

*Mini Project – 2 Report*

*On*

***“Haldiram’s”***

*Submitted for the partial fulfilment of the Award*

*of*

*Master of Business Administration*

***DEGREE***

*(Session: 2021- 2022)*

***SUBMITTED BY***

**[Your name]**

**Roll no. 000000000**

***UNDER THE GUIDANCE OF***

***[PROF. NAME]***

*Department of Business Administration*

*INSTITUTE / COLLEGE NAME (MBA Institute)*

**College Logo/ University**

**Logo**

***AFFILIATED TO***

***DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY (FORMERLY UTTAR  
PRADESH TECHNICAL UNIVERSITY), LUCKNOW (FS-14)***

## **Student Declaration**

I **“Your Name”** hereby declare that the work which is being presented in this report entitled “Haldiram’s” is an authentic record of my own work carried out under the supervision of **Prof. “Name”**.

The matter embodied in this report has not been submitted by me for the award of any other degree/ Diploma/ Certificate.

**Institute / College Name (MBA Institute)**

[Your Name]

Date:

## **Director Certificate**

This is to certify that the work which is being presented in this report entitled "Haldiram's" is an authentic record of the student carried out under my supervision. The statements made by the candidate are correct to the best of my knowledge.

**Prof. (Dr) [Director Name]**  
Director,  
**College name (MBA Institute)**  
Date:

**[Prof. Name]**  
Designation:  
Date:

**(Seal of the Department/ College)**

## **Acknowledgment**

I acknowledge with gratitude to my mentor **[Prof. Name]** who has always been sincere and helpful and support in completing my project on paper. I have tried hard and soul together all relevant documents regarding this topic. There may be shortcoming, factual error, mistaken opinion which are all mine and I am all alone responsible for those but I will try to give a better volume in future.

**DATE:**

**PLACE:**

**[Your Name]**

## Content Page

<b>Topics</b>	<b>Page No.</b>
	6
1. Industry choice and its overview	7
2. Market size of the industry in India	8 to 9
3. Business Model/s	10
4. Major competitors	11
5. Impact of technology and its application	12
6. Emerging technology impact	13
7. Estimated market size and market shares (Based on the impact of emerging technologies)	15
8. Conclusion	16
9. Bibliography	
10. Appendices	

## **Industry choice and its overview**

Over a period traversing six and a half many years, the Haldiram's Group (Haldiram's) had arisen as a commonly recognized name for prepared to-eat nibble food sources in India. It had progressed significantly since its somewhat unassuming starting in 1937 as a humble sweet shop in Bikaner, in the Rajasthan province of India. In 2001, the turnover of the Haldiram's was Rs 4 billion. The gathering had presence in India as well as in a few nations from one side of the planet to the other. Till the mid-1990s, Haldiram's contained three units, one each in Kolkata, Nagpur and New Delhi.

The Agarwals family that possessed Haldiram's were dependably aware of the need to fulfill clients to develop their business. The organization offered a wide assortment of conventional Indian desserts and snacks at serious costs that engaged individuals having a place with various age gathering.

Haldiram's had many 'firsts' surprisingly. It was the first organization in Quite a while to mark 'namkeens'. The gathering additionally spearheaded better approaches for bundling namkeens. Its bundling methods expanded the time span of usability of namkeens from under seven days to over a half year. It was likewise perhaps the earliest organization in India to open a café in New Delhi offering conventional Indian nibble food things, for example, "panipuri," "chatpatri, etc., which took special care of the requirements of cleanliness cognizant non-occupant Indians and other unfamiliar clients.

Since the earliest reference point, the brand 'Haldiram's' had been famous for its quality items. The organization utilized the most ideal that anyone could hope to find innovation in the entirety of its assembling offices in India. Given the rising fame of Haldiram's items, the gathering wanted to extend its tasks.

In any case, a few examiners felt that Haldiram's actually needed to beat a few obstacles. The organization confronted extreme contest not just from desserts and nibble food sellers in the chaotic market yet in addition from homegrown and worldwide contenders like SM Foods, bake man's Industries Ltd, Frito Lay India Ltd. (Frito Lay) and Britannia Industries Ltd.

