*



AJWAIN COOKIES



COCONUT COOKIES



KAJU COOKIES



JEERA COOKIES



FRUIT N' NUT COOKIES



KAJU COOKIES





BADAM COOKIES



NAN KHATAI



ATTA COOKIES



PISTA COOKIES

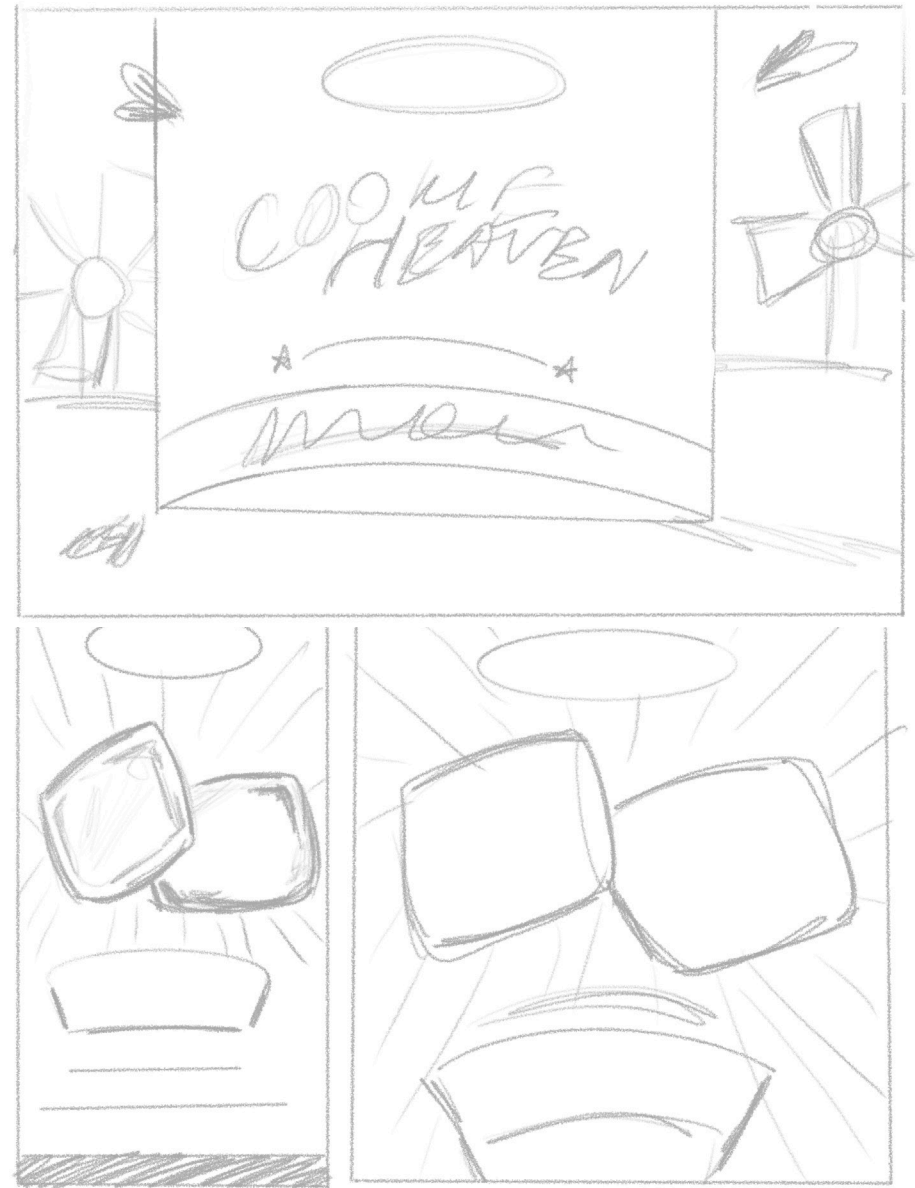


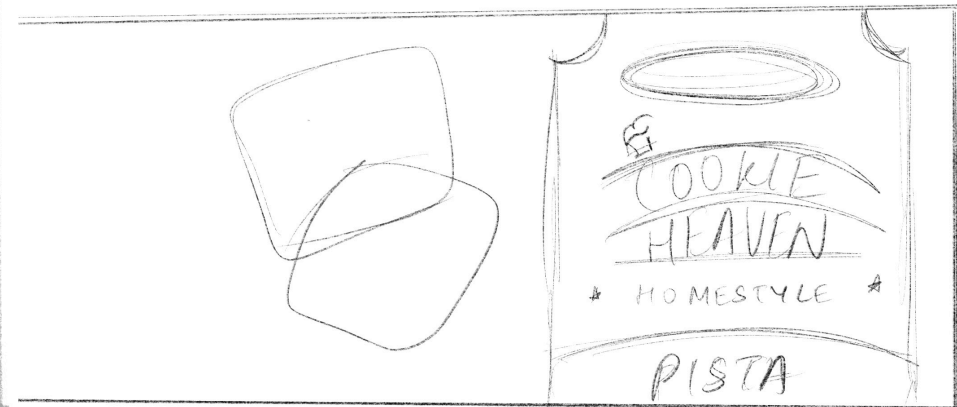
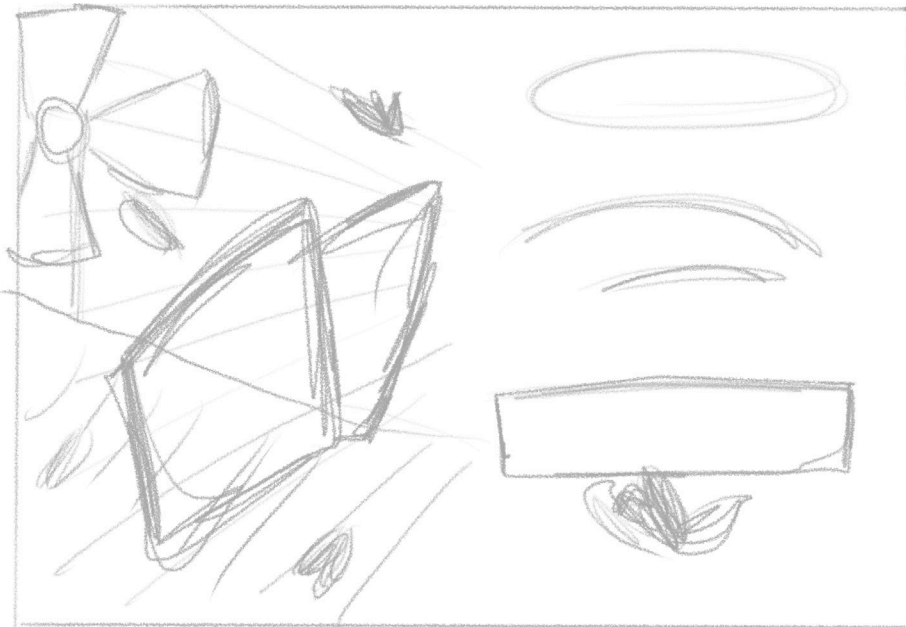
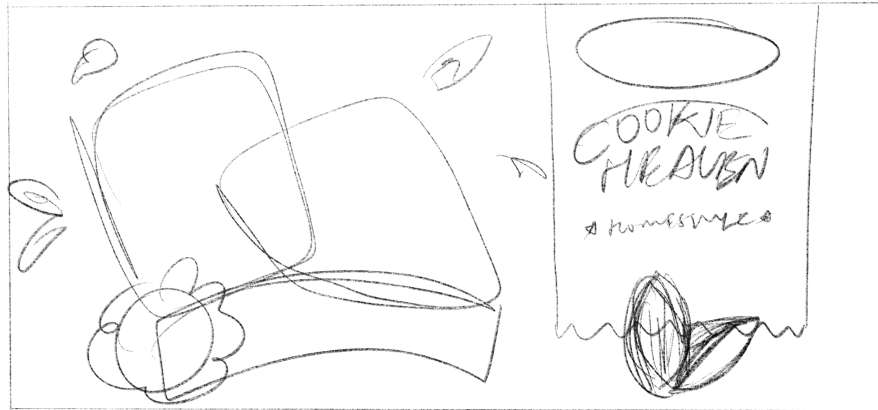
BESAN KHATAI

