

MARKETING WORLD CUP 2011

Parl - E - Carte

Crazy Lazy Food



INDIAN 'READY-TO-EAT' FOOD INDUSTRY

The ready-to-eat foods are the foods intended to be consumed as they are. These foods do not require additional cooking and are usually stored in refrigeration or at room temperature. The RTE market in India which had estimation at Rs. 128 crore in the year 2006 is expected to expand to reach Rs. 2,900 crore by 2015. The factors contributing to the growth would be advancements like cold chain development, disintermediation, streamlining of taxation, economies of scale on the supply side, increased disposable incomes, diminishing culinary skills and the need for convenience on the demand side.

India has a relatively young population with close to 55% of population in the age group of 10-30 years. This group is also high in consumption and therefore, this trend is expected to provide a further boost to the growth of RTE food consumption in India. Money spent by Indians on RTE foods has more than doubled in the past decade and is expected to further double in the next 5 years. Thus, there lies significant growth potential for the sector and its investment attractiveness.

About Parley Food and Beverages Ltd -

Parley is India's second largest foods and beverages company with wide variety of fast-food and RTE products like in the category of snacks, juices and biscuits.

Some of the famous brands of PFBL, their category and current positioning are given in the following table:

<u>BRAND</u>	<u>CATEGORY</u>	<u>Details</u>	<u>Current Positioning</u>
Bonako	Biscuits	Low calorie salty biscuits	Delicious biscuits made to add twist to your ordinary moments
Parley's Waferz	Snacks	Spicy Potato Chips	Chips meant for time pass
Milky Masti	Biscuits	Glucose Biscuits	Good for young and growing children
Hide and Sleek	Biscuits	Chocolate cookie biscuit	Incredibly tasty and difficult to resist
Thirst	Juices	Fruit juices	Healthy and refreshing

Craxx Corn Rings

Craxx is a famous spicy corn rings brand in snacks category manufactured by RMD Foods Ltd. Craxx Corn Rings is a unique corn based, non-fried snack available in 3 unique flavours – Masala, Tomato and Pudina. Craxx is famous for being 'light & crunchy' and comes in two prices of Rs 5 and Rs. 10. The company that owns Craxx, RMD Foods Ltd. has always positioned it for tasty 'snacking' and has always targeted kids.

Parley has recently acquired Craxx from RMD Foods Ltd. and is all set to include it in its line of snacks with an altogether new positioning with a new target segment.

Round 1 –

Participants are required to do a need gap analysis of the new entrant (Craxx) in the product line of Parley keeping in mind that the target segment being 10-30 years. Submission should contain the positioning statement in the presentation.

Round 2 –

The company has to plan an integrated brand promotion (IBP) keeping in mind the positioning statement selected in round 1.

Tools planned for IBP are as follows –

- Point of Purchase (in-store) materials
- Direct marketing (catalogues, infomercials, email)
- Personal Selling
- Internet advertising
- Podcasting
- Event sponsorship
- Brand entertainment (product placement on TV shows, in movies)
- Public relations
- Influencer (peer-to-peer) communications
- Corporate advertising

Participants have to choose at least 5 of the above mentioned tools and present the strategy explaining 'how will they use them for effective IBP'.

Guidelines -

- Participants must prepare a Power Point Presentation of not more than 15-20 slides. Each team will be given 15 minutes for presentation followed by 5 min. of Q&A session.
- The target segment for the above promotions is 10-30 year age group.

Deadline for Round 1: 11.59 P.M. 15/11/11

Conquerors Bounty Prize worth Rs 35,000



PARL-E-CARTE

Rules for the event

- The team can be represented by a minimum of 2 and maximum of 3 participants
- The Participants are required to submit a softcopy of their entry for the qualifying round before 15th November 2011, 23:59 hrs to the Markup email id (markup.imt@gmail.com). The subject line of the email should be Parl-e-Carte _<Team Name>_<college name>. For ex. If the team ABC is participating then the subject should be Parl-e-Carte _ABC_IMT.
- The Presentation must be in Microsoft PowerPoint Presentation format only (ppt/pptx) and must be limited to a maximum of 15 slides, not exceeding 4MB in size.
- The cover page/slide should include details about:
 - The team name
 - The Participants name, phone numbers and email ids
 - The Institute Name
- Please adhere to the timelines aforementioned, otherwise the entries will not be considered
- Once the entry is submitted no changes are allowed either in the document sent or in the team composition.
- The organizers reserve the right to extended deadline and/or modify the event as considered fit. In case any changes are deemed necessary the same will be communicated via the MWC website: <http://mwc.clubmarkup.com>
- The decision of the organizers will be final and binding on all contestants

Rules for MWC

1. Registration is compulsory to participate in the events of the Marketing World Cup
2. Once registered the teams need not separately register for any of the individual events
3. Team size can be minimum 3 members and maximum 8 members
4. The names of the participating members (from a team) for an event must be sent along with the entries for the contest. The number of participants for each event will vary and will be mentioned along with the other details of the event in the event document.
5. Certificates would be awarded to the Winners and the Runners Up of every event
6. Besides prizes, the top 5 teams from every event will be awarded points which will reflect on the MWC scorecard. The scorecard will be available online, and teams can keep track of their positions in the run up to the Cup
7. The team with maximum points accumulated on the scorecard will be awarded the coveted Marketing World Cup
8. All participants must carry their college id cards

For queries contact

Sambhav Jain: +91-88268-90605
Shivam Mehrotra: +91-88268-90799



MWC.CLUBMARKUP.COM

