

PGDM – Marketing – 2016 – 18 Batch – RURAL MARKETING
– IV Trimester End Term Exam

K.J.SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course : PGDM – MARKETING – 2016 – 18 Batch
IV Trimester End Term Exam
Sub : RURAL & SOCIAL MARKETING

Date of Exam : 20/09/2017

Time : 3 Hours

Marks: 50

Note : (i) Apply the theoretical framework for the case study
(ii) Quality and not Quantity will be given due weightage for Marks

I . Attempt the following Case Study – Compulsory

Haldiram’s – The Crowned King of Indian Snacks

Haldiram's is a major Indian sweets & snacks manufacturer based in Nagpur, Maharashtra, India. The company has manufacturing plants in Nagpur, New Delhi, Kolkata, Bikaner. Haldiram's has its own retail chain stores and a range of restaurants in Nagpur, Kolkata, Patna, Lucknow, Noida and Delhi. In contemporary times, Haldiram's products are exported to several countries worldwide, including Sri Lanka, United Kingdom, United States, Canada, United Arab Emirates, Australia, New Zealand, Japan, Thailand and others.

Crafted over decades of hard work, the Haldiram brand is now one of the most recognisable entities in India. The whole story began in the first half of the 20th century, with one Ganga Bhishan Agarwal using his entrepreneurial skills to write the first chapter of the Bhujia Baron's now Rs 5,000 crore company.

The business started with one man in a very small shop in Bikaner and is today a Rs 5,000 crore empire and one of India's Superbrands. What is astonishing is that most of the business owners and leaders within the family had hardly studied beyond eighth standard and yet they demonstrate such a strong business acumen and instincts to build an industry leading business.

While traditional values of hard work and graft are important to the family, they understand the need to balance those with a modern inclusive culture and professionalism as demonstrated by Haldiram's Delhi. Continuous innovation is the key to keep a business growing. It isn't just important to play to one's strengths but also keep pace with the ever changing demands of the market place and Haldiram's always managed to do this with its innovative product lines from the restaurant dishes to frozen foods. The Haldiram family's single-minded determination to preserve the business and make a mark for themselves, has been passionately attached to the brand, deriving its identity and thereby pouring sweat, blood and profits back into the business.

Haldiram’s – The Beginning

The company is over 60 years old. The story of the brand dates back to 1937 to a town called Bikaner in Rajasthan where Haldiram's was a small snack shop owned by Gangabisanji Agarwal, known as Haldiram Agarwal. In 1982, the business began expanding and set up its first shop in Delhi. A decade later, the company started to export to the U.S. Globally, Haldiram's

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products are now available in over 50 countries and occupy considerable shelf space in supermarkets like, Tesco, Somerfield, Spinneys and Carrefour. In India, Haldiram's also manages and owns restaurants serving Indian street food specialties. On an average, according to the company sources, its restaurants uses 3.8 billion litres of milk, 80 million kilograms of butter, 62 million kilograms of potato and 60 million kilograms of pure ghee each year. Among its 30 varieties of namkeen, perhaps the most popular is its Aloo Bhujia, spicy potato noodles made using gram flour and spices originating the home of Haldiram's: Bikaner.

Rural Sports

Traditional Indian sports have been played in villages since ages. Though most sports lovers in the country follow cricket, hockey, tennis and even English football on television, disciplines like kabaddi, archery and wrestling are fast catching up. But there are some sports people hardly know anything about. Take a look.

Mallakhamb is known as the Indian version of gymnastics combined with martial arts. Athletes perform acrobatic feats on a rope and pole. To excel at Mallakhamb one has to have controlled movement and perfect body balance. More than anything, the sport calls for intense mental concentration. The farmers of Punjab have been hosting the Kila Raipur Sports Festival, called Rural Olympics, near Ludhiana, in Punjab every year since 1933. Motorbike stunts, pulling vehicles with the hair, ears and teeth, acrobatics on horseback, racing bullock carts, wrestling, weightlifting, lifting bicycles with the teeth – these are just a few of the astonishing events that one can witness during this sports festival. It is definitely not recommended for the fainthearted!

Kambala Buffalo Race was originally practised as a symbolic thanksgiving to God for keeping the bovines protected against diseases. The race is annually held in coastal Karnataka. The 'track' used for the race is a lush green paddy field and the contest takes place between two pairs of buffaloes controlled by a whip-lashing farmer.