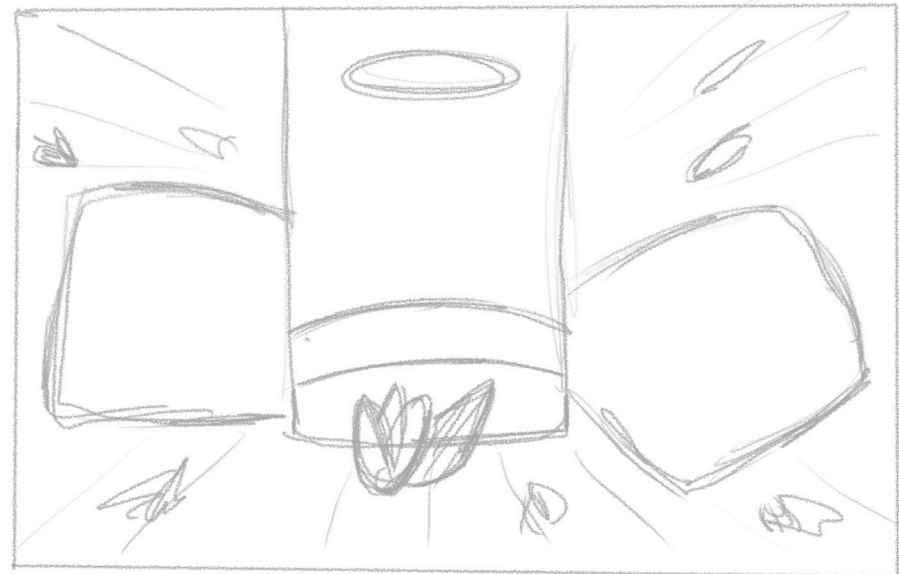
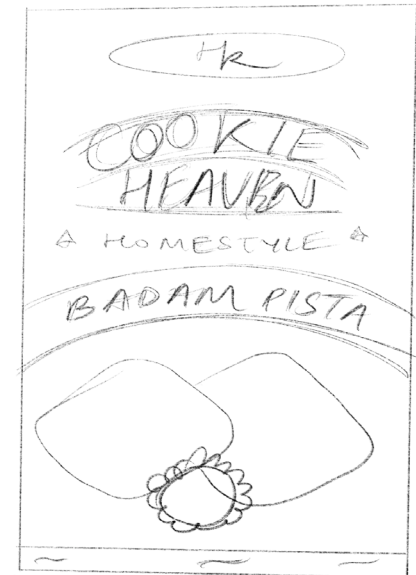


