

15th Poultry
Kn**wledge**
Day 21 NOVEMBER

SHAPING THE FUTURE

OF INDIAN POULTRY SECTOR



Shift from Commodity to Brand – *a journey*

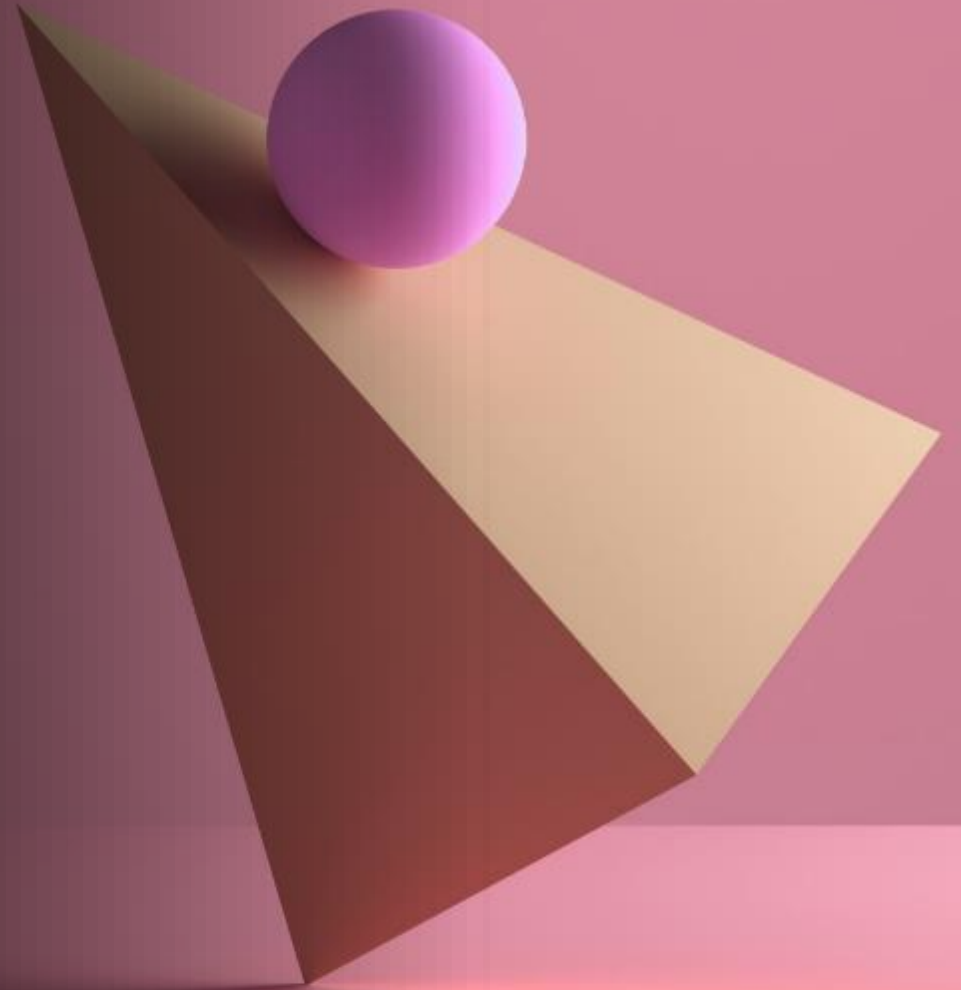
Debaraj Das





Shift from Commodity to Brand – a journey

Debaraj Das



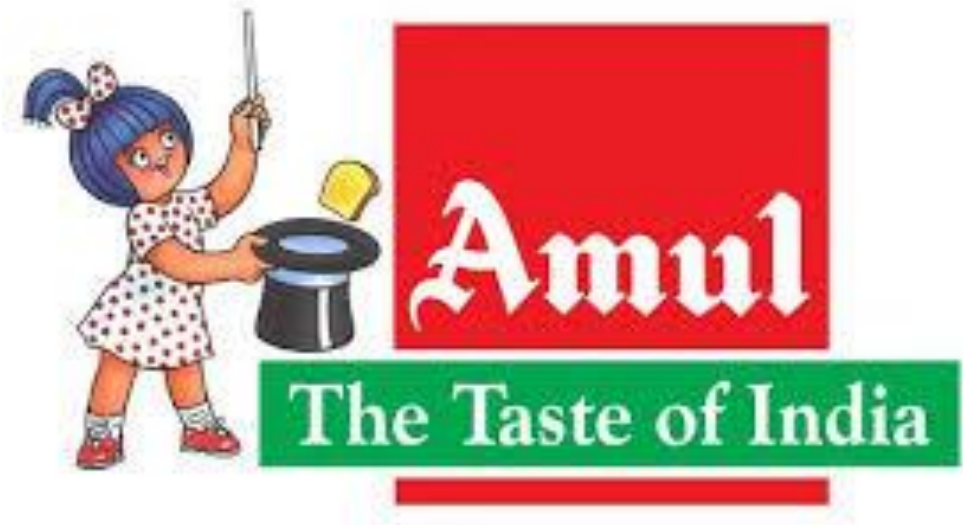
Commodity

- Primary agricultural product traded in bulk.
- Undifferentiated
- Easily substitutable
- Buyer-driven market
- High volatility