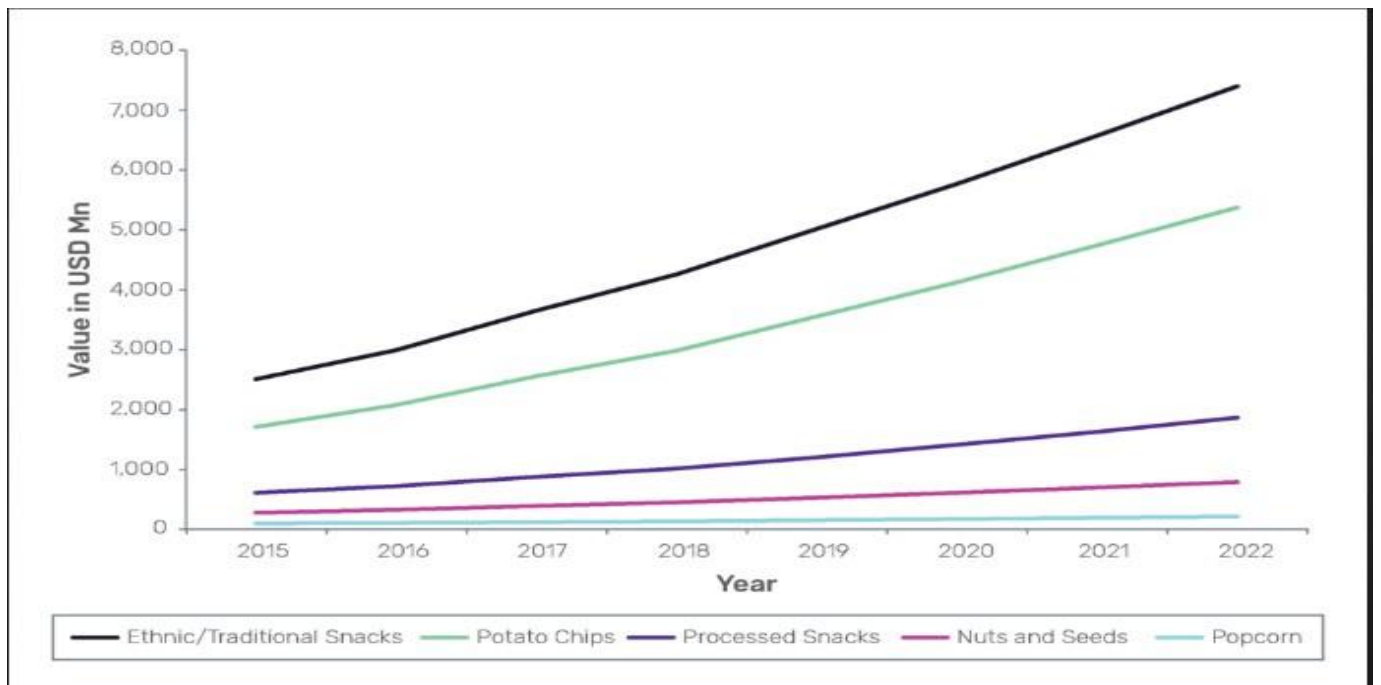
Besides, the gathering needed to defeat inner issues also. In the mid-1990s, as a result of the contention inside the Agarwal family, Haldiram seen a casual split between its three units as they began working independently offering comparative items and having a similar brand name. In 1999, after a court decision these units began working as three unique organizations with plainly characterized regions. This split had brought about forceful contest among themselves for a higher portion of homegrown and worldwide business sectors.

## Market Size of the industry in India

Haldiram sales crossed the \$1-billion mark in India, with business doubling over the past four years, according to a report by The Economic Times. In FY19, the food-manufacturing company reported combined revenue of Rs 7,130 crore (around \$1 billion) across all its entities, an increase of 14 percent from FY18.

The 80 percent of the sales came from Haldiram's branded packaged snacks; the report added. The company, which operates out of New Delhi, Nagpur and Kolkata, also runs restaurants. The report is based on filings sourced from Veratech Intelligence. Deals of Haldiram's joined units grew 14% from Rs 6,241 crore in FY18. While it likewise runs eatery networks, bundled snacks offered more than 80% of deals for the market chief. Haldiram works out of New Delhi, Nagpur and Kolkata, after the Agarwal family split the business topographically among themselves during the 1990s.

They are relatives of Gangabhisana 'Bhujawala' Agarwal, who began his enterprising excursion with a shop in Bikaner, Rajasthan, in 1937. Haldiram has endure debates and separations and is the greatest mark of those sent off by the Agarwals, a family that likewise possesses nibble brands like Bikanervala, Bhikharam Chandamal, Bikaji and Bikano.