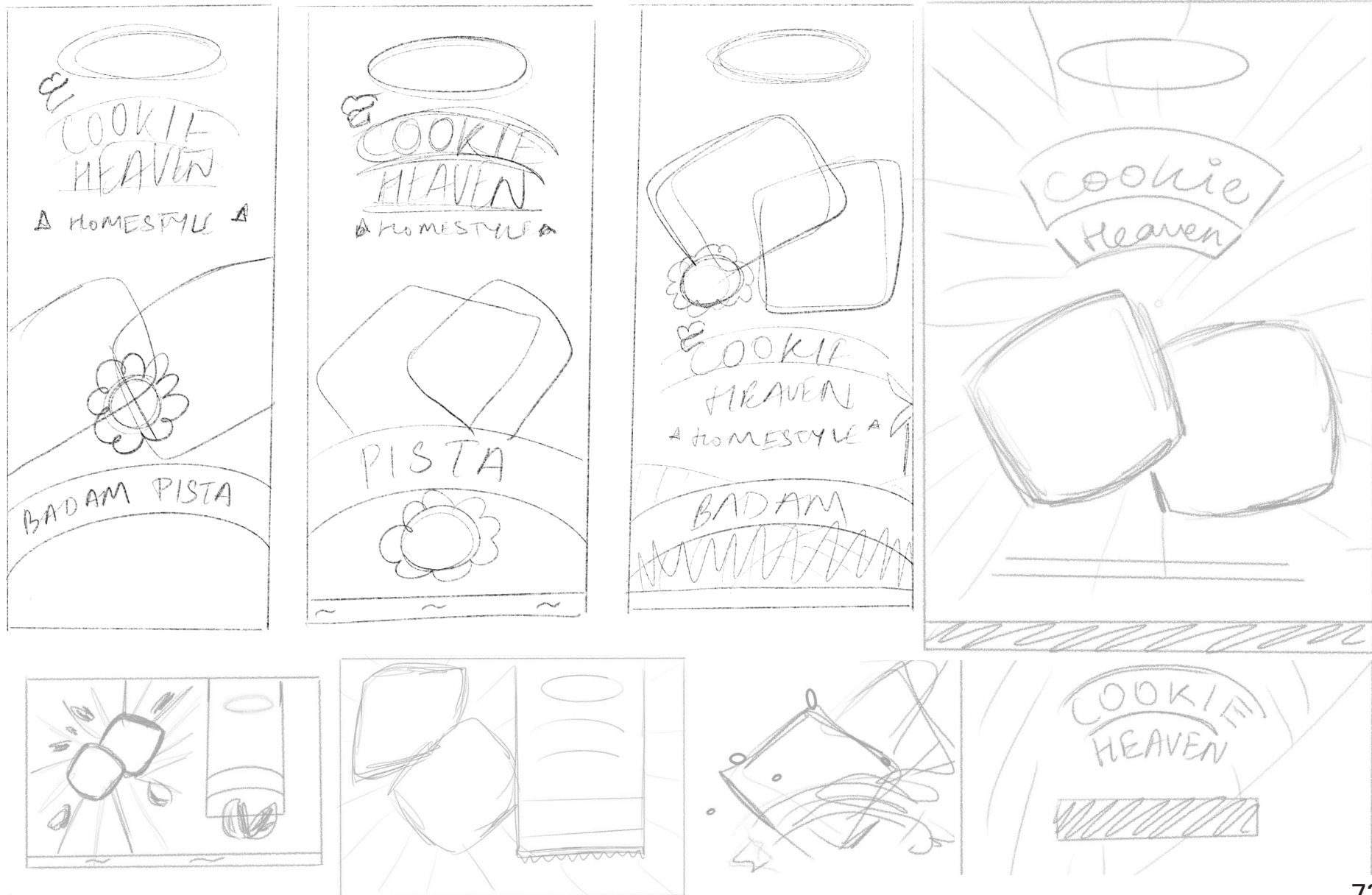
// Explorations

It all starts with a sketch









// First Draft

coming up well

Owning the oceanic teal blue- as the brand colour marks a distinction and helps set apart the brand on shelf with its competitors.

Using specific flavour variant colours as established earlier, along with the brand blue, helps break the monotonous single coloured packs on shelf, helping Haldiram's as a brand, to stand out.

- Label system on the right, while the main KV element is on the right- as consumer's eyes, focus first on the scrumptious KV.
- Stamps to carry out secondary communication
- Balancing out the flavour variant colour as well as the brand blue.
- Starburst element on the background as well as the farm illustration, to bring in excitement as well as homely feeling, that the product carries with it.



A semi circular shape- close to that of Haldiram's oval logo is used to guide the eye from the KV towards the label.



A wave like element as the footer, to bring in some emphasis on the KV and label, while balancing out the linear shape of the starburst in the background



A different label system, carrying out important secondary information right below the category copy.



A deeper shade of blue for the label is used, to provide premiumness and good contrast against lighter and brighter background.



Blue has been forgone, to try to provide various perspectives and possibilities to the client. The contrast sits well and provides automatic freshness.

// Brand Assets

building an identity

Building Trust



Hard shadows to make KV look scrumptious interesting. Highlighting main Cookie as well as the ingredients.

Haldiram's Legacy



Communicating through the legacy that Haldiram's carries with itself since its establishment.

Excitement



Adding graphic elements that accentuate the look and feel of the pack, making it more modern and up to date.

// Finalised Colour & Typography

conveying a story



PISTA



BADAM/ BADAM PISTA



KAJU PISTA



KAJU



ATTA



FRUIT N' NUT



AJWAIN



JEERA



COCONUT



BESAN KHATAI



NANKHATAI

COCONAT

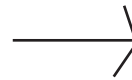
ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

LEAGUE GOTHIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

A good balance between the typefaces, enhances the products to be cohesive in nature. San Serif and Serif fonts are used to establish a well balanced look and feel of the entire product.

