



# Sahrudaya

Ashoka University,  
Social Entrepreneurship, 2024

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# Background

## Kalyani Chavali Founder

Sahrudaya Foods is a social enterprise focused on promoting **healthy and traditional snack** options while **supporting rural women** in India. They source their products from these women, providing them with a platform to market their traditionally made snacks, which include items like **GaaRelu and Moringa Chikki**.

They target **health-conscious consumers** primarily in the age group of **25-55**, including working **mothers** and **urban professionals** looking for nutritious, traditional snacks and **senior citizens** seeking nutritious traditional snacks.



# Mission & Vision

Their mission is to **provide healthier snack** options to the urban population while **creating sustainable employment** for rural women.

Their vision is to become a **leading brand** in the **health-oriented food market** by connecting rural production with urban consumption, and to foster a healthier lifestyle for its customers and while also **promoting economic independence** among rural women.





# PROBLEM STATEMENT

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Sahrudaya Foods is exploring strategic opportunities to enhance its distribution network.

This initiative requires a detailed competitor analysis to inform the development of an expansion strategy that will increase market penetration and accessibility of their health-oriented, cultural snacks to a broader audience.



# Competition



Two Brothers Organic Farms emphasizes sustainable and organic farming practices, offering a range of organic products that include dairy, grains, and health supplements. Their commitment to eco-friendly practices and organic certification appeals to environmentally conscious consumers.







Pattri offers a variety of traditional Indian snacks with a focus on authenticity and regional flavors. They are known for their direct-to-consumer model which allows them to cater to a niche market interested in authentic, traditional Indian culinary experiences.

