

Marketing Research and Brand Loyalty of Haldiram's

Rishikant Upadhyay, Prakhar Verma, Ms Jyoti Jyotshna

School Of Business
Galgotias University

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ABSTRACT

Haldiram's started out as a small sweet store in a remote area and has grown into a major Indian snack and convenience (Ready to Eat) food manufacturer. A highlight of Haldiram marketing mix, it has made the company a leading manufacturer

and retailer of Namkeen and confectionery.

Haldiram's customizes its products to suit the taste and preferences of customers from all over India. It launched products, as per the taste of people belonging to particular regions. For example it launched 'Murukkus' a south Indian Snack and Chennai Mixture' for the customers who lives in south region of India. Similarly Haldiram's launched 'bhelpuri' keeping in mind the customers of western India. The Haldiram's offers certain products ('Nazarana', 'Panchratan' and 'Premium') only during the festival season as gift packs.

Haldiram's competes on the basis of numerous factors including brand recognition due to distinct packaging. Product quality. Traditional taste and authentic Indian flavor. The Haldiram's timely introduce the new products and line extension has played a major part on consumer's buying behavior.

I. INTRODUCTION



Type	Private
Industry	Food
Founded	Bikaner, Rajasthan
Founder	Ganga Bishan Agarwal

	(haldiramji)
CEO	Manish Agarwal
Executive director	Ashok Kumar tyagi
Headquarters	Nagpur, Maharashtra, India
Products	Snacks, sweets, beverages, frozen foods, potato chips
Revenue	₹7,130 crore (us\$940 million) (2019)
Website	www.haldiram.online , haldiram.online
Offices	
Head Office - Nagpur	
Address:	Plot No. 145/146, Haldiram House, Bhandara Road Chowk, Old Pardi Naka, Surya Nagar, Nagpur, Maharashtra 440035.
Telephone:	+91 9764449796, +91 9607778600, +91 9607678600
Fax:	0712 – 2680218
Email ID:	support@haldirams.com
Regional Office - Mumbai	
Address:	Haldiram Foods International Pvt Ltd, A-204/207 Shyam Kamal West Wing, Agrawal Market, Mumbai – 400057
Telephone:	022 – 26130771, 022 – 26170762
Fax:	022 – 20145116
Email ID:	support@haldirams.com

1.1 About The Haldiram's

Haldiram's is an Indian International sweets, snacks and Restaurant Company. It's headquarter is in Nagpur, Maharashtra. The manufacturing plants of Haldiram's is available in various locations such as Nagpur, Delhi, Gurgaon, Rudrapur and Noida. Haldiram's has its own retail stores and various restaurants in Pune, Nagpur, Kolkata, Noida and Delhi.

II. QUALITY ASSURANCE

Consumers around the globe needed to be sure that the products they want buy are of unique quality. Our focus is on delivering quality goods with the highest excellence to the consumer, while being committed to using resources responsibly.

We pay utmost attention to the selection of finest raw material, this is achieved through proper quality management system with the help of our suppliers through internal review process.

Haldiram certified that all our products are BRC 'A' certified and are regularly checked under the guidelines provided by BRC by our professional quality management team. We invest in the newer and better, we are working to make our products of superior quality.

Haldiram's have its own management team and procedures to support us in maintaining our degree of excellence –

- Daily gathering and monitoring of customer feedback.
- Performance monitoring of supplier against criteria set by haldiram's.
- They provide time to time Training and development of skills of our employees.
- Regular Inspection of our internal process.
- Management reviews of Inspection result, customer's feedback and complaints.

III. HISTORY OF HALDIRAMS

Haldiram's was founded in 1941 by Ganga Bishan Agrawal, fondly known as Haldiamji in his household; as a retail sweets and Namkeen shop in Bikaner, Rajasthan.

Haldiram began as a small sweet shop in Bikaner, a land famous for its savouries flavours, as was it for its leather-faced pipe players and fierce warriors. By 1982, Haldiram's had set up shop in Delhi, the capital of India that had begun to pick up and take off. Pay attention to the traditional taste of savouries and sweet. It was word of mouth that grew the business manifold over the next decade till Haldiram's came to stand for a good quality food company that was synonymous with traditional taste, hygiene and innovation.

In the international we have started from USA to export our products, thanks to the large Indian population there. We began with about 15-20 products, all savouries, and Namkeens because they are a favourite with Indians.

What started as a small town enterprise in India is today a global phenomenon. Haldiram is a way of life for Indians, regardless of the country they live in. And the countries they live in are also rapidly developing for these products.

IV. CERTIFICATION AND ACCOLADES

- BRC
- FSSAI
- Products of India
- FSSC 22000
- Halal Food Certified
- ISO 22000:2015
- ISO 9001:2015
- Kosher Certified

V. HALDIRAM, A SMALL SWEET SHOP WHICH MADE INDIAN CUISINE BIG INTERNATIONALLY

5.1 Usa Was The First Overseas Market:

The United States was the first market where Haldiram's began exporting, thanks to the large expatriate population there. The company started its operations with around 15 products, all types of products and gradually expanded its menu.

Currently, the Indian company is exporting its products and services to more than 60 countries across the world including Sri Lanka, United Kingdom, Canada, United Arab Emirates, Australia, New Zealand, Japan, Thailand and others.

5.2 Tying Up With Brioche Dorée:

Haldiram's has also entered into an exclusive master franchise partnership with the world's second largest bakery chain, French Bakery Cafe Brioche Dory. For the first time, only vegetarian food will be served at the Brioche Dory Café.

Attributing the success of the brand to the family structure that enables faster decision making, Haldiram comments, "We understand the snacking habits of Indian consumers and ensure that operations including manufacturing and packaging deliver quality in-house. To maintain and adjust our portfolio quickly. To meet the changing trends. Also, since we are family-run, the speed of decision making is faster."

5.3 Growing Sales And Market Value:

According to a report, in 2019, Haldiram's crossed the \$1 billion sales mark in India after doubling the business in the prior four-year period. As a result, US food giant Kellogg's wanted to buy a stake in Haldiram's and it was valued at \$3 billion. However, the deal was never seen in broad daylight due to some internal issues within the factions of the company.

According to a report by Crisil, Haldiram's is projected to post a modest revenue growth of 10-11 percent in FY21 due to the rising demand for packaged foods and snacks due to the pandemic.

The packaged food business contributed 85 percent of the group's business.

From selling bhujjasev to selling kebabs in the Middle East, partnering with French giants, Haldiram's has indeed come a long way. The company has carved a distinct Indian identity on the global map and is proudly serving the delicacy of Indian snacks to the global audience.

VI. CONCLUSION

The market is flooded with major players like Frito-Lay India, PepsiCo's snack food arm, which has pioneered the snack-chip revolution in the country, Haldiram's and Delhi-based snack-food-retailer Bikanerwala Foods Pvt Ltd, etc. Even dairy major Mother Dairy has a presence in this category. With the entry of companies like IC and HLL into this industry, it is becoming increasingly difficult for companies like Haldiram's who have not given serious attention to its branding activities till now.

Increased media exposure, increasing purchasing power of the target audience as well as their willingness to spend more on eating out due to lifestyle changes will fuel the demand for snack foods and only companies that have voice and space in the market. Enough part. Will be able to survive. Haldiram has the ability to meet these demands and being able to do it successfully requires only a certain modification in its strategies, which it has already started considering.