## **Business Model/s**

### **Haldirams Promotion and Advertising Strategy**

Haldirams never followed a forceful advertising system, however let the items represent themselves by solid retail location limited time rehearses. They likewise profited from tremendous faithful client base and informal exchange advancements. Yet, attributable to ongoing ascent in rivalry, Haldirams has now concocted little 30 seconds YouTube promotions to focus on the metropolitan and global clients. It likewise does city-level advancements utilizing vivid hoardings and banners. In 2015, Haldirams restricted with a Bollywood film "Prem Ratan Dhan Payo" and sent off a challenge for advancements. New packs were likewise sent off with pictures of characters from the film. Haldirams zeros in more on the place to checkout promoting and involves exceptional racks for its items in the retail shops. It likewise brags a great deal grants and acknowledgment including India's Most Trusted Brand (2003) and top brand in the prepared to-eat nibble food classification. It is an individual from different global food affiliations like Snack Food Association, Virginia(USA), European Snack Association, London (UK) and International Association Of Amusement Park Attractions in Alexandria (USA). Subsequently this finishes up the showcasing blend of Haldirams.

### **Haldirams Place and Distribution Strategy:**

Haldirams claims three assembling offices Haldirams Manufacturing in Delhi, Haldirams Bhujawala in Kolkata and Haldirams Foods in Nagpur. The Haldirams Snacks and Ethnic Foods in Delhi had profit of Rs.2,000+ crores from the northern district. Haldirams additionally has cafés at Nagpur and in Delhi. The three café designs under which they work are — easygoing eating, fast assistance eateries (QSR) and booths. There are in excess of 40 cafés in Delhi and Delhi NCR alone and every one of them are gigantically fruitful. The organization is wanting to extend in the south India utilizing an establishment-based model. Haldirams has areas of strength for a for dispersion of its items in India and abroad. The organization is clear cut and organized completed merchandise from the assembling units are given to merchants through Carrying and Forwarding specialists, which thus transport the items to retailers.

### **Haldirams Price/Pricing Strategy**

Haldirams follows a serious valuing procedure to rival colossal disorderly bites and sweet area in India. Haldirams charge a negligible premium inferable from the marked and very much bundled items. They give a colossal significance to great show and vivacious bundling as a method of separation from other non-marked chaotic items and subsequently request a premium for it. Yet, since the premium is little to the point that buyers normally wouldn't fret given the confided in excellent items. At similar Haldirams, they keep costs marginally lower than other marked contenders like Bikaji, Lehar, Bikano and so on. Haldirams has concocted little one-time utilization bundles of 40gms which are valued at Rs.10 for its most popular Bhujia sev.

### **Item methodology and blend in Haldirams advertising technique**



Haldirams is one of the biggest food and nibble makers and retail outlet in India. The different food items presented by Haldirams incorporate namkeens, papads, desserts, drinks, banana chips, halke accident, takatak, frozen curries, frozen paratha, frozen rice, frozen thali, frozen snacks and canned desserts. It is additionally occupied with eateries and top notch food, yet 80% of income is created by bundled items business. The organization likewise has an internet based presence where clients can put in their requests and profit different exceptional items presented by Haldirams which incorporate custom sweet boxes, particular bubbly items and custom tokni. The site additionally offers administrations like submitting mass requests and fatafat conveyance (speedy conveyance). Haldirams item methodology as a piece of its promoting blend come in bundles of different sizes to fulfill the various necessities of clients. They likewise give a great deal of significance on appealing bundling with alluring varieties to empower drive purchasing among clients. The bundle additionally comes loaded up with nitrogen to build the time span of usability of items. Haldirams centers extraordinarily around conveying quality items. The entire assembling process is in-house and rigid quality checks are finished by the organizer relatives themselves. There is a consistency in quality and validness in taste which make Haldirams a huge outcome in Indian bites market.

### **Every Individuals focus strategy**

First and foremost, by utilizing the name of "Dungar", as a matter of course made his bhujia sound like a delicacy that individuals would need to attempt. However the name Dungar had no association with the Maharaja, yet behaved like a brand envoy for the bhujia. In this way, the apparent worth of the item was improved by an enormous degree.