// Finalised layout



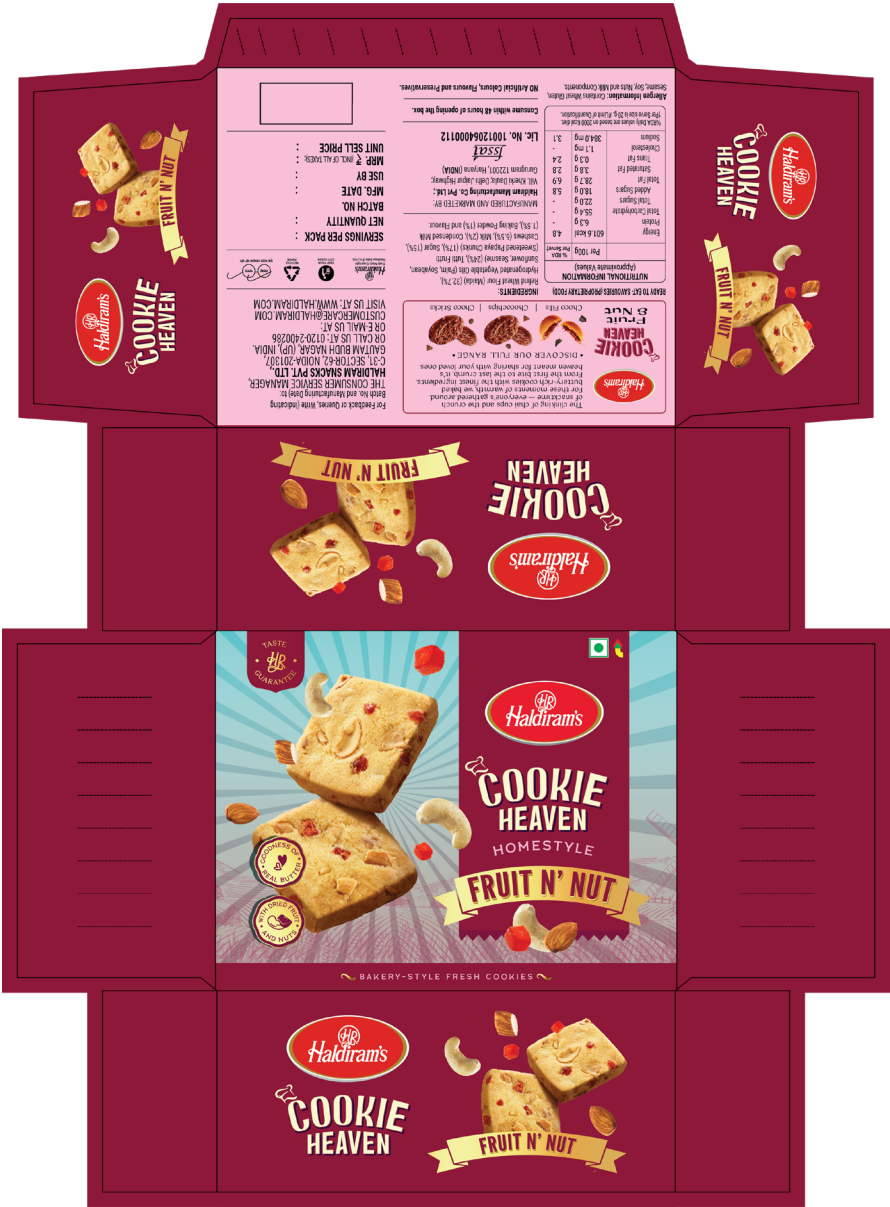
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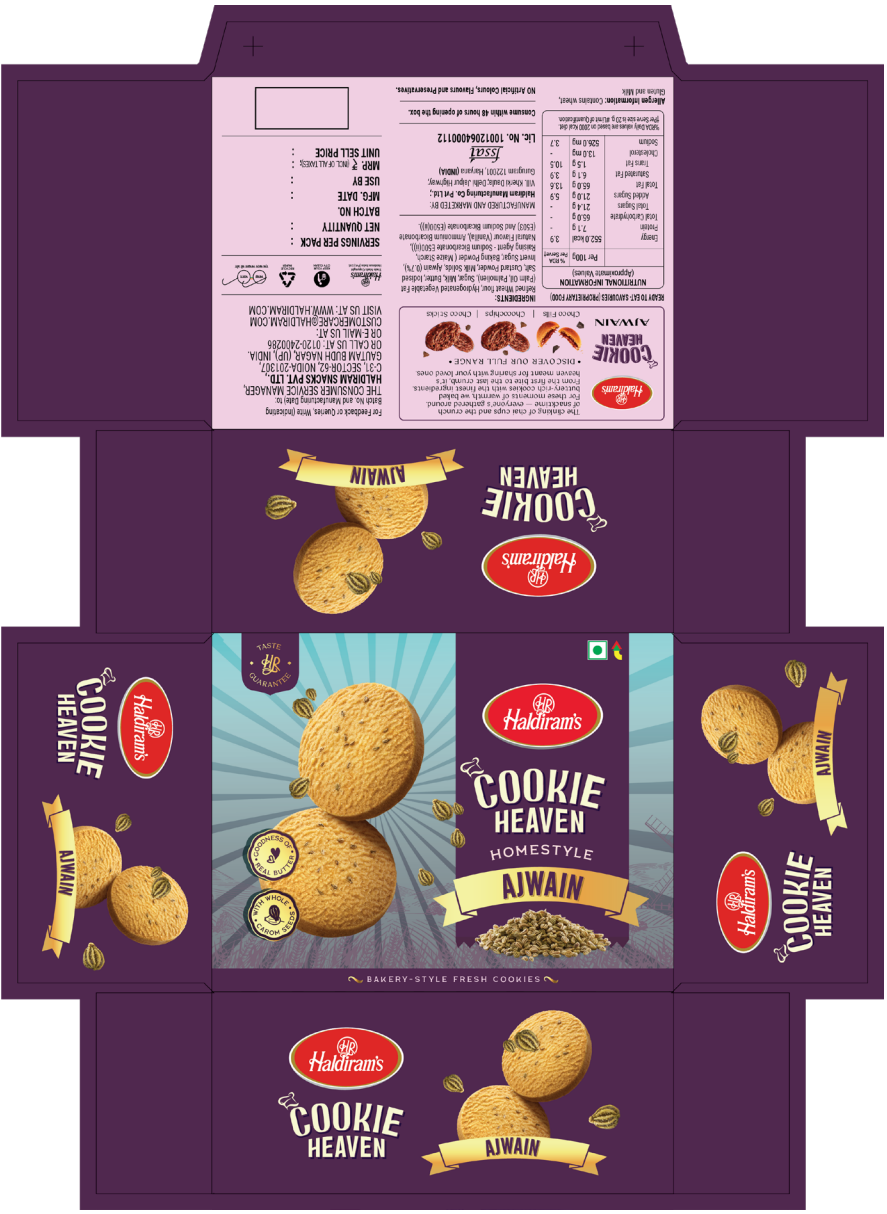


