

In September 2003, after listening to Mr. Jagdeep Kapoor on radio, the Directors of Agni CZ Gold Jewels approached SAMSIKA® to build a gold jewellery category and the largest brand in that gold category, in India. SAMSIKA® launched Agni CZ Gold Jewels on January 14, 2004 and devised the following strategy over the next seven years.



101+

**Brand Category Qualification and Brand Positioning Statement**

SAMSIKA® recommended creating a new category of 'CZ Gold Jewels'. SAMSIKA® recommended the following Brand Positioning for 'Agni CZ Gold Jewels':

'Anmol... Aap hi ki taraha.'

**Promotion Strategy**

SAMSIKA® crafted a highly aggressive and innovative promotion strategy focused on achieving regularity of sales, consumer interaction and feedback, and facilitating quick consumer off-take.

**Marketing Department and Sales Force: Structure and Training**

SAMSIKA® has selected each and every salesperson in the team and the sales team strength has grown from 0 in 2003-2004 to 101 plus in 2010-2011. SAMSIKA® trained the team through 54 SAMSIKA® modules leading to highly productive and growing sales, guided by the SAMSIKA® devised 'Agni Oath'.

**Sales Strategy**

Through a well conceived marketing plan and disciplined implementation, Agni has been able to grow by 2150% over the last 5 years reflecting a CAGR of 430%.

**Communication Strategy**

SAMSIKA® recommended having a fresh brand ambassador every 2 years and making TV commercials based on the Agni jewellery consumption trend. This refreshing communication approach yielded excellent results. The entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign has been strategized by SAMSIKA®, ensuring complete visibility and awareness of Agni CZ Gold Jewels on television, in print and in other media.

**Distribution Strategy**

SAMSIKA® recommended a distribution strategy enabling Agni CZ Gold Jewels to increase its distributors, all on advance demand draft, from 0 in 2003-2004 to 200 plus in 2011-2012. Further, the strategy has increased the availability of Agni CZ Gold Jewels from 0 retail jewellery outlets in 2004-2005 to 5129 plus retail jewellery outlets across India today.

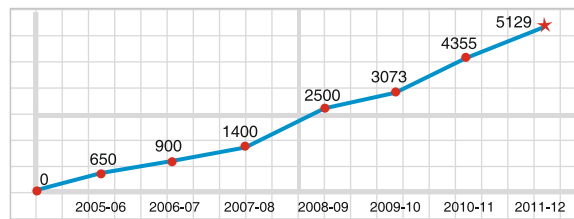
2150%



5129+

'Our thinking was limited to just being a good product. Mr. Jagdeep Kapoor changed our thinking and showed us the right way to build the brand. Without his help the brand would not have reached where it is today. We need his guidance at every step. His involvement is 100%. He knows how to do things systematically and in an organized manner. We would like to associate and work with Mr. Jagdeep Kapoor for generations together.'

Mr. Ramesh Shoor, Director, Agni CZ Gold Jewels



Growth in jewellery outlets

**SAMSIKA® to Sales Ratio**

For every ₹ 1 spent at SAMSIKA®, Agni CZ Gold Jewels has earned ₹ 76



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*

**STRATEGIES AND TACTICS OFFERED**

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| 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](mailto:enquiry@samsika.com) | [www.samsika.com](http://www.samsika.com)