

Marketing Research and Brand Loyalty of Haldiram's

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ABSTRACT

Haldiram's began as a little sweet shop in a rural place and has now evolved to become a prominent Indian snack and convenience (Ready to Eat) food maker. It has elevated Haldiram to the position of major maker and retailer of Namkeen and sweets. Haldiram's goods are tailored to the tastes and preferences of clients from all across India. It created items based on the preferences of individuals from certain locations. For example, it launched 'Murukkus', a south Indian snack, and 'Chennai Mixture' for clients in India's south region. Similarly, Haldiram's introduced 'bhelpuri' with western Indian clients in mind. Certain Haldiram's goods ('Nazarana,' 'Panchratan,' and 'Premium') are exclusively available during the festival season.

INTRODUCTION



	(haldiramji)
CEO	Manish Agarwal
Executive director	Ashok Kumar tyagi
Headquarters	Nagpur, Maharashtra, India
Products	Snacks, sweets, beverages, frozen foods, potato chips
Revenue	₹7130 crore (us\$890 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
Type	Private
Industry	Food
Founded	1937, Bikaner, Rajasthan, India
Founder	Ganga Bishan Agarwal

1.1 About The Haldiram’s

Haldiram’s is an Indian International sweets, snacks and Restaurant Company. It’s headquarter is in Nagpur, Maharashtra. Haldiram’s has its manufacturing units in places such as Noida, Nagpur, Delhi and Gurugram moreover Haldiram’s has its own retail stores and various restaurants in Pune, Nagpur, Kolkata, Noida and Delhi.

QUALITY ASSURANCE

Consumers around the world needed to know that the things they wanted to buy were of exceptional quality. Our priority stands to provide consumers with high-quality items while being dedicated to responsible resource use.

We pay close attention to the selection of the best raw materials, which is accomplished through a good quality control system and the assistance of our suppliers via an internal evaluation process, keeping an eye on the minute detailing of the things has helped us a lot.

Haldiram’s confirmed that all of our goods are BRC 'A' certified and are periodically verified by our experienced quality management staff in accordance with BRC standards. We invest in the latest and greatest, and we strive to produce our items of standard quality. Haldiram's has its own management staff and methods to help us keep our degree.

HISTORY OF HALDIRAMS

Haldiram’s was founded in 1941 by Ganga Bishan Agrawal, also 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.

CERTIFICATION AND ACCOLADES

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

HALDIRAM, A SMALL SWEETSHOP WHICH MADE INDIAN CUISINE BIG INTERNATIONALLY

Usa Was The First Overseas Market:

The United States was the first International market where Haldiram's began exporting, getting the benefit of the large population there. The company initially started its operations with 15 of its products, and then 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.

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."

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 expected to rise at a compound annual growth rate

(CAGR) of about 15% to 17% between fiscals 2021-2023. The company is dais to take inorganic growth which is set to be funded prudently. Its food international operating revenue range is around INR 500 Cr.

CONCLUSION

Major participants in the industry include Agro Tech Foods Ltd., PepsiCo's snack food subsidiary, which kind of initiated the snack-chip revolution in the country, took the market by storm. Haldiram's, and Delhi-based snack food retailer Bikanerwala Foods Pvt Ltd, among others. Mother Dairy, too, has a presence in this category. With the advent of firms like as ITC Limited and HUL into this market, it is becoming increasingly challenging for enterprises such as Haldiram's that have yet not paid a close attention to their branding, which certainly has become the need of the hour.

Increased media exposure, increased spending power of the target demographic, and their willingness to spend more on eating out as a result of lifestyle changes will boost demand for snack items, and only firms with a voice and a presence in the market will benefit enough of it. Its high time when Haldiram's should consider promoting its brand on a higher notch, something that has yet not been done.

Above all, still Haldiram's has got an immense amount of brand loyalty attached to it. Which enables them to compete against the top gaints in the industry, giving them a tough competition.