



**AgroStar**

Group Prompt: Fertilizer

Group Number: 3

**AgroStar**



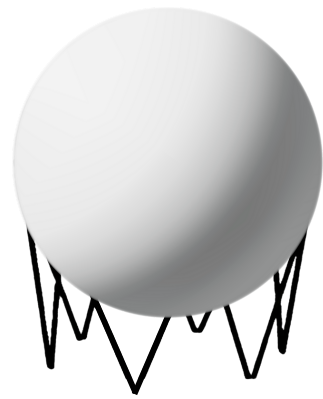
**KRISHIYUG  
UNNATI  
FASAL KA MUSCLE**

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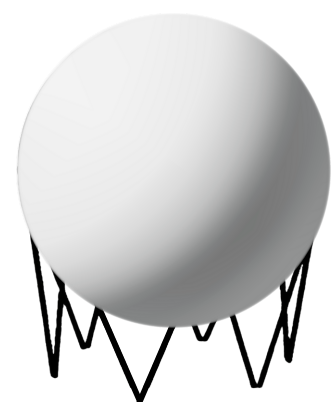
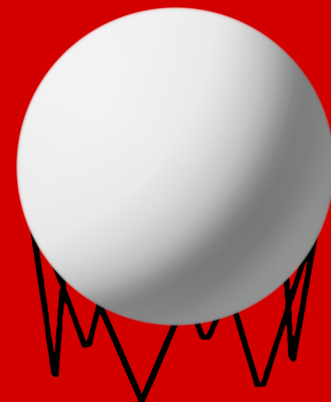
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# BRAND POSITIONING



Leveraging AgroStar's advanced technological developments in the field, we aim to make the brand the face of the AgTech Revolution in India.

# Brand Objective

To bridge the gap between the ever-growing technological advancements of the Modern Age and farmers, the agricultural sector being India's biggest industry with huge potential to grow and develop.

# Brand Facts

- AgroStar is an Indian challenger brand in the crop nutrition and pesticide market, competing with established MNC players like Monsanto and Bayer.
- AgroStar has multiple channels that they have established for their benefit. They have adopted an omnichannel strategy with over 2700 offline stores, a retail network of over 3500 stores and an online shopping website.



# CONSUMER INSIGHTS

Having established the target audience, the challenge now was to figure out what gap existed in the market that could be filled with currently-available technology. **We had to ask,**

**what issues does the average Indian farmer face?**



## UNEVEN DISTRIBUTION

Uneven fertilizer distribution causes **patchy, inconsistent crop growth**. Also, this causes overfertilization, increases chemical runoff, and under utilisation of the product.