// Finalised Designs here we go!









// Indulgent

Chocolate cookies

Rich Chocolate: Indulgent chocolate cookies feature high-quality cocoa powder or chocolate chips, providing a deep, intense chocolate flavor that forms the base of the cookie.

Brown Sugar or Dark Chocolate: Brown sugar or dark chocolate is used for sweetness, offering a rich, caramel-like flavor that complements the chocolate and adds depth to the cookies.

Vanilla: Vanilla extract enhances the chocolate flavor and adds a subtle sweetness, balancing the richness of the chocolate and butter.

Chocolate Chips or Chunks: Chocochips, chocosticks, or chocolate-filled centers provide bursts of chocolatey goodness throughout the cookie, adding texture and intensifying the chocolate flavor.

*INDULGENT COOKIES- International
chocolate cookies*

*CHOCOCHIP COOKIES
CHOCO STICKS
CHOCO FILLS*

// Visual Category

codes



Colour Scheme:

- Dark bright colours- Blues, Browns, Red maroons and Pinks
- Colours are usually symbolic to how the indulgent cookies feels.
- Providing a feeling of a the Jester archetype you only live once

Typographical Heirarchy:

- Brand Logo is large and distinctive (Incase of a sub brand, the sub brand is the larger and distinctive one compared to the main brand
- The flavour of the cookies is given a special placeholder.
- San serif, light fonts are used to combat the dark shades and tones of the colours.

Graphic Elements:

- Strong use of imagery.
- Strong gradients- halo like effect
- Kv is highlighted with complementary colours.
- Not much use of patterns

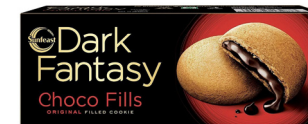
// Shelf analysis



CHOCOCHIP COOKIES



CHOCO STICKS



CHOCO FILLS



// Finalised Colour & Typography

conveying a story

Richness: Jewel tones add a luxurious touch, enhancing the indulgent perception of chocolate cookies.

Visual Contrast: The vibrant jewel tones create an eye-catching contrast against the dark brown of chocolate cookies, making them more enticing.

Value Association: These colors are associated with preciousness, elevating the perceived value and quality of the cookies.

Emotional Appeal: Jewel tones evoke warmth and comfort, enhancing the emotional experience of enjoying chocolate cookies.

Distinctiveness: Using jewel tones helps the packaging stand out in a crowded market, making the product more memorable and appealing to consumers.