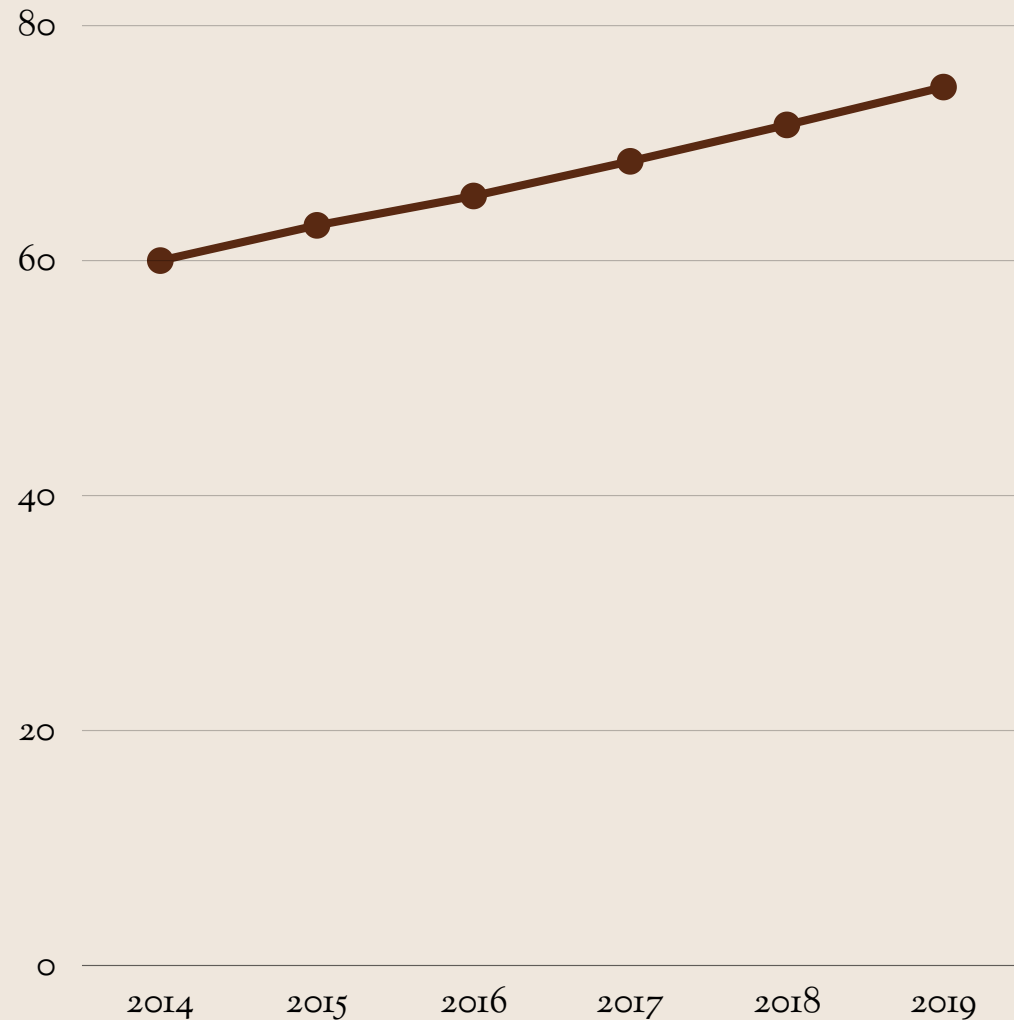


Aazol specializes in traditional Maharashtrian snacks and ingredients, promoting regional authenticity and supporting rural women through collaborations with self-help groups. Their focus on community engagement and preserving culinary heritage makes them a distinctive player in the market.

# Competitor Analysis

	Price Range	Product Range	Target Group	Channels	Reach
	Rs.89 - Rs.549	<b>Handmade:</b> chutney, chikki, laddoo, pori, honey, namkeen	<b>Urban:</b> working mothers, offices, SWO, senior citizens, health-conscious, schools, industries	website, pop ups, farmers markets, local retail stores in Pune, exhibitions, local e-commerce stores, doctors, mandir	PAN India with primary market in Maharashtra
	Rs.160 - Rs. 899	<b>Handmade:</b> flours, chikki, chutney, rice, pre-mixes, masalas, laddoo, pappad, fruit extract, digestives, fry fruits, liquid jaggery	<b>Urban:</b> health-conscious individuals, enjoy regional and cultural foods	Online platforms, local markets, artisan fairs	PAN India, focus on urban centers
	Rs.149 - Rs.280	<b>Industrially Produced:</b> bhel, chikki, chips, murruku, sev, halwa	<b>Urban</b> younger demographics, online shoppers, snack enthusiasts	online only	PAN India
	Rs.120 - Rs.750	<b>Organic:</b> grains, fruits, vegetables, dairy, processed organic foods	Eco-conscious consumers, organic product users, sustainable living advocates	Direct online sales, organic markets, specialty stores, some e-commerce platforms	PAN India with a focus on large cities and international markets