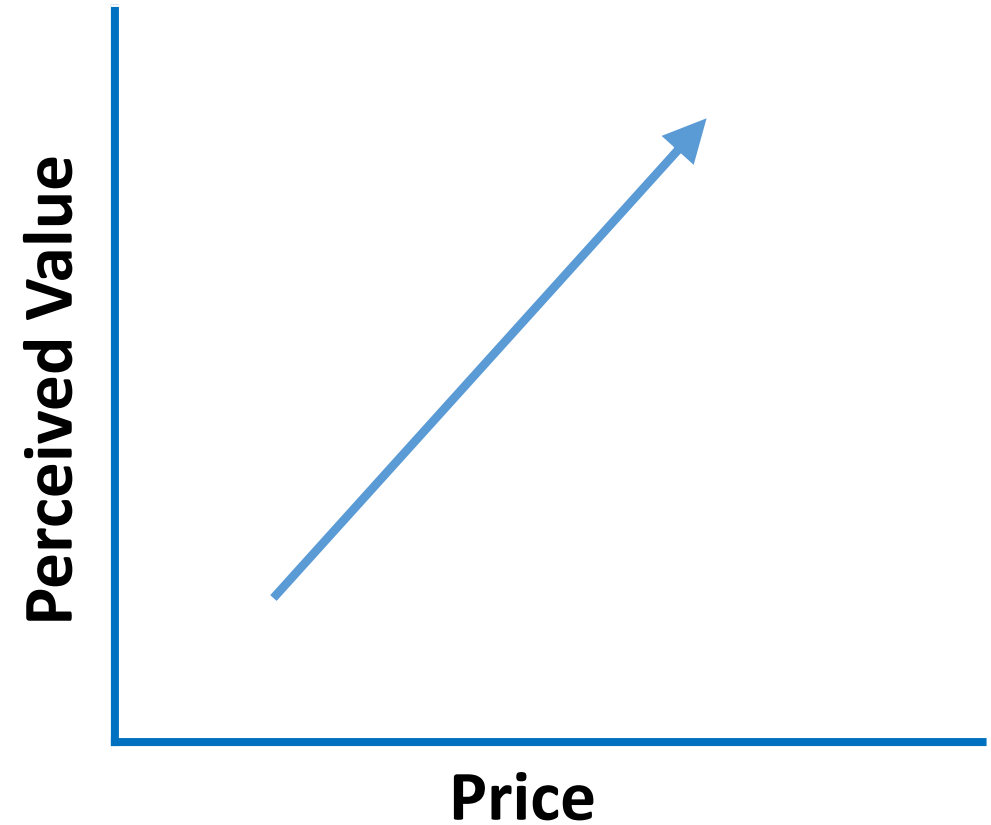
Brand

- An intellectual property that distinguishes one product from another.
- Value proposition
- Traceability
- Differentiated



Chicken: a commodity or brand

- Consumers in India still see chicken as a commodity
- Price is probably the sole deciding factor
- A perfect fit into the VUCA World
 - Volatility
 - Uncertainty
 - Complexity
 - Ambiguity



Baramati agro[®]
— Linking the Basics

1988



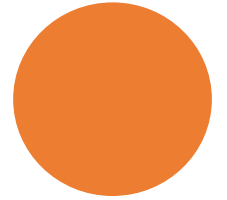
2015

 **Chicken Vicken**[®]
Meat lovers' destination

2017

Brand Building

- Break the myth:
 - Fresh means live chicken
- Value Proposition: *COVID-19 lessons*
- Focus on 3 Cs:
 - Consistency of Quality
 - Consistency of Service
 - Consistency of Customer Experience



Building the Brand 7P Strategy

- Product
- Place
- Price
- Promotion
- Process
- People
- Partner



Products



Chicken Vicken®

Meat lovers' destination

*We know our chicken
because we grow our
chicken*

- Fresh
- Hygienic
- Tender and fibreless
- Clean store experience
- Premium
- Perfect yield



Chicken Kheema



Whole Chicken



Chicken Leg Boneless



Chicken Breast Boneless



Chicken Wings



Chicken Curry Cut



Chicken Gizzard



Chicken Leg



Chicken Drumstick



Chicken Liver



Chicken Lollipop





Place

- City: Pune, Mumbai, Nasik, Kolhapur, Satara, Sangli, Solapur, Goa
- Location: Learning from COVID-19
- Consumer: Middle class and above
- Visibility: Imagery Psychology

Price

- Cost plus basis
- Premium compared to Live stores
- Value for money



Promotion

- Back to basics approach
- Bottom up
- Focus on BTL and TTL – no celebrity ads
- Loyal customers – promoters



Promotion

- Shop Branding
- Auto and Cycle Branding
- Van Promotion
- Social Activities
- Social Network
- Digital Marketing
- Radio,.....