CHOCOCHIPS



CHOCO FILLS



CHOCO STICKS

COCONAT
ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

HIKOU
ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

A good balance between the typefaces, enhances the products to be cohesive in nature. San Serif and Serif fonts are used to establish a well balanced look and feel of the entire product.

// Brand assets

building an identity

Building Trust



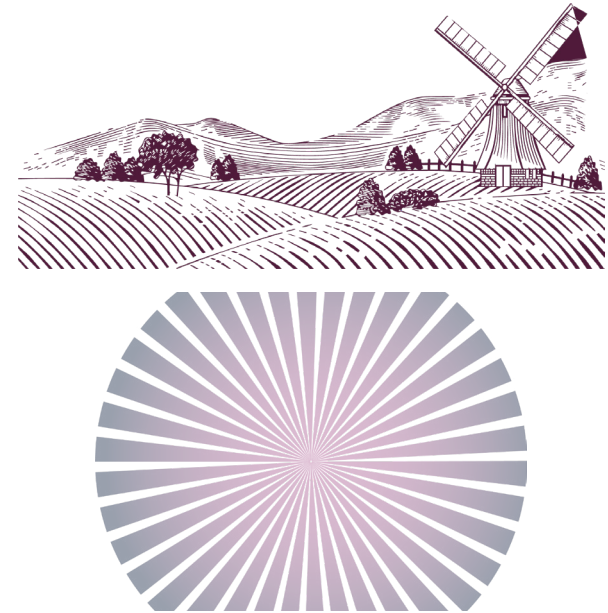
Hard shadows to make KV look scrumptious interesting. Highlighting main Cookie as well as the ingredients.

Haldiram's Legacy



Communicating through the legacy that Haldiram's carries with itself since its establishment.

Excitement



Adding graphic elements that accentuate the look and feel of the pack, making it more modern and up to date.

// Adapting *master design from Homestyle range*



A box form.
Gradient adding a halo type effect to the
cookie KV.



A long format box.
Centric label system for clear visual heirarchy.



Jar format.
Centric label system for clear visuals and
information heirarchy.

// Cheerful, Vibrant, Festive,
Enthusiastic, Delectable



STREET STYLE

STREET FOOD AT HOME!



The “Street Style” range of Haldiram’s refers to a collection of snacks inspired by the vibrant flavors and culinary traditions found in Indian street food. These snacks often include popular street food items like Bhel Puri, Pani Puri, Sev Puri, and various chaats, which are beloved for their bold flavors and textures. Haldiram’s street style range offers a convenient and hygienic way for consumers to enjoy these classic street food experiences at home or on-the-go. These snacks typically come in convenient packaging and are designed to capture the essence of street food while ensuring quality, taste, and authenticity.

// Whom *does this range appeal to?*

Urban Millennials and Gen Z: Young urban consumers, particularly Millennials and Gen Z, are drawn to street-style products for their trendy appeal and adventurous palate. They seek bold and unique flavor experiences that reflect their desire for exploration and authenticity.

Food Enthusiasts: Street-style products attract food enthusiasts and culinary adventurers who enjoy experimenting with different cuisines and flavors. These individuals appreciate the bold and vibrant taste profiles of street food and seek out authentic options to satisfy their cravings.

Urban Professionals: Busy urban professionals often turn to street-style products as convenient and satisfying snack options during their hectic routines. These products offer a quick and flavorful solution for on-the-go snacking without compromising on taste or quality.

Cultural Explorers: Consumers with an interest in exploring diverse cultures and cuisines are attracted to street-style products under Haldiram's. They view these snacks as a gateway to experiencing the vibrant and eclectic street food scene of India from the comfort of their own homes.

// What *occasions for this range?*

Festive Celebrations: During festivals like Diwali, Holi, Navratri, or Eid, chaats are often served as part of the festive feasts and gatherings. Their vibrant flavors and colorful presentation add to the festive ambiance and elevate the celebratory mood.

Street Food Cravings: When craving a taste of the bustling street food culture of India, individuals may indulge in chaats to recreate the experience at home. Whether it's a desire for spicy golgappas, tangy bhel puri, or savory aloo tikkis, chaats offer a delicious reminder of the vibrant street food scene.

Family Get-Togethers: Chaats are often enjoyed during family get-togethers, picnics, or barbecues, where they serve as crowd-pleasing appetizers or snacks. Their shareable nature makes them ideal for social gatherings, allowing everyone to sample and enjoy a variety of flavors.

