

Mangla Wires

Nagpur



### Case Synopsis

Mangla Wires is a market leader in manufacturing and supply of barbed wires, chain linked wires and quality nails. Their competitors in Central India, with a view to break their monopoly in the market, went on a price war in 2013.

Management of Mangla Wires approached SCIPL with an assignment to understand the pricing policy of competitors because the cost sheet of Mangla Wires suggested that no manufacturer in the world can give the price being offered by the competitors. They had an inkling that excise duty or some duty payable to government was being circumvented.

### Key Deliverables

Competitor study revealed that the investment of Rs 10 lakh was planned as marketing cost to break the market hegemony of Mangla Wires. A pricing structure was strategically planned for Mangla wires to fight competition.

### Footprint

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