## RELIANCE ON OLD METHODS

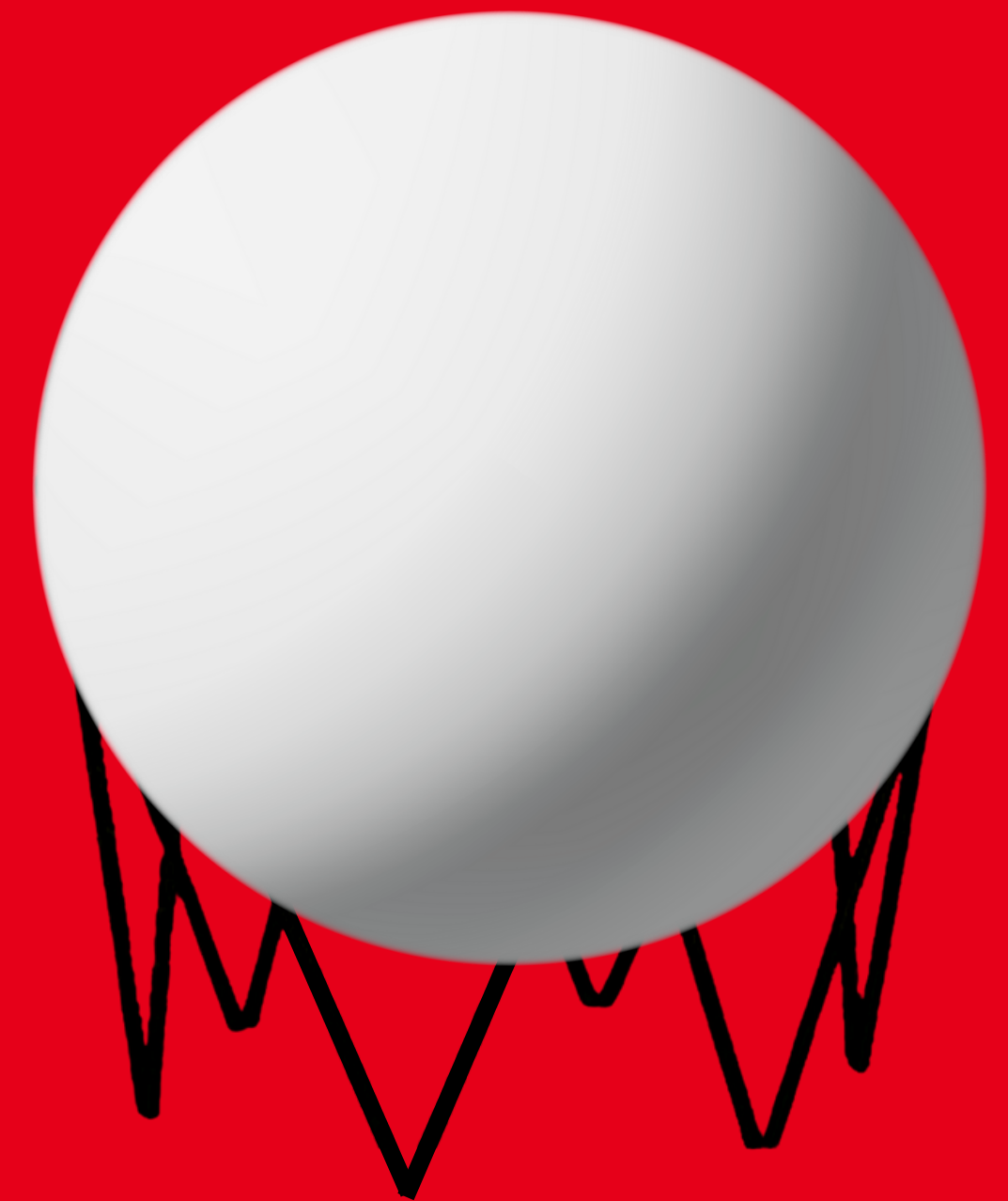
Lack of awareness of the benefits of using specialised fertilizer based on soil and crop type. This causes confusion in the mind of the consumer and leads to **bad yields** owing to **reliance on traditional farming knowledge**.

# PRODUCT

## KRISHIYUG UNNATI *FASAL KA MUSCLE*

Liquid-based slow-release fertilizer packaged in a **unique** physical form.