**Chicken
Vicken®**

Meat lovers' destination



Hygienic, Fresh,
Chilled Chicken



Perfect Yield at
Offered Price



Clean Store
Environment



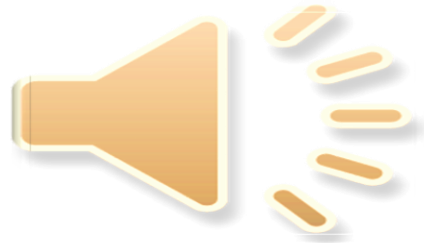
Premium, Juicy &
Fiberless Chicken







Radio Jingle



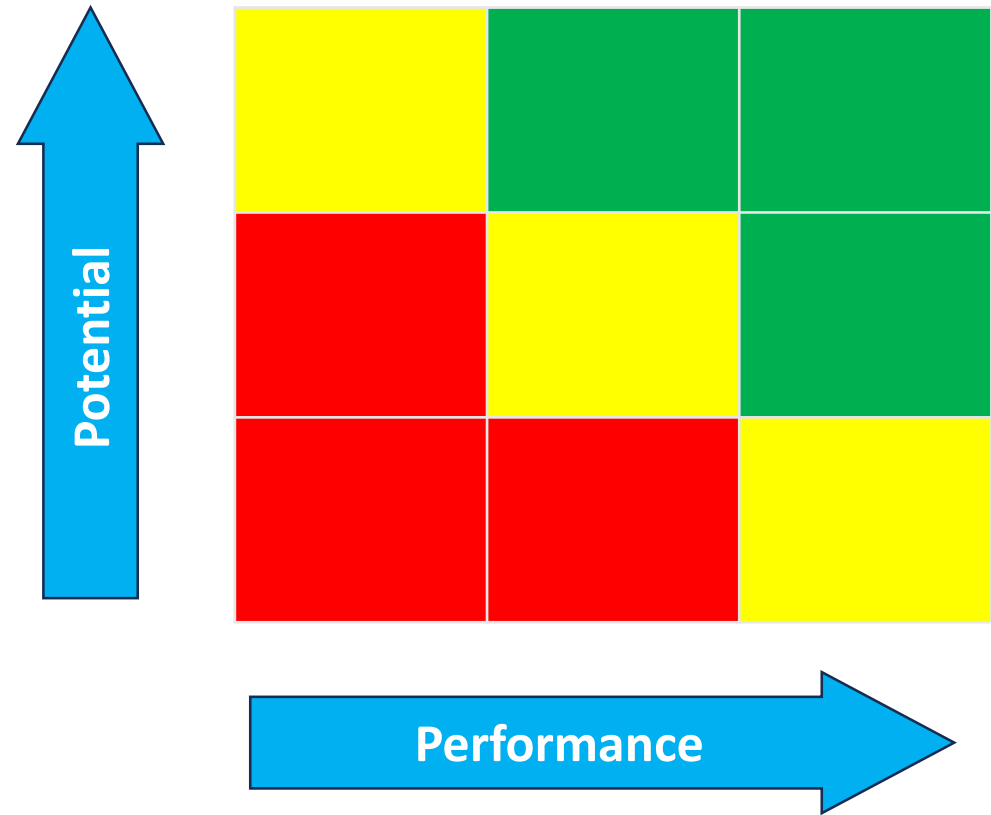


Process

- FSSAI Certified processing unit
- Maintaining the cold chain
- 100% Franchisees on POS
- End-to-end supply chain digitally controlled with SAP integration
- Pricing information online and QR Code enabled
- CRM – Phone, mail, face-to-face
- Bird size control

