



#### India Market Update

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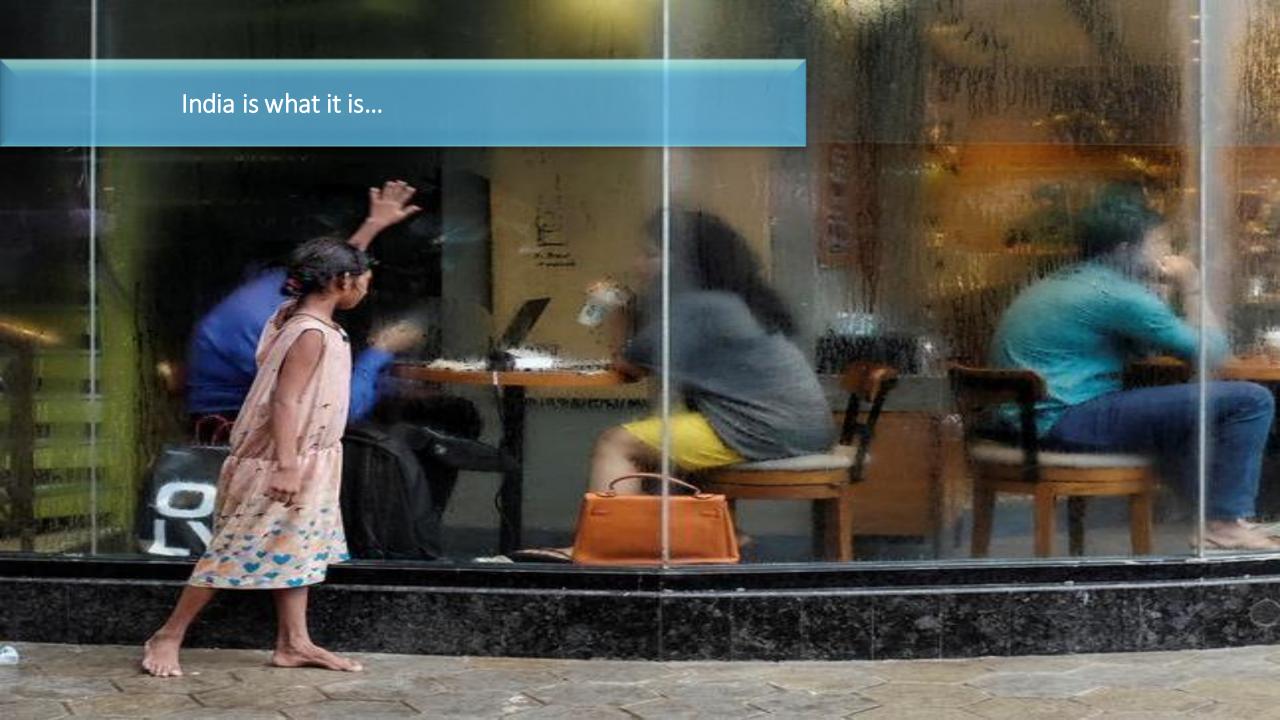
# Understanding India is Not Easy





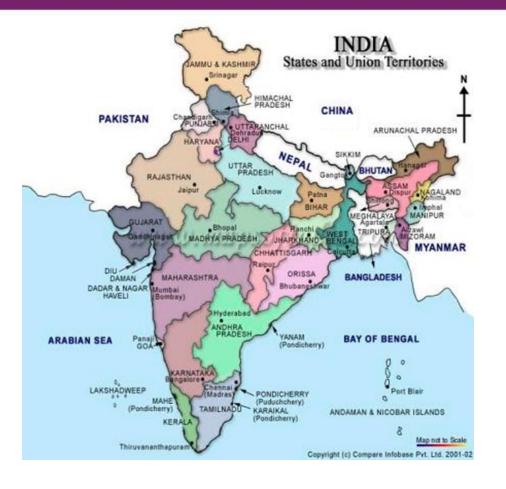






# **Knowing India**

India at a Glance			
Population	1.4 Billion		
Consuming Class	50 – 300 Million		
<b>GDP Growth Rate</b>	6.5 % (Projected for 2024-25)		
Polity	Democracy		
Food Patterns	Diversified		
Agriculture	Core		
Regulatory	WTO Signatory		
Food Market	Developing		