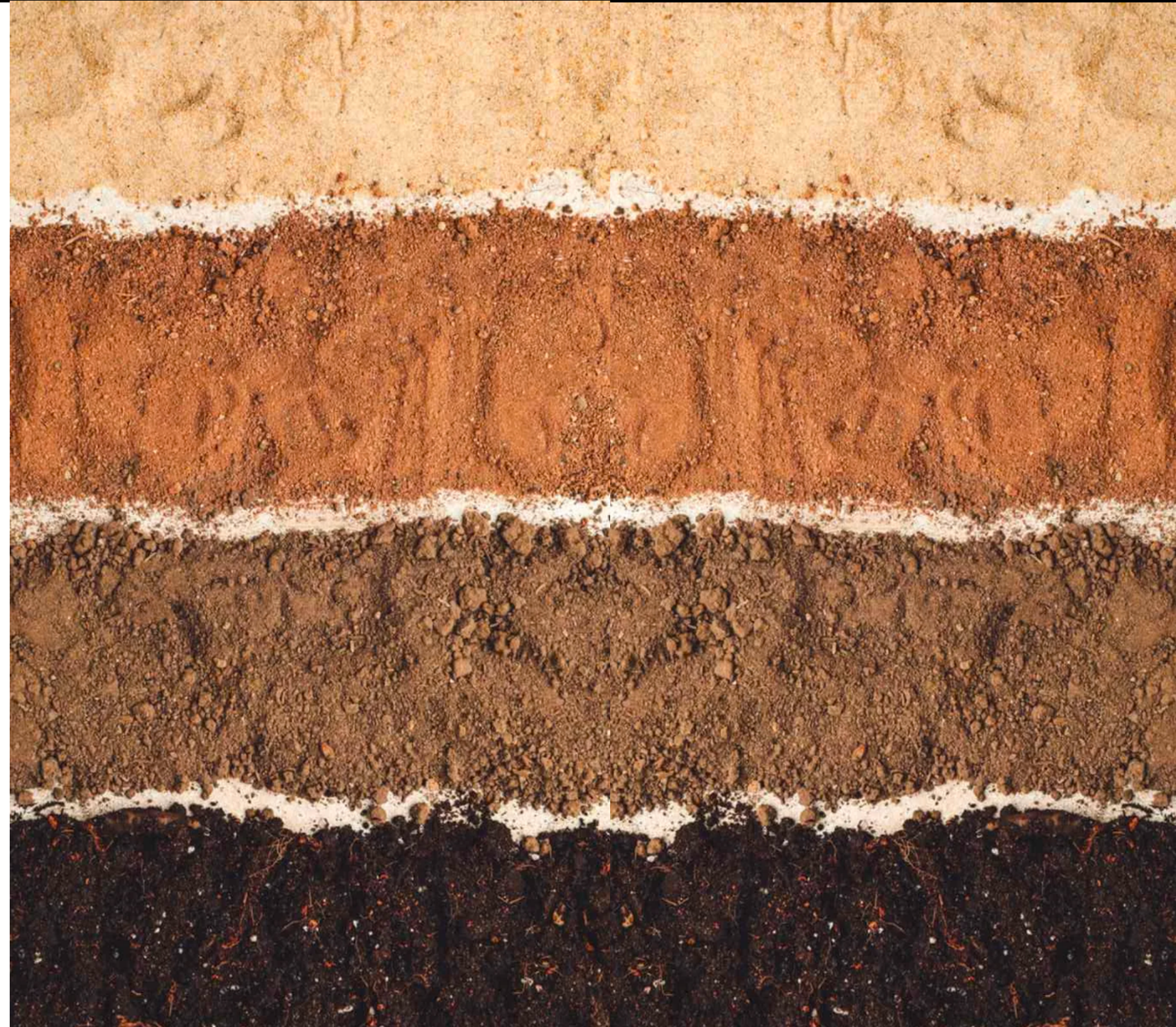
- The structure is made of a **sphere** of radius 10cm with triangular projections underneath it for stability.
- Completely made out of **biodegradable plastic**, it **dissolves** into the field in a span of 3 weeks.
- Water-activated base: when the farm is irrigated, the **structure hydrates and gets activated**, gaining a blue tint all over the sphere.
- Once activated, a **sprinkler shoots out the top of the sphere** and evenly sprinkles fertilizer in a radius of 4 meters.
- The fertilizer is in the form of a **coloured liquid** - meaning that once sprayed, the user can **easily see** if it has been distributed evenly or not.



# DISTRIBUTION

AgroStar has a large variety of products to offer to its customers. Struggle to choose amongst the product range based on their requirements of maximising efficiency can be confusing.

Rather than all products being available in all retail stores, transition into region-specific options wherein based on the soil and crops grown in a region, only those products will be available for sale in the offline retail stores.





# PACKAGING AND JINGGLE



The packaging is done to showcase the unique and interesting structure (the sphere) of the product.