Then, at that point, as a result of this expanded apparent worth, individuals wouldn't fret paying three paise extra since they of course expect that they were purchasing a superior item. Furthermore, third and in particular, after we individuals pay the premium for the bhujia in the wake of seeing it as a superior item. At the point when they really tasted it, the bhujia truly ended up being totally scrumptious. Subsequently, the interest for Haldirams Dungar Sev soar inside only half a month. On the off chance that you see, this is a reading material execution of one of the most impressive standards of showcasing which says that: "brand discernment in addition to a substantial worth conveyance results into brand esteem"

## Major Competitors

### Bikaji Foods

Bikaji is an Indian namkeen, snacks and sweets producing brand based out of Bikaner, Rajasthan. The brand is popular for its wide array of authentic Bikaneri bhujia, namkeen, papad and sweets. Bikaji is the number one company across the globe in terms of the highest bhujia production. They produce about 100 tonnes of bhujia per day in their manufacturing facilities. Talking in numbers, Bikaji sells more than 250 tonnes of its products in 24 hours. It has expanded its business across the borders as well. Bikaji products are exported to more than 30 European, Gulf and American nations.

### Bikaervala

In 1950 two individuals from the Lalji family moved to Delhi to investigate new roads for growing their conventional business. At first the Aggarwal siblings set up a slow down in Chandni Chowk by the name of Bikaner Bhujia Bhandar in Parathe Wali Gali. During the 1960s, they expanded their line of items by including more assortments of conventional desserts and namkeens, and opened a few shops as Bikanervala in noticeable pieces of Delhi, including Karol Bagh. The present Managing Director of Bikanervala Foods Pvt Ltd, Shyam Sundar Aggarwal, joined the privately-owned company in 1968. Then, at that point, 16, he had recently completed secondary school. Gaining the craft of making desserts from his dad. In 1980s, when the western cheap food pizza entered the Indian market, Aggarwal understood that there was degree to investigate more Indian items subsequently Bikanervala opened a few outlets in different pieces of the country. In 1988, to take the brand all around the world, they sent off Bikano to sell desserts and namkeens in impenetrable bundling. In 1995, Bikanervala went into an elite consent to deliver namkeens for PepsiCo's image Lehar, opening another plant in Faridabad, Haryana. While Bikanervala's bundled food items, including desserts and namkeens, are sold under the Bikano brand name, the organization has opened Bikano Chat Cafes (2003) which are speedy help cafés serving inexpensive food with negligible table assistance. The Bikanervala and Angan eateries serve customary Indian tidbits, desserts and namkeens. Bikanervala has likewise sent off a shop inn at Banjara Hills in Hyderabad.

### Leher

The Leher namkeen products are little costly then the other snacks which are available of the same quantity. But Leher namkeen products always have been very good in quality and the taste. I think we should not make any kind of compromises with the food products, which may affect our health. Once I bought the banana chips by Leher namkeen and tried it. My children loved the taste of it. The leher namkeen banana chips give a great taste when it is served with the tomato sauce. Even my kids love the snacks by Leher namkeen. These snacks are not too spicy and not even too tangy, they are some what balanced in the taste and good.

## **Impact of technology and its application**

### **Improves Quality Control**

New food technology can help improve the consistency of the products you make by changing techniques. With old system , you had to manually move pans from lower to higher racks if that affected food making times, crusts or other aspects of your pies, sweets and snacks. With new technology, you can improve your quality results by using rotating racks and temperature probes. This helps you create more consistency in your products.

### **Better Results**

Some new technologies are aimed directly at improving the finished product. For example, some equipment, such as spiral mixers, help you mix larger batches and preventing over-mixing. This reduces oxidation in the dough . Improve the structure of sweets, generate more volume, ensure a crispier crust and result in longer shelf life.”.

### **Reduces Production Costs**

Technology that helps you reduce or eliminate labor hours will decrease your production costs. While you might not be able to eliminate staff, you will be able to produce more items per staff member in the same amount of time, decreasing your cost to make each item and increasing your output. Even if your labor costs remain the same, your production costs per pie or sweet decrease, increasing your profit margins and gross profits.

### **Improves Sales Processes**

Whether it's an internal sales database, consumer ordering app or website analytics, technology is improving the way products sell their goods. The more a shop can predict its sales, the better it can manage inventory to make sure customers can get what they want, when they want it. With home food delivery and curbside pickup increasing in demand, bakeries that adopt technologies to facilitate these types of sales will see more profits. Inventory tracking, not only of finished products, but of ingredients as well, helps keep shops running smoothly.

### **Online Retailer Relationships**

Another benefit of centralized warehousing is expansion of opportunities for relationships with online retailers. Distributors can appeal to online storefronts by offering concentrated inventory storage and fast delivery on order fulfillment. Other online retailers operate their own distribution centers.