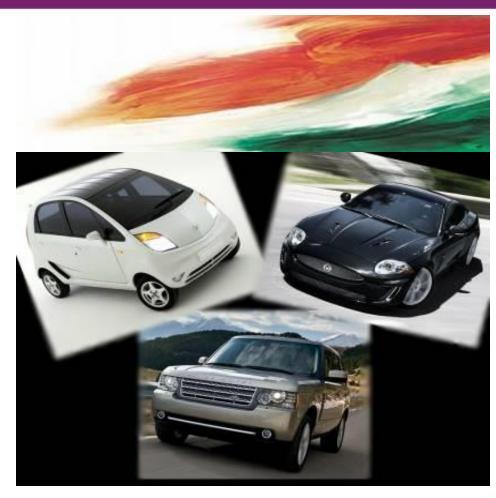




### Understanding India

- Not a country
  - A Continent
- Strong Economy
  - Resilient to many global turmoil
- 300 million consumers!
  - Unified by aspiration
- Small Families
  - Open to change
- Young population with High Disposable Incomes
  - Willingness to spend
- Media Revolution
  - Highly connected
  - Part of a Global Village
- Imported Food
  - Niche to Mainstream
  - Anti import voices
  - Special position of Chile











# Indian Economy



#### Indian Economy

- India is the worlds' fastest growing large economy
- Currently the 5<sup>th</sup> largest economy in the world having overtaken UK and France in 2019
- Set to become world's 3<sup>rd</sup> largest economy by 2028 surpassing Japan and Germany
- Took 60 years for the first Trillion Dollars and 5 for the second
- Transformation from an agrarian economy to a one now driven by services and manufacturing
- Growth coming from internal consumption
- Food Industry: Average growth rate of 11% (CAGR)

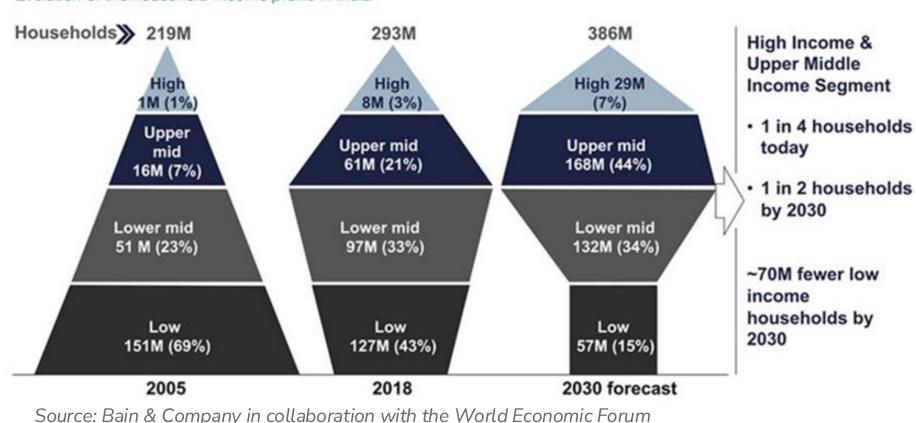






#### India's Projected Consumption Growth

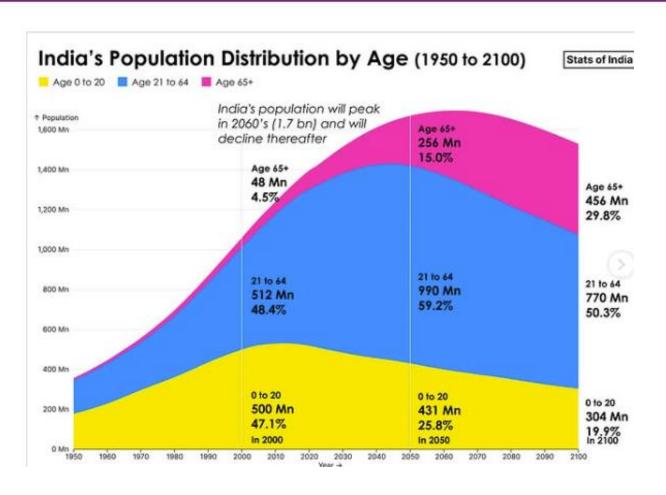
Evolution of the household-income profile in India







# Youngest Population in the World









## Gen Z Paradigm

- Fading of "Mummy ka Magic"
- Body and Not Necessarily Health Conscious
- Snack-i-fication of Breakfast
- Mid Meal Snacking
- Looking for "Health" in "Junk"
- Sustainable foods
- Food for camera
- Vociferous
- Willing to spend
- Willing to learn