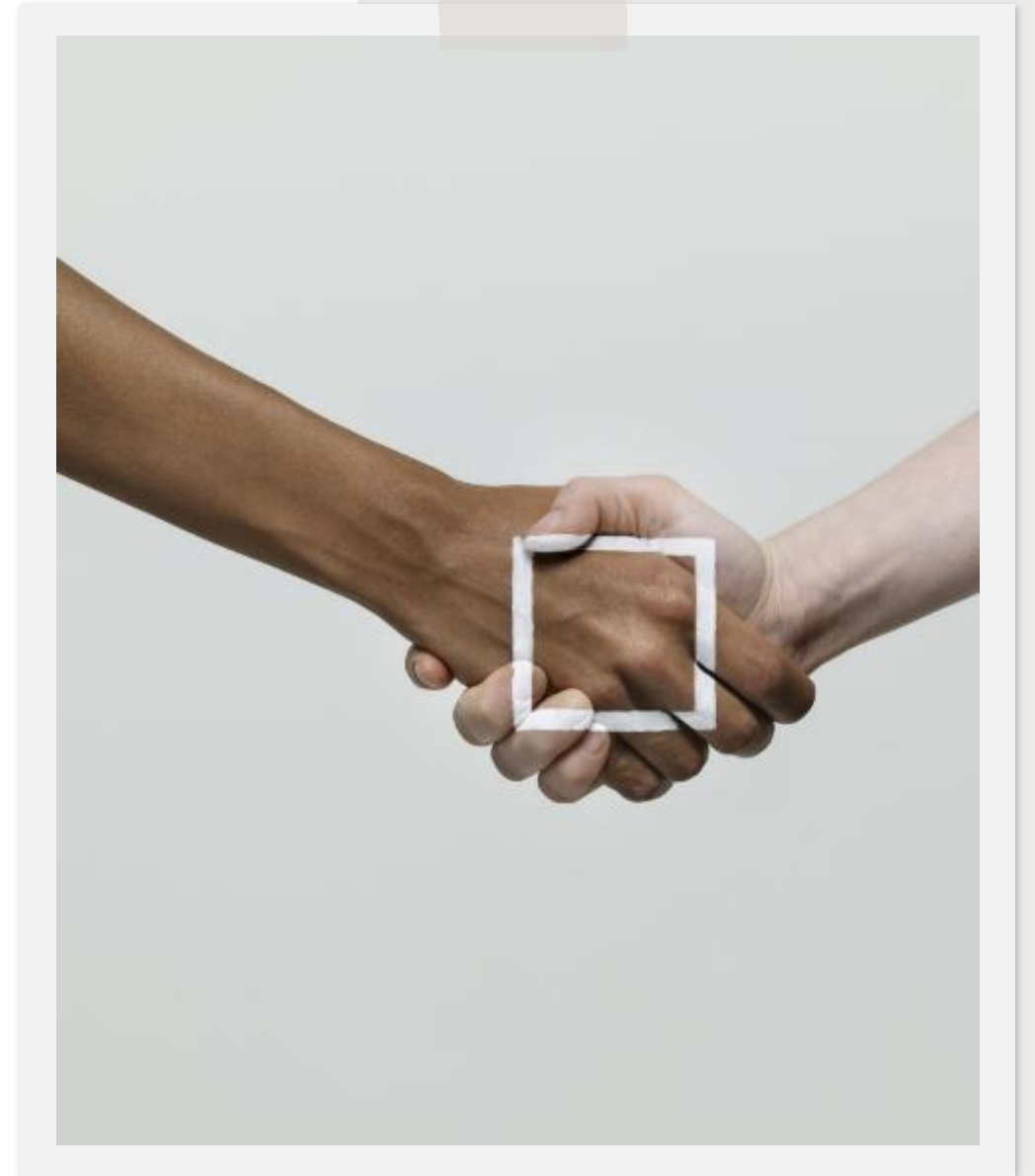
People

- Hire for attitude, train for the skill
- Learn, Perform, and Progress



Partners (Franchisees)

- Ownership
- Commitment
- Adherence to SOP
- Customer engagement/
experience

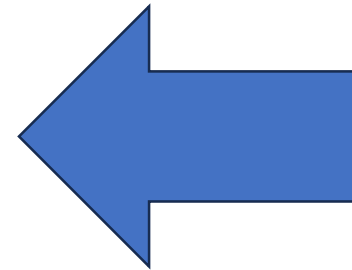








When your brand identity is created, then there is a risk of copying.



Murshidabad

Brand success - Consumerism

Consumer Behaviour depends on:

- Affective – emotional response - feelings
- Cognitive – mental response - thoughts
- Conative – behavioural response - observable
- Situational factors (such as the pandemic) impact the responses

It is a slow process. But when it happens there will be a paradigm shift.

Brand success

Recognising value in a brand (such as the “Chicken Vicken” outlet) takes time

- Promises made - promises kept
- The 3 Cs

Brand success = f (Product, Perceived-value, Place, Promotion, Place*Promotion, Place *Product)

My take



Based on the social contagion theory*,
I hypothesize:

Customers with higher 'perceived personal experience' will have a 'higher value-perception' of chicken from a store like



and will act as promoters.



Live Chicken Store



Own Store/Franchisee



Value-added Packs



Animal Feed



Plant-based Meat



Sugar



MARKSMEN
DAILY.com

Presents



Media Partner



