

On an evening in June 2007, Dr. Mukesh Arora, an accomplished Ayurvedic doctor and first generation entrepreneur approached SAMSIKA® alongwith his team of doctors to rejuvenate his company Ipsa Labs. SAMSIKA® devised and implemented the following strategy over the next four years.

Eraser®
BADAQ SHAAN...
MITAO NISHAAN™



Brand Positioning

SAMSIKA® recommended building the corporate brand IPSA and positioned it as

'Well Being. Being Well'.

SAMSIKA® recommended building the mother brand Eraser and recommended the brand positioning statement

'Badhao Shaan, Mitao Nishaan'

SAMSIKA® gave distinct positioning statements for the sub brands, such as:

Eraser Acne Pimple Cream

'Gayab Muhase, Khuli Saanse'

Eraser Herby Cool

'Let Herby Cool'

Eraser Nim Patti

'Patti, Nim Aur Tum'

Product Portfolio Strategy

While SAMSIKA® recommended having sub brands under the Mother Brand 'Eraser', it also recommended the strategy of a narrow product portfolio and wide distribution.

Distribution Strategy

SAMSIKA® devised a distribution strategy through which Eraser had increased its distributors on advance demand draft from 0 in 2007-2008 to 906 in 2010-2011. Further, the strategy has helped increase Eraser's retailers from 41800 in 2007-2008 to 60692 in 2010-2011.

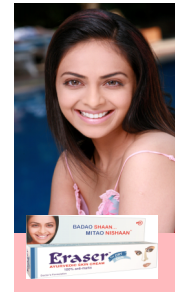
Communication Strategy

SAMSIKA® strategised the entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign. This ensured high visibility, coupled with growing awareness of the mother brand Eraser and its sub-brands on television, in print, and other media.

Sales Force Training

SAMSIKA® has implemented 18 SAMSIKA® Sales Force Training Modules which have resulted in growth in sales and regularity of service, with enhancement of selling skills for over 200 salespersons.

60692



96%

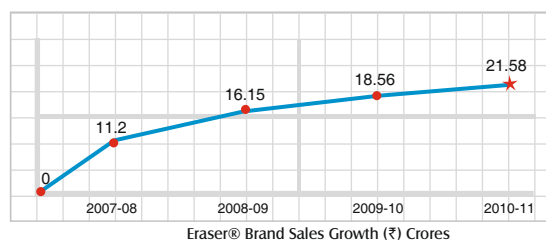
200+

Marketing Plan

SAMSIKA® strategised a cost effective Marketing Plan which gave astounding results. Effective Promotion strategies dropped the goods return ratio from over 8% in the year 2007-2008 to less than 1% in the year 2010-2011. Innovative advertising and media strategies brought down the Advertising to Sales ratio from 15.64% in the year 2007-2008 to 10.15% in the year 2010-2011. SAMSIKA®'s Marketing Plan has helped Eraser grow faster than the anti marks market. For example, while the Punjab (Urban + Rural) anti marks market has grown at 14%, Eraser has grown at 48%. While the all India anti marks market has grown at 17%, Eraser has grown at 25%. Sales have grown by 96% over the last four years.

'Any brand, whether it is big or small, if brought to SAMSIKA®, will surely benefit. I have been observing the SAMSIKA® logo. It is a graph showing a line going upwards and a red star at the end of the line. If you really want your brand to shine like a star, SAMSIKA® will take you to those heights'.

Dr. Mukesh Arora, CMD, IPSA Labs



SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA®, IPSA has earned ₹ 94



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
Estd. 1995

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

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