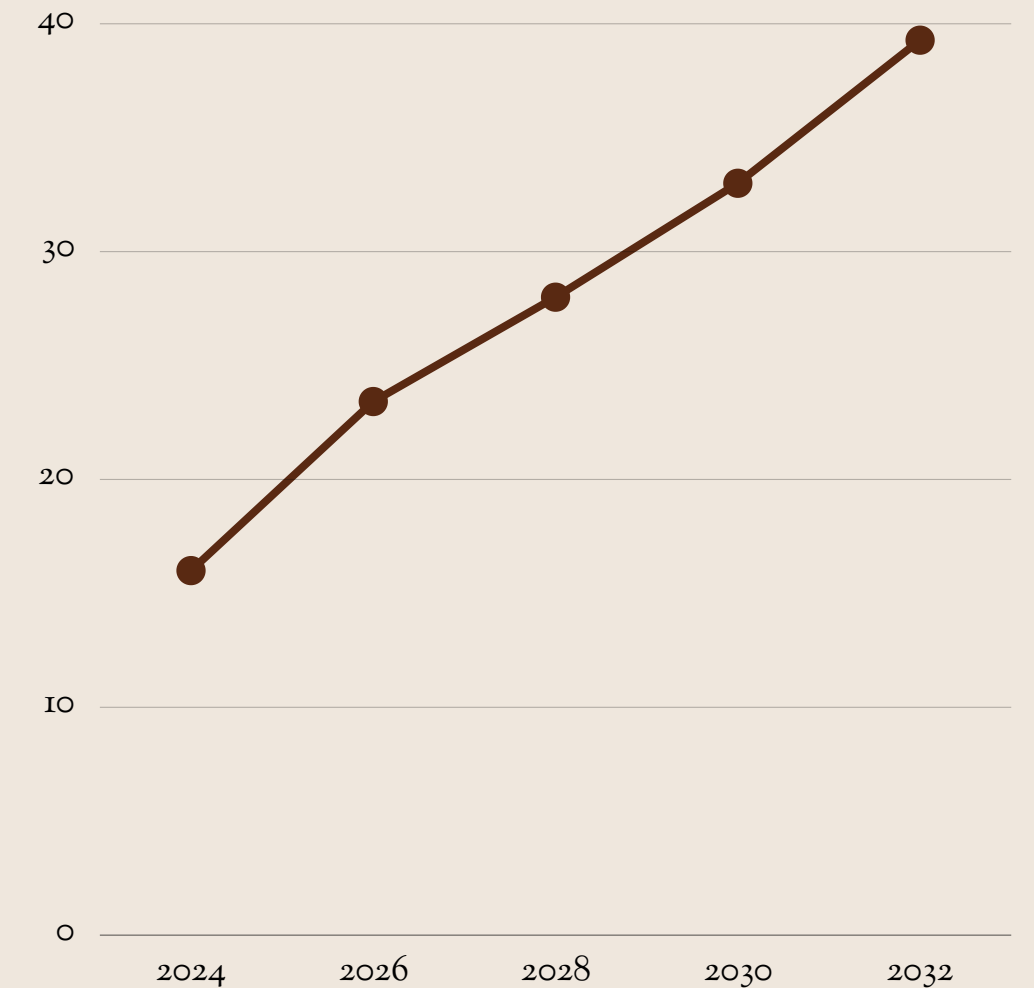
# Consumer Trends



Traditional snacks

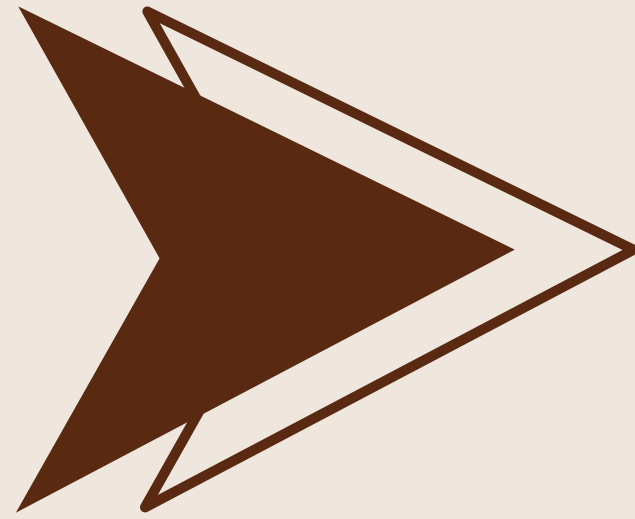
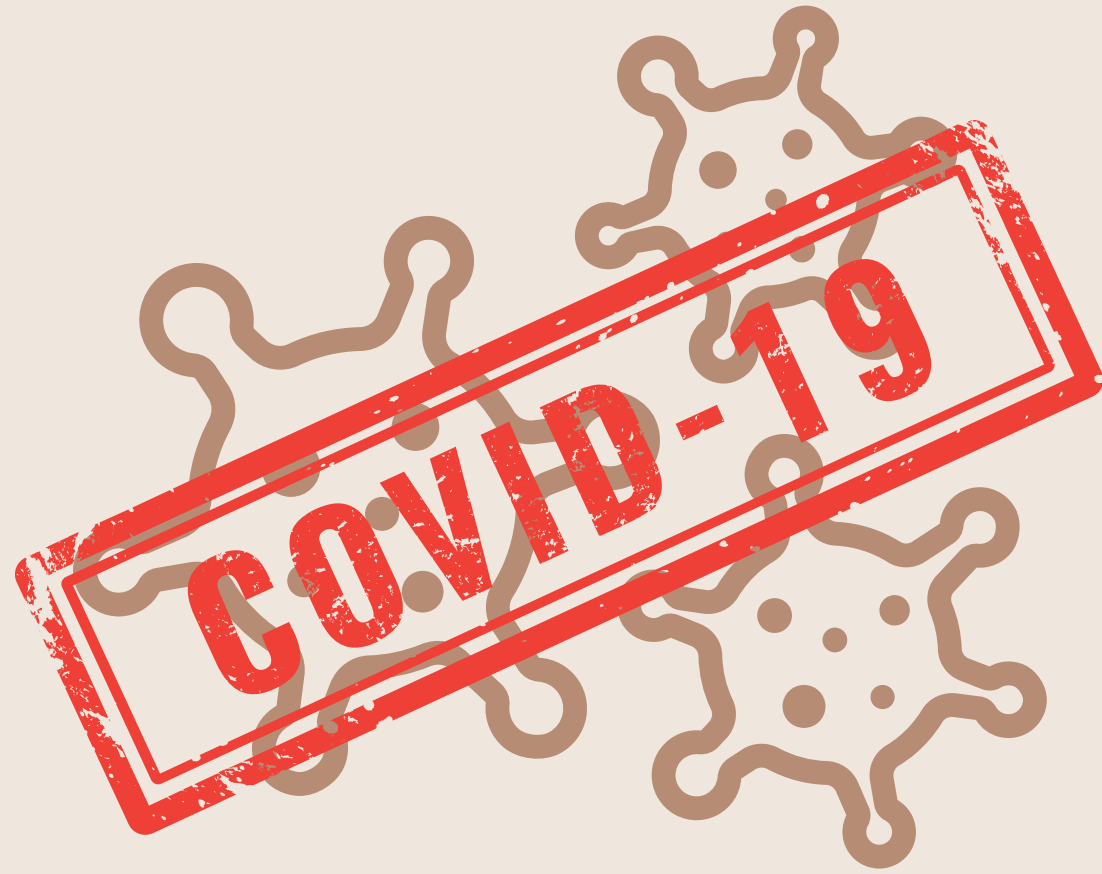
The market is expected to continue growing to reach around USD 8,918.5 million by 2032, exhibiting a high growth rate (CAGR) of 21.19% during the period from 2024 to 2032 .

In the Indian market, traditional snacks are witnessing a resurgence, especially in the online sales sector. The market for ethnic and traditional snacks saw a significant growth rate of 22.50% from 2014 to 2019, demonstrating strong consumer interest in authentic regional flavors



Organic Snacks

# Consumer Preferences



1. Dietary specifications
2. Low-calorie foods
3. Gluten-free
4. Vegan options.

## Regional Market Insights

States like Maharashtra, Gujarat, and Delhi are leading in snack consumption, with companies increasingly focusing on these areas to expand their market reach.