## India Traditional Retail









#### India Modern Retail









# India E-Commerce and Q-Commerce







#### Retail Revolution









































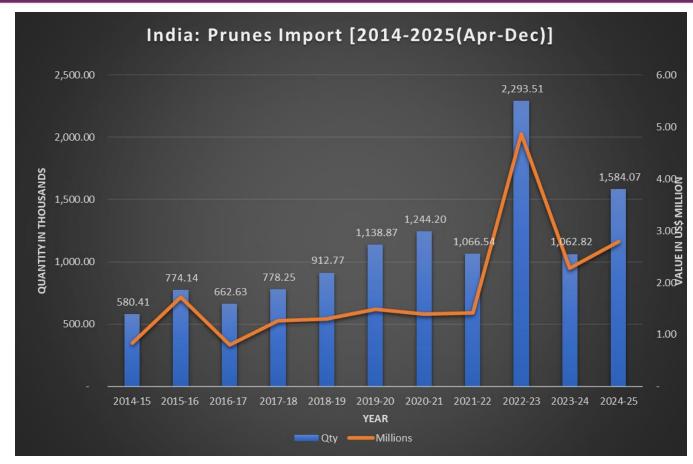








#### India: Current Market Situation for Prunes











# Chile Prunes India Campaign Update 2024





#### Conducted Activities

- POS Design material creation, printing, and distribution
- Merchandising
- Trade show participation
- In-Store Retail Promotion
- E-commerce promotion
- Outreach to Health Professionals
- Media Outreach Advertisement and Print Adverts
- Social and Digital Media Outreach
- Outreach with KOLs





#### POS Material Creation, Printing and Distribution







#### Health benefits of prunes

Consuming prunes can provide several health benefits due to their nutrients and bioactive compounds. Here are some potential benefits:

- Dietary Fiber: prunes are an excellent source of dietary fiber, which can promote digestive health and prevent constipation. Fiber helps maintain bowel regularity and promotes proper movement of food through the digestive system.
- Antioxidants: prunes contain a variety of antioxidants, such as polyphenois, which help protect cells from free radical damage. Antioxidants can have beneficial effects on overall health and may help reduce the risk of chronic diseases, such as heart disease and certain types of canaer.
- Vitamins and minerals: prunes are a good source of several vitamins and minerals, including vitamin K, vitamin A, vitamin C, potessium and iron. These nutrients are important for proper body function and can contribute to bone health, immune function, skin health, omong others.
- Satiety and weight control: Because of their fiber content and chewy texture, dried plums can help increase sotiety, which can be beneficial for weight control. By including prunes as part of a balanced diet, you can feel fuller longer and reduce the urge to overeat.
- Cardiovascular health: Some research suggests that regular consumption of prunes may have positive effects on cardiovascular health. It has been observed that plums can help reduce LDL ("bod") cholesterol and improve the overall lipid profile.

Chile prunes actively participates in the Bonehealth Research study through IPA (International Prunes Association), where we have had very auspicious results, not only in the prevention of Osteoparosis but also in the regeneration of bone mass, a study that has been going on for several years.

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**T-Shirt** 

Dangler Consumer Poster

Flyer





#### POS Material Distribution













#### POS Material Distribution













# Merchandising and Wholesale Market Visits













## Merchandising









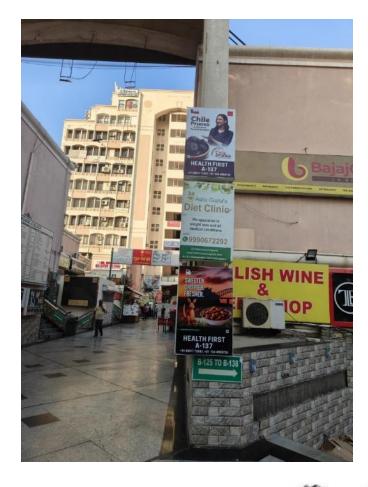




#### Chilean Prunes Flex Boards











#### Retail Promotions

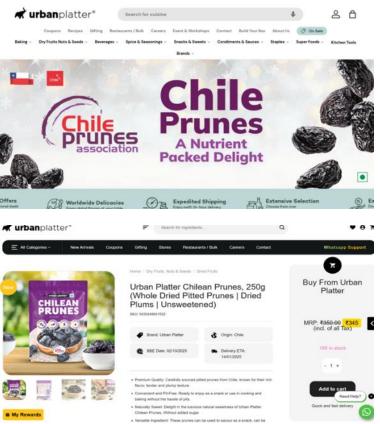




#### The Nut Lounge

The promotion was conducted with 3 retail chains with over 50% sales growth MOM basis.