**“agar tarakkee  
chahiye asal,**

**lao fasal  
ka muscle.”**

# STAR CAMPAIGNS

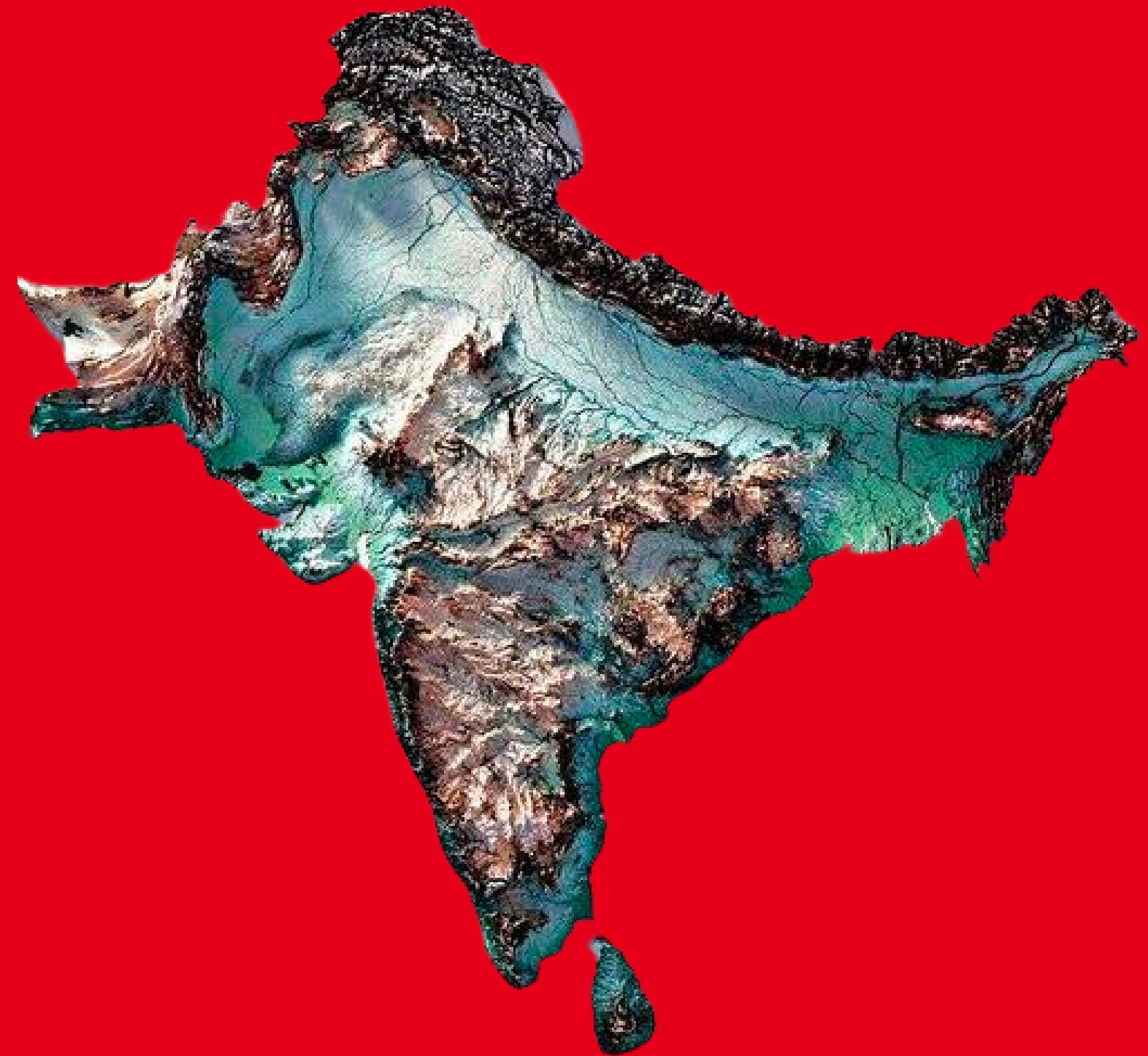
## Regional Star Campaign

**Initial target states:** West Bengal, UP, Punjab

**Hierarchy of brand endorsers/ambassadors:** Farming experts, trusted/respected local village spokespersons, etc covering a 25km radius in each of the target regions, all educating people about the product and the importance of soil-specific farming.

**Golden Ticket:** place a golden ticket in 5 fertiliser packets at random in each of the target regions

**Prize:** Free supply of fertiliser for 3 years + A chance to meet the national Ambassador and other golden ticket winners.



# NATIONAL CAMPAIGN

## National Star Campaign

### primary brand ambassador

- 1) Position Nawazuddin Siddiqui as a symbol of farmer empowerment and success
- 2) He's not just an actor but a fellow farmer who understands their challenges.



### secondary brand ambassador

Amitabh Bachchan is a respected and beloved actor. His seniority can be leveraged by making content with him regarding farmer's issues.



# GRASSROOTS CAMPAIGN

Grassroots campaigns will be targetted at the **very bottom** of the distribution chain - the final consumer and their immediate retailers.

In order to build trust within the community, these campaigns will help the company to connect with its consumers directly.