Casual Outings: Whether it's a day out with friends, a visit to the beach, or a leisurely stroll in the park, chaats are a popular choice for casual outings. Their portable nature and finger-food appeal make them convenient snacks for enjoying on the go.

Movie Nights or Game Days: Chaats make for tasty accompaniments during movie nights at home or while cheering on favorite teams during game days. Their bold flavors and satisfying crunch make them perfect snacks for munching on while immersed in entertainment.

Craving for Comfort Food: Sometimes, individuals crave chaats simply for the comfort and familiarity they provide. Whether feeling nostalgic for hometown flavors or seeking a pick-me-up after a long day, chaats offer a comforting and satisfying culinary experience.

Products *in this category*

*BHELPURI CUP
BHELPURI WITH CHUTNEY
BHELPURI WITH CHUTNEY POWDER*

PANI PURI

*FATAFAT BHEL CUP
FATAFAT BHEL*

// Shelf analysis

what is going on?



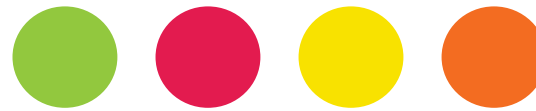
// Colour and Typography *make it stand out*

Vibrancy and Energy: Bright orange and green colors capture attention and evoke excitement, mirroring the dynamic atmosphere of street food markets.

Freshness and Natural Ingredients: Green symbolizes freshness and natural ingredients, aligning with the perception of street-style snacks as wholesome options.

Cultural Significance: Orange and green reflect the vibrant decorations of Indian street food stalls, showcasing the rich cultural heritage of Indian cuisine.

Psychological Impact: These colors evoke feelings of joy, excitement, and optimism, enhancing the overall consumer experience and brand perception.



Bright saturated colours with good contrast

COCONAT
ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

// Brand Assets

an ode to the customers

Building Trust



The KVs established authentic product inside the pack.

Communication



The stamps communicate the right secondary information that adds value to the pack. The legacy band acts as a promise to customers.

Excitement



Bunting add to the street style nature of the range. Illustrations add to the charm of the pack

// Final Designs ready to go!





// On the go, Fun, Joy, Excitement,
Tangy and Quick







// Conclusion *and its done*

These past four months have been a profound learning journey, particularly in honing soft skills that are invaluable in the realm of design. I've come to appreciate the importance of patience and determination in fostering thoughtful processes and creating impactful designs.

My time at Please See// has been transformative, opening doors to a multifaceted learning experience unlike any other. I've gained practical insights into printing, business dynamics, and marketing strategies, all of which have broadened my perspective on design. These aspects are intricately interconnected, forming a cohesive environment essential for the conception and function of a design.

Throughout this period, I encountered weeks that seemed to pass by in a blur, while others tested my patience with their slower pace. The iterative process of research, ideation, exploration, design, and execution often felt demanding, yet it was in navigating these challenges that I truly grew. Interacting with clients further underscored the importance of effective communication and understanding their needs. Each interaction provided valuable insights, shaping my approach to future projects and reinforcing the significance of client collaboration in the design process.

In conclusion, I would summarize my graduation project as something that has assisted me with developing, articulating and transforming the opportunities into actions.

// Reflective Note *it was all worth it!*

The past four months have been a whirlwind of emotions, marked by both lows and highs.

Stepping into the bustling city of Bombay was an exhilarating experience, filled with anticipation and excitement. The allure of working in a renowned agency in Bombay had always been a dream of mine, but I quickly realized that turning this dream into reality would require immense dedication and hard work.

Adjusting to life in a new city and a new agency was daunting. The fast-paced environment and the pressure to excel in my work stirred up feelings of nervousness and self-doubt. The thought of being judged by others for my performance weighed heavily on my mind. However, amidst these challenges, I discovered a silver lining—the opportunity to forge meaningful connections with colleagues who soon became like family. Their support and camaraderie helped alleviate the initial fears of fitting in. Yet, despite finding a sense of belonging, bouts of homesickness would often catch me off guard, reminding me of the distance from my roots. However, I persevered, drawing strength from within to navigate through the emotional turbulence.

The reality of the industry hit hard. It's not a smooth ride—it's filled with obstacles and challenges at every turn. But amid the chaos and the pressure, there's an undeniable sense of fulfillment and joy in pursuing one's passion. It's the journey itself that holds significance, with each experience molding and shaping us into better professionals and individuals.

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