## Emerging technology impact

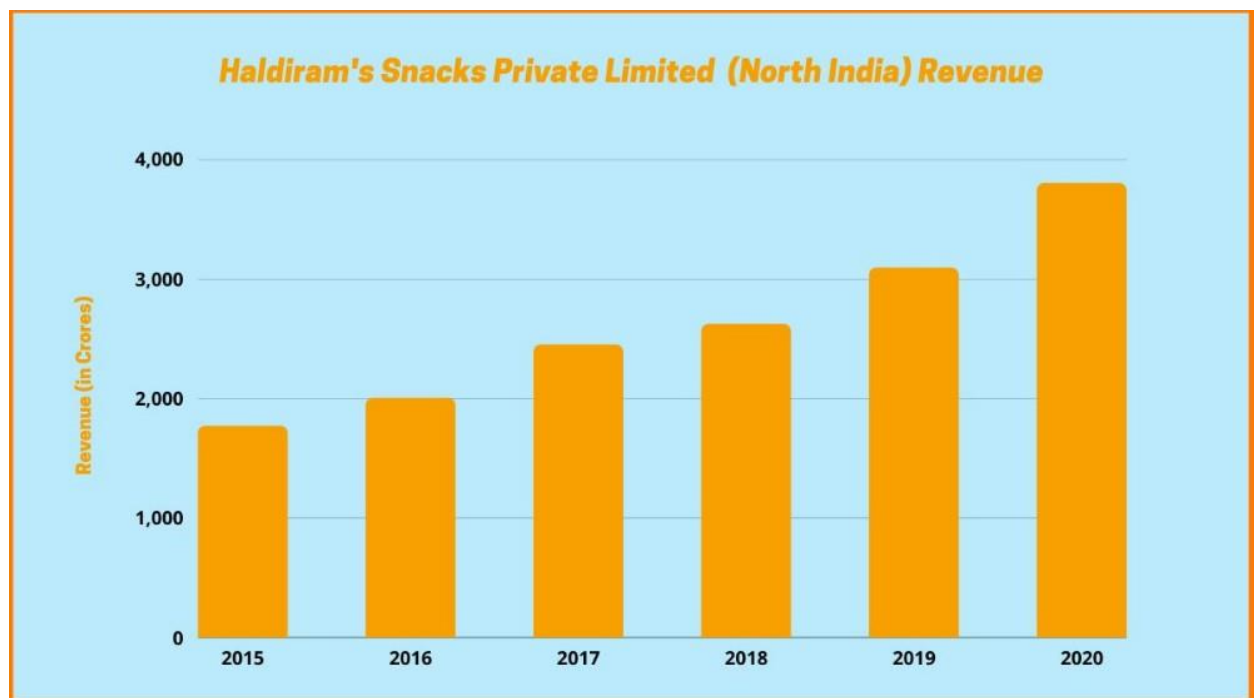
- Beginning as a small shop in the paths of Rajasthan's Bikaner in 1937, Haldiram has turned into a worldwide goliath in the retail desserts and namkeen area serving Indian food on a platter. Organizer Ganga Bishan Agarwal was affectionately known as Haldiram for his wheatish-turmeric composition and in this manner the story behind the name which has turned into a family term for Indian families hankering flavorful tidbits. The Agarwal's had a kirana store and sold bhujia sev, a yellow-shaded, salted flavorful tidbit. Pavitra Kumar makes reference to in her book 'Bhujia Barons' that Agarwal reexamined bhujia by adding moth (a sort of lentil) flour to the bite which used to be made of besan (chikpea flour). USA was the principal abroad market
- The USA was the principal market where Haldiram began sending out to, because of the huge diaspora populace settled there. The organization started its activities with around 15 items, all savories, and bit by bit extended its menu. As of now, the Indian organization is sending out its items and administrations to north of 60 nations around the world, including Sri Lanka, United Kingdom, Canada, United Arab Emirates, Australia, New Zealand, Japan, Thailand, and others.
- Haldiram has likewise gone into a selective expert franchisee organization with French pastry shop bistro Brioche Dorée, the world's second-biggest bread kitchen chain. Interestingly, the Brioche Dorée bistros will serve just vegan food. Ascribing the outcome of the brand to the family structure that empowers quicker direction, Haldiram comments, "We comprehend Indian purchasers' nibbling propensities and guarantee that tasks including assembling and bundling are finished in-house to hold quality in line and immediately change our portfolio to meet evolving patterns. Likewise, since we are family-worked, direction is quicker,"
- As per an ET report, Haldiram in 2019 crossed the \$1 billion deals mark in India after business multiplied in the earlier time of four years. Subsequently, the US food goliath Kellogg needed to purchase a stake in Haldiram and esteemed it at \$3 billion. Notwithstanding, the arrangement, attributable to a few inner issues inside the groups of the organization would never see the illumination of the day.
- Through humble starting points and 10 years after India acquired freedom, the family made a trip to Kolkata. Mr. Agarwal was going to a wedding in the city and that is where he originally had the plan to open a shop. That was the main stretching out of the Bikaner bhujia business. By 1982, Haldiram's had set up for business in Delhi and the capital had started to come by and observe the savories and desserts.