**“Maati  
pareekshan  
abhiyaan”**



**LIVE PRODUCT DEMONSTRATION AND SOIL TESTING:**  
The company will send teams to soil test different regions by partnering with big farmers and retailers of the area. Additionally, free shipments can be sent to big farmers that have influence in the region.

# PRODUCT PLACEMENT

AgroStar mascot can be placed at the front of the store to gain attention. The main product line to be placed next to competing brands but packaging will be differentiated.



Retailers will be provided with a screen which will be placed in front of the product range showing an easy-to-follow tutorial of how to use the product.

## BRANDED SHOPS



# RETAIL MARKETING

Incentivise retail store owners to promote brand through a RevShare model wherein upon achieving a certain number of sales/month, they will be the recipient of a share of revenue.

D2C: set up stalls at local villages at a quarterly basis, inviting prestigious members of the agricultural community of the area to aid in promoting the brand, and provide reliability and credibility. Also **set up stall** at farmers markets through regional business correspondents.

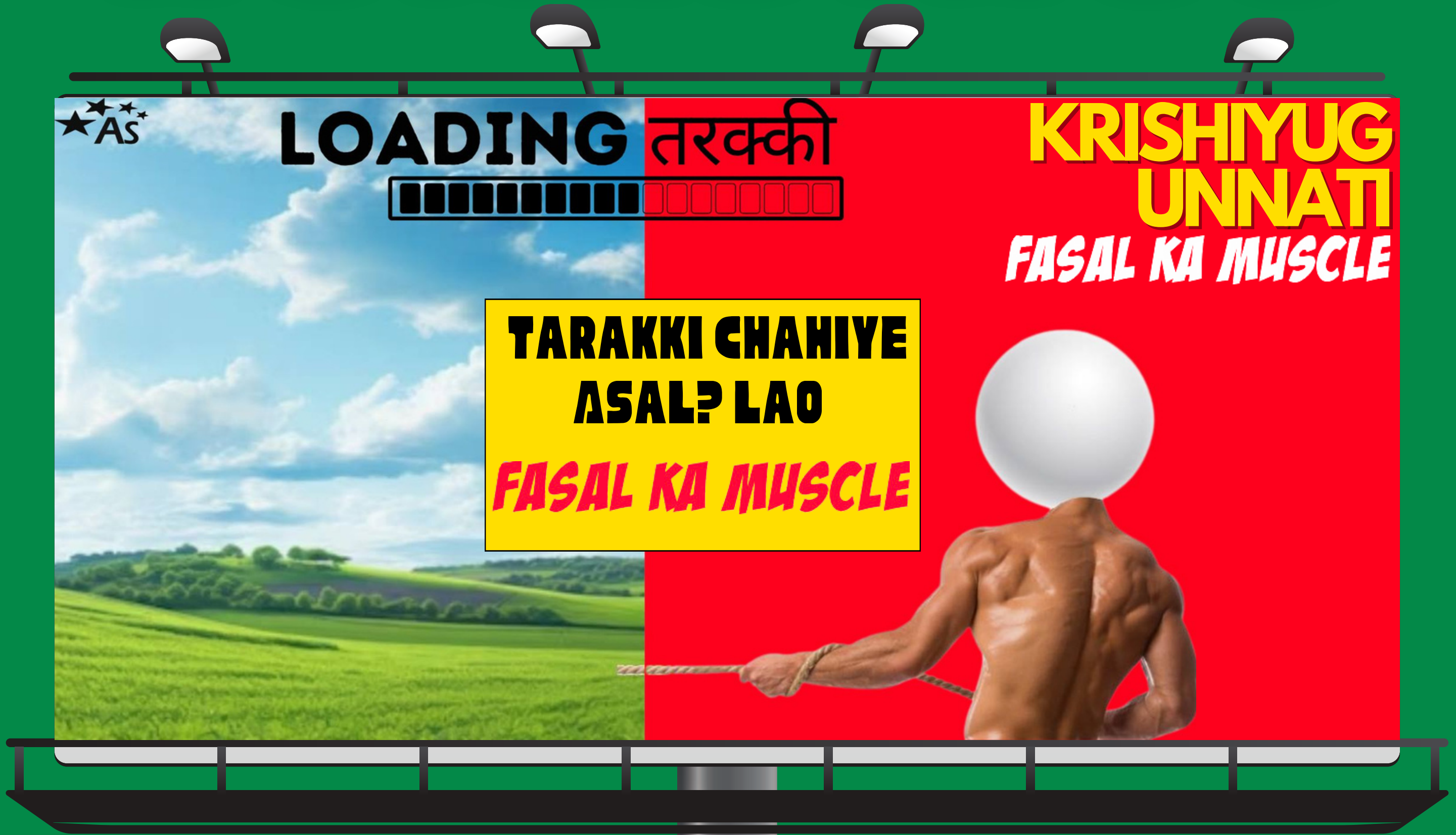


Heavily branded retail stores, agrostar laal dukan kiosks, farmers' markets and the occasional locality visit.

# **Advertising:**

**will be displayed on hoardings, local newspapers, wall art, branded shops, retail stores shutters, youtube ads, TVCs.**

