

Mejwani Masala

Nagpur



### Case Synopsis

Vimal Gruh Udyog is registered under Laghu Udyog. They manufacture Mejwani Masala and have positioned their products as high quality and affordable pricing.

Market has tremendous competition from brands like Suruchi, Saoji, Waghmare and many others. Mejwani saw its first launch in 2013. The same was a failure due to marketing myopia and no Go-To market plan in place.

Team SCIPL was approached for re launching of Mejwani Masala in Central India.

### Key Deliverables

1. Market survey
2. SKU re planning
3. Strong distributors identified
4. Direct Selling leg started to cater to highway hotels and dhabas
5. OEM registrations with military canteen, MES etc.
6. Schemes and offers designed
7. The relaunch saw an increment in sale from 1T per month to 10 T/month.

### Footprint

Central India