## Estimated market size and market shares

(Based on the impact of emerging technologies)

Through humble beginning stages and 10 years after India gained opportunity, the family made an excursion to Kolkata. Mr. Agarwal was going to a wedding in the city and that is where he initially had the arrangement to open a shop. That was the fundamental loosening up of the Bikaner bhujia business.

By 1982, Haldiram's had set up for business in Delhi and the capital had begun to stop by and notice the savories and treats. It was casual trade that fostered the business complex throughout the span of the accompanying 10 years till Haldiram's came to address a food association that was indivisible from taste, neatness and progression.



## Properties and Applications

Through humble beginning stages and 10 years after India gained opportunity, the family made an excursion to Kolkata. Mr. Agarwal was going to a wedding in the city and that is where he initially had the arrangement to open a shop. That was the fundamental loosening up of the Bikaner bhujia business.

By 1982, Haldiram's had set up for business in Delhi and the capital had begun to stop by and notice the savories and treats. It was casual trade that fostered the business complex throughout the span of the accompanying 10 years till Haldiram's came to address a food association that was indivisible from taste, neatness and progression.



From our formative years, he instilled the value of keeping the tradition and quality intact, even as we matured as a company. All of our products maintain a consistent sense of simplicity. Our Ingredients and recipes picked to accentuate these ideas and followed to this date. We promise that all our products are natural, wholesome and have a homemade feel to them.

Although, Haldiram's is about more than just-food. By creating a strong sense of community and supporting our associates, we continue to feel like a true family business. We carry these values

with us as we operate together to serve generations of happy connoisseurs across the globe and continue to be the nation's beloved snack-food company.

## **Conclusion**

- ✦ There is high awareness level for different Haldiram's products amongst the retailers.
- ✦ From the survey of 250 retailers in Delhi it was noticed that in most of the retailers are keeping Haldiram namkeens.
- ✦ Market share of Haldiram namkeen is more than double of its competitors.
- ✦ From the data it's quite clear that while promoting any brand the foremost considerations are good demand and margins followed by regular supply and next comes brand names.
- ✦ Average annual sale come out to be highest for Haldiram's namkeens followed by Lehar, Bikano, local brand like Namkeens, Raja, Shsmmi, Tingle, Shah, Rajsi. Etc.
- ✦ Margins as revealed by retailers are highest for local brand followed by Leher, Bikano and Haldiram's in that order.
- ✦ Brand awareness for Haldiram's product is very High.
- ✦ Leher namkeens are equally preferred as Haldiram's. It is also noticed that young people prefer Leher's Aloo Bhujia, Masala Laccha and Kurkure over Haldiram's. The reasons for this could be that the T.V advertisement of Leher has an emotional appeal for the young generation.
- ✦ Bikano's Natkhat Nimbo and Crax's mast mattar are in great demand over Haldiram's.
- ✦ Haldiram's received instant acceptance and soon became one of India's largest brands of namkeens and sweets growing five folds in ten years.
- ✦ Haldiram's the brand name that is always associated with quality, product and services. It took more than six decades to become the leading manufacturer of Indian savoury snacks.

## Bibliography

- <https://www.studymode.com/essays/Haldiram-s-Business-Overview-346088.html> *Industry choice and overview*
- Business model <https://en.wikipedia.org/wiki/Haldiram%27s>
- Market size <https://manjuuagarwalhaldiram.blogspot.com/2013/04/haldiramsoverview.html>
- Major competitors <https://craft.co/haldiram-s/competitors>
- Impact of technology and applications <https://gradesfixer.com/free-essayexamples/the-impact-of-social-media-and-technology-on-society/>
- <https://www.coursehero.com/file/p6kb7qg/Haldirams-product-in-Delhi-andthe-NCR-are-sold-under-the-brand-name-of-Haldiram/>
- <https://pipecandy.com/companies/haldirams-buy-snacks/> Estimating market size and share