

In September 2007, Mr. Mahendra Shah, Chairman and Managing Director, Emson Industries and his sons Dr. Jignesh Shah and Mr. Hetal Shah approached SAMSIKA® to build a brand in the mobile accessories category. SAMSIKA® devised the following strategy over the next four years.



Brand Naamkaran and Positioning Statement

SAMSIKA® recommended the Brand Positioning 'Add On' for their brand CelTel. SAMSIKA® further devised the following brand strategy to penetrate a very growing and competitive category of mobile accessories by introducing extremely popular, economically priced mobile accessories, chargers and batteries in addition to CelTel with the brand names 'Mobilla' and 'Solow' and through humorous and edgy SAMSIKA® recommended Brand Positioning Statements like



Mobilla
'Aap Ke Mobile Ka Pilla'
and
Solow
'How Low Can You Go?'

Communication Strategy

SAMSIKA® recommended emphasizing the core qualities of the brands through TV commercials so as to give the brands a direct connect with consumers. The entire communication plan from the creative brief and selection of the communication partners to the execution of an impactful, cost-effective media campaign has been devised by SAMSIKA®. This ensured high visibility, coupled with relevant awareness for the brands CelTel and Mobilla on television and in other media, leading to excellent results.



'We had to launch our brands in the mobile accessories category and Mr. Jagdeep Kapoor helped us to launch and develop our brands in the market. The good thing about Mr. Jagdeep Kapoor is that he has recommended working on advance payment terms, which has helped our brands grow further. Mr. Jagdeep Kapoor involves himself fully in our company in the process of creating and launching our brands in the market as much as we are involved in our own company.'

Mr. Mahendra Shah, CMD, Emson Industries

Distribution Strategy

The Distribution strategy devised by SAMSIKA® has enabled Emson to become one of India's most widely distributed mobile accessory brands with over 400 distributors all on advance demand draft, from 0 in 2006-2007 to 400 plus in 2010-2011.

Sales Strategy

Through a well conceived marketing plan by SAMSIKA® and disciplined implementation, Emson has been able to achieve a phenomenal cumulative growth of 136 % over the last 4 years.

Sales Force Training and Sales Systems

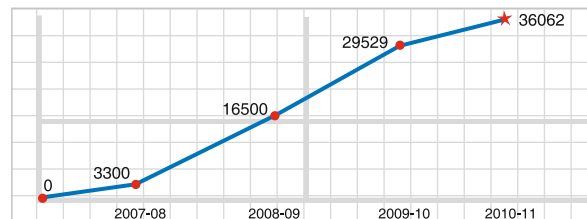
SAMSIKA® has defined the Sales Force Training Objectives for the team and trained the sales force through 36 SAMSIKA® modules empowering the sales people to effectively sell the products in the market with confidence. SAMSIKA® has devised and implemented monitoring tools to monitor sales on a regular basis, thereby enhancing the efficiency of the sales team leading to highly productive and growing sales coupled with a growing consumer base. Further, the strategy has helped the brands reach widespread availability in more than 36,000 retail outlets across India.

400+

136%



36000+



Emson's Retailer Growth over the years

SAMSIKA® to Sales Ratio:

For every ₹ 1 spent on SAMSIKA® Emson has earned ₹ 37



For a list of other great brands built by SAMSIKA® turn the page →

To market, to market, to build a big Brand ?



Hold our hand.



INDIA'S PREMIER BRANDING AND MARKETING CONSULTANCY
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STRATEGIES AND TACTICS OFFERED

| Brand Naamkaran | Segmentation | Brand Positioning |
Product Portfolio | Pricing | Marketing Department & Sales Force Structure | Distribution
| Sales Systems | Marketing Plan | Sales Force Training
| Communication | Promotion | Franchising | Brand Building | Customer Service

To schedule an appointment with us call +91-22-2847 7700, +91-22-2847 7701
+91-22-2847 0214, +91-22-2847 0215, Fax: +91-22-2847 7699
Email : enquiry@samsika.com | www.samsika.com