# Embracing E-Commerce

## Reach & Accessibility

- Breakdown geographical barriers
- Access customers in different regions

## Customer Convenience

- Shop at any time, anywhere
- Compare products and prices easily

## Data Driven Insights

- Understand customer behavior and preferences
- Personalize marketing efforts
- Optimize product offerings

## Brand Visibility

- Increase brand recognition
- Reach a broader audience
- Digital marketing efforts drive visibility

# Amazon Deep Dive

FEATURES	FULFILLMENT BY AMAZON	EASY SHIP	SELF SHIP
<b>STORAGE</b>	Amazon will store products at fulfillment centre	Products stored at own warehouse	Products stored at own warehouse
<b>PACKAGING</b>	Amazon will pack products	Pack your own products	Pack your own products
<b>SHIPPING</b>	Amazon will deliver products	Schedule a pick-up and Amazon agent will deliver	Deliver products using your delivery service of choice
<b>FEES</b>	Referral Fees + Closing Fees + Fulfillment Fees	Referral Fees + Closing Fees + Shipping Fees	Referral Fees + Closing Fees
<b>RETURNS &amp; REFUNDS + CUSTOMER SERVICE</b>	Amazon manages it	Amazon manages it (optional)	Seller manages it
<b>IDEAL FOR</b>	<ul style="list-style-type: none"> <li>Selling large volume products</li> <li>Products with high margins</li> <li>Increasing Sales with Prime</li> </ul>	<ul style="list-style-type: none"> <li>Own warehouse</li> <li>Selling variety of products</li> <li>Tighter margins</li> <li>Want to leave delivery to Amazon</li> </ul>	<ul style="list-style-type: none"> <li>Sellers with warehousing and delivery network</li> <li>Stores who want to sell to nearby pincodes</li> <li>Products with tighter margins</li> </ul>

# Cost of Amazon

## Referral Fees

For each product sold, a referral fee is applicable which is calculated as a percentage of the total selling price of the product.

## Closing Fees

Closing Fee is charged every time your product is sold on Amazon based on the price range of the product.

## Shipping Fees

Total shipping fees is calculated based on the item's weight and distance.

PRODUCT	Referral Fees	Closing Fees	Shipping Fees
<b>Moringa Nutty Bar (379 INR, 340g)</b>	$=7\% * 379$ $= 24.43 \text{ INR}$	9 INR (Standard Easy Ship)	Local = 47 INR Regional = 56 INR National = 77 INR
<b>Cost To Amazon</b>	For Easy Ship, Total Fees = $24.43 + 9 + 47 \text{ (local)} = 80.43 \text{ INR}$ For Self-Ship, Total Fees = $24.43 + 9 = 33.43 \text{ INR}$		



# Big Basket & Jio Mart

Factor	Big Basket 	Jio Mart 
Platform Type	Groceries and essentials	Groceries, expanding range
Inventory Management	Bulk purchase, warehouses	Reliance retail network
Delivery Model	Quick delivery focus	Extensive retail leverage
Target Audience	Urban grocery shoppers	Broad consumer outreach
Seller Fees and Costs	Competitive margins	Variable by product
Marketing and Promotions	Promotional offers	Aggressive pricing, ads

# SOCIAL MEDIA STRATEGY

- Targeted Social Media strategy using Instagram
- 44% of Instagram users use the app to shop on a daily basis

FOLLOW US



## CONSISTENCY & BRAND AWARENESS

- Product Highlights (features, process)
- Impact Stories (women-centred, farmers, financial literacy)
- BTS

## ENGAGEMENT STRATEGY

- Sponsored Ads
- Customer Testimonials
- SEO, Meta Tags

## COLLABORATIONS & PARTNERSHIPS

- With micro-influencers with firm beliefs in health, nutrition and wellness
- Credible Nutritionists



Thank you!





# REFERENCES

- [https://sahrudayafoods.com/collection/SHOP\\_all](https://sahrudayafoods.com/collection/SHOP_all)
- <https://sell.amazon.in/>
- <https://twobrothersindiashop.com/>
- <https://aazol.in/>
- <https://pattri.in/>
- <https://www.businessoutreach.in/jiomart-vs-bigbaske/>
- <https://www.imarcgroup.com/>
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- <https://www.marketresearchfuture.com/>