



01 Preparation

Hawkins

The leading pressure cooker brand in India

Key Focus

- Quality
- Customer Centricity
- Safety
- Innovation
- Accessibility

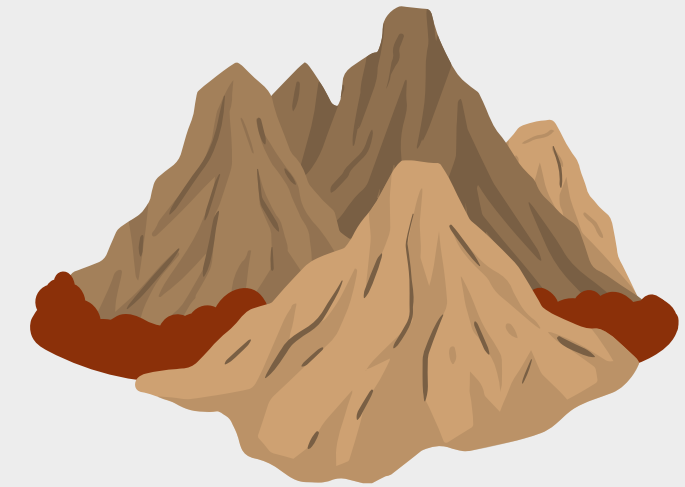


Market Structure

Routes



Terrains



Business to Consumer
(B2C)

Competition



And other local brands...

WHAT DOES HE CARRY WITH HIM?

01 The latest products, such as a 4.5 lt tri-ply stainless steel pressure cooker, to showcase.

02 App which contains sales targets, store contact details, conference points and an analysis.



WHAT DOES HE SAY TO HIS CUSTOM ER?

01

Highlights high quality features and makes safety demonstrations.

02

Gathers insights from the shopkeepers on customer preferences.

03

Emphasies products and their unique features, what sets them apart from competitor's products.



WHAT DOES THE CUSTOMER SAY TO HIM?

01

Information on product, it's usage, durability, and schemes.

02

Customer reactions and feedback on products.

03

Feedback gets systematically reported to the company's top management to inform product development and customer service improvements.



WHAT DOES HE DO IN THE MARKET?

- 01** Looks at competitor products from all categories
- 02** Aims to generate reasonable profit, enough to serve the customer for the company.
- 03** Aims to generate grow retailer's business.
- 04** Ensures products aren't undercut and that their display is prominent.
- 05** Maintains long-term relationships with store persons, and keeps track of their milestones.
- 06** Ensures sales targets are met for each store, and that dealers are eligible for schemes.

WHAT DOES HE OBSERVE IN THE MARKET?

- 01** Customer reactions to products, their promotion and schemes.
- 02** How competitor products are faring in the market
- 03** Notices which promotional strategies are effective/ineffective.
- 04** Which are the highest and lowest selling products.
- 05** The store's overall business
- 06** Overall market dynamics





The Analysis



**WHAT WAS
CONFIRMED**

**WHAT
SURPRISED US**

**WHAT
CONFUSED US**



WHAT WAS CONFIRMED?



**Effective
Sales Training**

**Emphasised
Safety
Features**

**Consumer
Centric
Approach**



What Surprised Us?

**Customer
Engagement**

**Diverse Sales
Channels**

**Attention to
Detail**

**Relationship
Building**

The amount of chai ;)



What Confused Us?

**Product
Differentiation**

**Feedback
Mechanism**

**Work
Pressure on
the Sales
Person**

**Army Mess
systems**





Reporting



GTM Strategy

- **Multi-channel distribution** approach to reach a broad consumer base.
- Emphasizes **product safety, quality,** and **consumer engagement**

Recommendations

- **Enhance Retail Experience** with interactive displays or augmented reality features.
- **Localized Marketing** to address regional preferences and expand market penetration in underrepresented areas.



WHAT WE LOVED

about the brand and in the market...



Product Diversity

The range of products tailored to different market segments



Customer Engagement

The direct interaction and hands-on demonstrations



Safety Focus

The emphasis on safety features in the product design and sales pitches.



Training Efficiency

The comprehensive training program for sales staff



Feedback System

The structured feedback collection and response mechanism.

WHAT CAN BE IMPROVED

about the brand and in the market

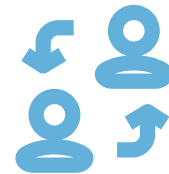
01



Consumer Education on Product Maintenance

Enhancing consumer education on product maintenance could reduce service calls and enhance product longevity

02



Expand Demonstration Reach

Increase the number and variety of cooking demonstrations at different retail points

03



Enhance Online Interaction

Improve the online customer interaction platform to provide quicker and more personalized responses

04



Leverage Consumer Data

Utilize consumer purchase data more effectively to predict trends and tailor marketing strategies.

05



Branding and Advertising

Reach of television advertising is not so good, activities should be conducted through the stores as well

Our experience

Arushi



Avyana



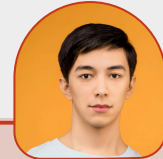
Isha



Nishtha



Shalini



Similarities

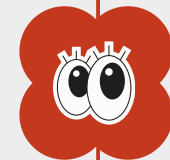
How customer-centric the entire process was. Right from manufacturing up until after sales service

It was a consumer centric approach and focused on building relationships.

Strong principles in terms of their salespeople

Strong customer service

Strong costumer grievances redressal



Differences

"Not all of their products did equally well. Cookware was much behind the pressure cookers"

"There were a few of their products that stands out more than rest. Difference in pricing of their products for army cants and rest of wholesalers."

"Some products sold quite a lot however in terms of other cookware consumers also chose the competitors."

"I saw that people who came in demanding for competitors such as Vinod ended up buying Hawkins cookers only reaffirming the fact that they are the market leader. "

"Observed that marketing for their 'Stay-cool rosewood handles' wasn't good as customers went to competitor brands for tava and frying pans"



Overall Experience

"I had a fabulous experience. I learnt that almost every seemingly little thing - right from colours, to product placement, to credit policy, to miniature, to small talk has a strategic purpose "

"It was a completely new experience, from the start to the end there was only learning in the whole process, It really was an on ground brilliant experience."

"It was an amazing practical experience, taught me a lot about how it is to work on ground not only in the marketing field but also in life."

"Enlightening experience, learnt about the intricate sales processes at Hawkins. I gained valuable insights into the practical aspects of sales and customer interactions."

"Extremely fun day, learnt that communication and even small friendly talks can build relationships very profitable to the company"

1

Consumer
Trust

2

Grievance and
Support
Efficiency

3

Hawkins for
kids



Thank you