The Sikhs developed Gatka as a martial art form to be used in self-defense against the Mughals. This sport of Punjab draws its name from the wooden sticks used for sparring. Gatka can be practiced either as a sport or ritual. The sport form is played by two opponents wielding wooden staves called gatka. These sticks may be paired with a shield. Points are scored for making contact with the stick.

With actions performed to the accompaniment of drums and chanting of the holy verses, this sport of Punjab draws its name from the wooden sticks used for sparring. Polo is played on horses and in the water; but it is played with elephants. It is played that way in Nepal, Sri Lanka, Rajasthan (India), and Thailand. The game seems to be endless given the massive size of the elephants and the time it takes for the player to manoeuvre them around to hit the ball. Equipment consists of a standard polo ball and six to ten foot cane (similar to bamboo) sticks with polo mallet head on the end. Believed to have originated during the 1900s, this game is popular among the women who are allowed to use both hands to hold the polo stick unlike the men.

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Vallam Kali is a traditional boat race in Kerala. The Nehru Trophy Boat Race is a popular Vallam Kali event held in the Punnamada Lake near Alappuzha. It is mainly conducted during the season of the harvest festival Onam. The snake boat race of Alleppey is a major tourist attraction. Moving with a rhythm, the paddlers work in perfect synchronization and the roaring crowds act as their cheerleaders.

Kalaripayattu, a typical martial art form of Kerala, has been hailed as the ‘mother of all martial arts’. It consists of kicking and striking action and often accompanied by the use of weapons in self-defense. Kalaripayattu is marked by an inherent grace that makes it a pleasure to watch.

Yubi Lakpi is a traditional game of football played in Manipur but instead of a football it uses coconut as the ball. The sport is played like rugby with coconut in the players hands. The two teams battle for an oil-soaked coconut that they have to carry through the goal line to a box placed at one end of the field. It literally means ‘coconut snatching’.

Loving Rural Sports

Union Minister of Youth Affairs and Sports, Rajyavardhan Singh Rathore announced that the first edition of Rural Games or **Grameen Khel Mahotsav** kick-start from Delhi and will take place between 28th November to 3rd December, 2017. The Rural Games main aim is to popularise the indigenous games like wrestling, athletics among various others sports activities and would also have fun games like Matka Race, Tug of War for senior citizens to add the fun element in the games. Grameen Marathon marks the beginning of the Rural Games fever with an approximate participation of 16,000 youth from Rural Delhi, last year. In the first stage, the games will be held in Alipur, Mehrauli, Nangloi, Najafgarh and Shahadara where 10,000 – 12,000 youngsters will participate and the second stage will commence on 30th November – 5th December 2017 which will have inter-block games to be held at Bathinda, Punjab.

The Sports Minister further stated that the Ministry of Youth Affairs and Sports will also urge various State governments to replicate these Rural Games in their respective states and create a mass sporting event across India enabling grassroots level players and talented youngsters to showcase their talent.

Haldiram’s Goes Social

Haldiram’s the glorious brand from Nagpur, is the number one company for Indian snacks and namkeens. It also owns chain of restaurants that serve delicious vegetarian food. The company is now into the third generation family managed business. The brand wants to enter into deeper pockets of Rural India and for this, the company planned a Social Marketing Strategy; to be precise Cause Related Marketing and has decided to sponsor and support Rural Sports. The company earmarked “**Grameen Khel Mahotsav – 2017**” which is in its Second Edition. It’s interesting to note that Pro Kabaddi League has more fans in Rural India than Urban India. With the success of Dangal, the Amir Khan starrer on rural wrestling, this movie went on to break records not only in India but also in China. Haldiram’s wants to encash on this and promote rural sports in a big way. The company earmarked around Rs. 200 crores for promoting Rural Sports

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across India.

Questions :

1. *How can Haldiram's Products penetrate the rural markets ? Design and Identify which distribution strategy model do you think would suit for Haldiram's entry into rural markets ?*
2. *How can Haldiram's leverage the tie – up with Rural Sports into their brand positioning strategies and associate “Health” as a Big Idea ?*
3. *Design a Go – To – Market Strategy for Haldirams Rural Launch in the Punjab State ?*
4. *Do you think the idea of Haldiram's to promote rural sports is a good strategy as a part of their social marketing strategy ?*
5. *If you are the team of SportsX, the ad agency specialized for sports promotions, design the following*
 - a) *Social Marketing Plan*
 - b) *Social Marketing Strategy*
 - c) *Cause Related Marketing*