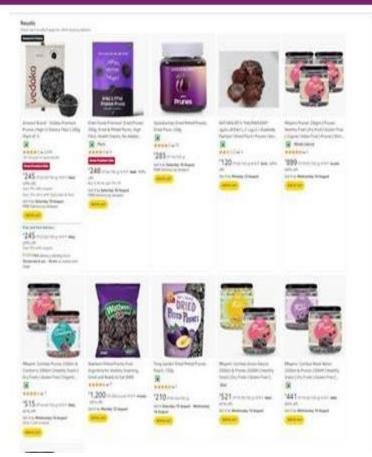




#### Promotion on Amazon India









## Trade show – World Food India











#### Trade show – MEWA 2025







#### Social media – Chile Prunes India



Instagram Followers – 30,842 <a href="https://www.instagram.com/chileprunes.india/">https://www.instagram.com/chileprunes.india/</a>



Facebook Followers – 14,000 <a href="https://www.facebook.com/Chileprunes.india">https://www.facebook.com/Chileprunes.india</a>

Total no. of posts: 109

Total Facebook reach: 5.8M

Total Instagram reach: 3.3M





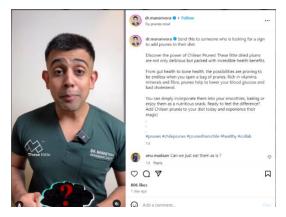
#### Outreach with Doctors and Nutritionists



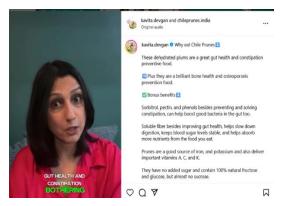
Dr. Imran Patel



**Dr. Siddhant Bhargava** 



Dr. Manan Vora



**Nutritionist - Kavita Devgan** 





# Outreach with Celebrity Indian Chefs





















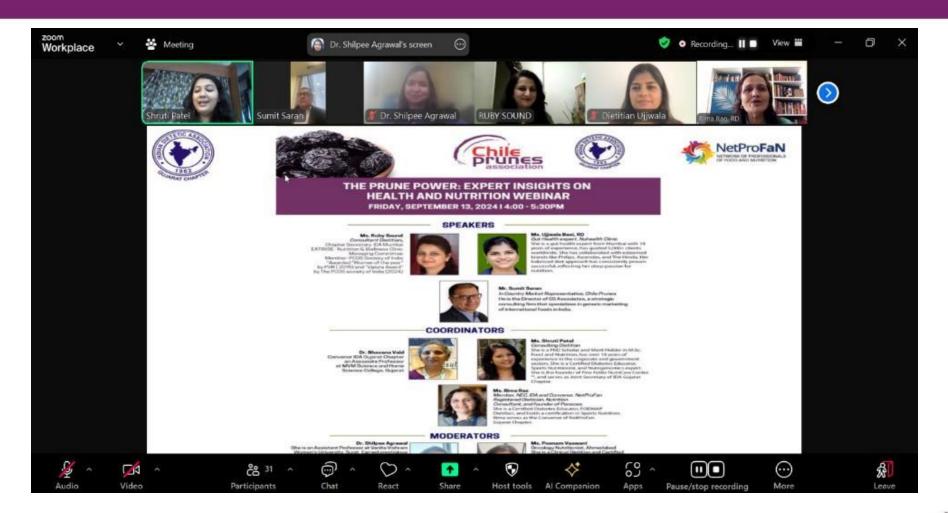
# KOL Activity Result

KOL Promotion	Target	Result
Minimum views	2.25 million	Over 7.5 million





#### Chile Prune India – Outreach with India Dietetic Association







# IDA Activity Result

IDA Outreach	Target	Result
IDA	Reach out to 500 registered dieticians	Reached out to over 1,000 dieticians across India, out of 150 registered for the IDA session.

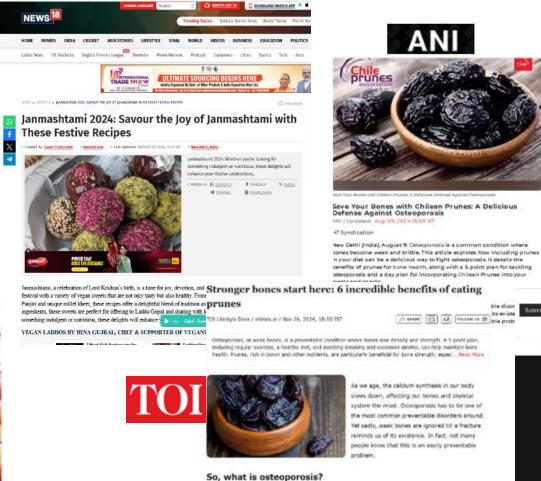




#### Chile Prune India – PR Outreach







Osteoporosis literally means porous bones and is a condition where our bones begin to lose