# HOARDINGS



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**LOADING**



तरक्की

**KRISHIYUG**

**UNNATI**

**FASAL KA MUSCLE**

**TARAKKI CHAHIYE**  
**ASAL? LAO**  
**FASAL KA MUSCLE**

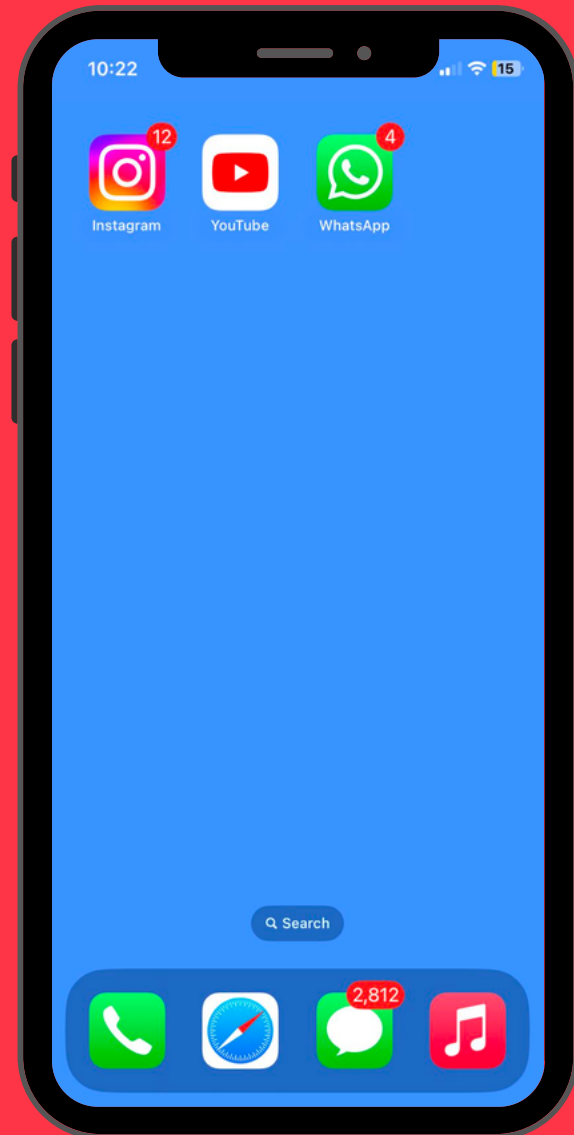






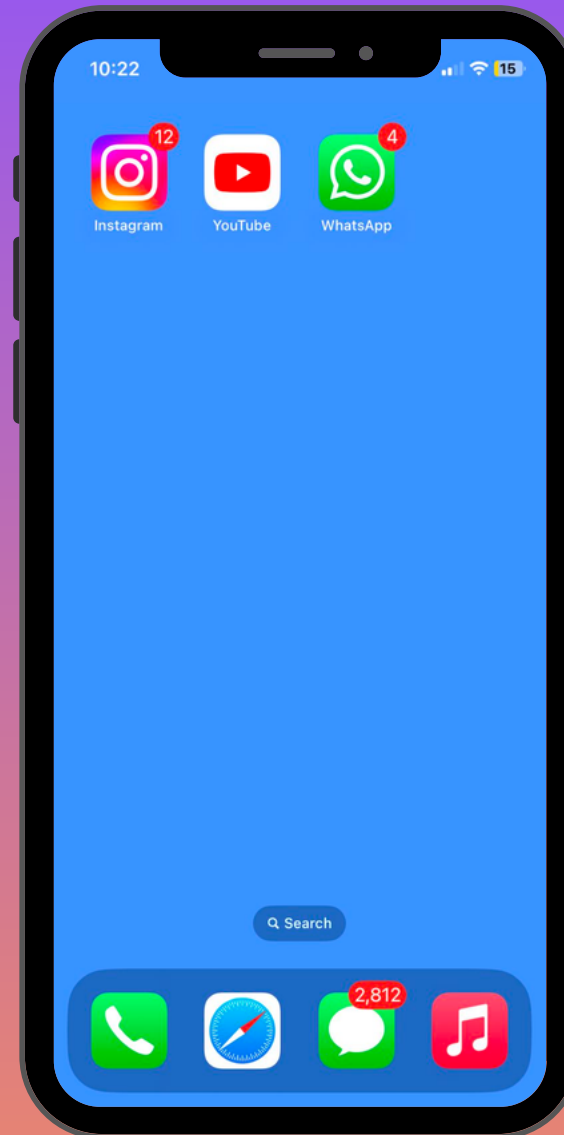
# ONLINE PRESENCE

## YouTube Channel



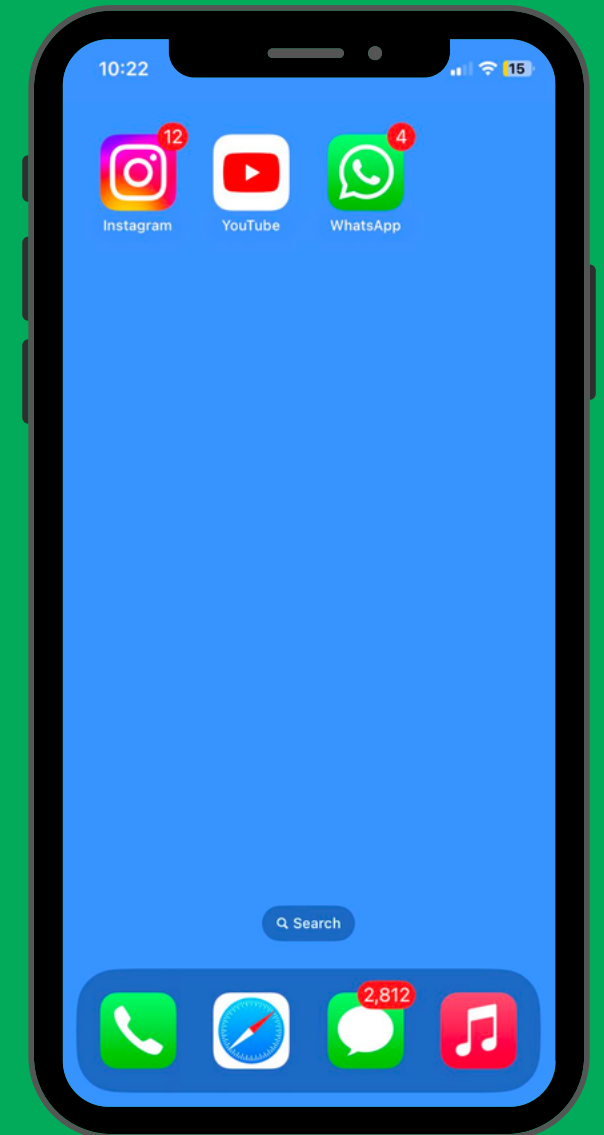
**Focuses on farm activities being done by farmers from various parts of the country. Content is created in regional languages and English informing people on various agrarian topics.**

## Instagram Account



**Agrostar Instagram page, all testimonials have been given by fellow farmers or little known youtube personalities. Incorporating celebrity ads will increase credibility and engagement.**

## Whatsapp



**1) Using broadcast promotional messages.  
2) Setting up automatic alerts and pop-up notifications by linking to the AgroStar app.**

## **To conclude,**

**The presentation talks about the product, the positioning, the channels of communication, different forms of communication and how the team plans on using these channels to further brand and product awareness and to build immediate brand recall.**

**Since this is a low-involvement product, getting trials will be the marketing agenda from national campaigns to the last grassroots initiative.**