Submit your Blog Post

SPICY PRUNES SESAME SEEDS Doce up your meals with CHEF MEGHAN'S ventive prune (am. a bold combination of sweet prunes, spicy chill fakes and nutly sesame seeds. REDIENTS: 3 Is out of White Severe weeds. 2 top Oil U N Cup Currie; U to cup Oblese ures: G N cup of Water, G Salt; G Chilly Rakes; 2 chopped turnatoes (optional), 2 % Lernon OW TO PREPARE SPICY MAIT Start by dry reasting % sup of white secure seeds In a pan , heat 2 top of oil adding to top of currin

Introduce 15 cup of chilean prunes along with 19











#### Chile Prune India PR Outreach Result

PR Campaign	Target	Result
AVE	\$100,000	Over \$243,000



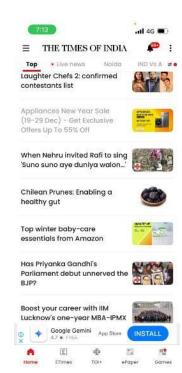


## Digital Advertisements













# Digital Advertisement Result

Print Media	Result
Viewership/ Impressions	Over 64 million





#### Print Advertisement











Prunes can be

your go-to snack

#### #thatshot

therry cream and chocolate.

MANY BENEFITS OF PRUNES FROM CHILE Celebrated for their outstanding quality and rich flavour, prunes from Chile are now widely available across India. These nutrient-packed fruits are naturally sweet, with no added sugars, making them a versatile ingredient fo any dish. Whether you're baking, cooking or snacking, they can elevate your meals adding depth to breakfast bowls and savoury stews. HTG





### Print Advertisement Result

Print Media	Result
Circulation	Over 25 million





## 2025 Proposed Activities

- Creative & Production (POS Material, Trade kit, and gifts designing and printing)
- Trade Servicing and Launch
- Outreach to Health Professionals
- Retail and E-Commerce Promotions
- Trade Show Participation
- Consumer PR
- Limited Consumer Advertising
- Limited Outdoor Advertising
- Social Media (KOLs)
- Wholesale Market Activation and Promotions (B2B)





# Challenges, Opportunities and Next Steps

#### Challenges

- Low consumer awareness
- Limited volume
- Few importers
- Most brands mention "California"
- Small promotions

#### Opportunities

- Huge growth potential
- Chile can become the dominant supplier in the category

#### Next steps

- 2Ps Promote and Persevere
- Increase consumer awareness
- Expand the campaign geographically
- Sales directly proportional to promotions







# 10 Simple Mantras For Discovering the Pot of Gold in India



# 1. Troubles will not go away... Accept it



**Growth will continue... The Opportunity in Now... Embrace it!!** 



#### 2. India Is On The Move





Slow to start but... unstoppable after that!



# 3. There is Always Room in India



It may look cluttered but you can find your way





# 4. Define your India and Then Target

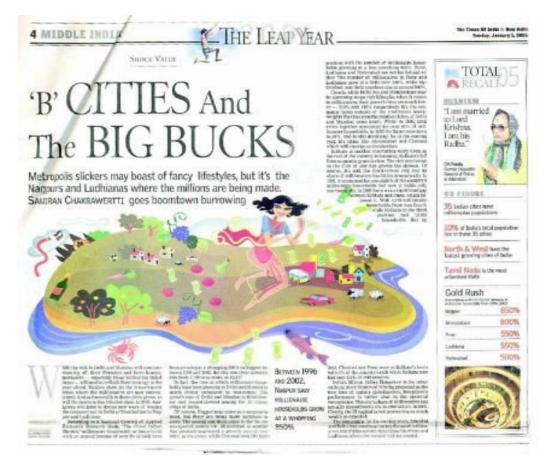








## 5. India is Beyond its Metros





Go Deep... Go Regional



# 6. Establish Partnerships with a 360° View

**Product Identification** 

Partner Identification

Long term Market Strategy



**Implement Promotions** 

Maintain momentum

Review and Adjust

**Correct Partner will be Key to Success** 





### 7. Reach Out Or You Will Be Lost





**Correct Promotion Strategy is Critical** 





## 8. Firecrackers often Fail









# 9. Have a Long Term Plan





It is the only plan



# 10. There is Life Beyond Google











### Thank You

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