

## A Sharp Focus on Purpose

Rajendra Pawar, Chairman, Baramati Agro, scrutinises the DNA of the brand's success

With a humble beginning, dedicating more than thirty years to building an unparalleled agrarian society, Padmashree Late Dr. Appasaheb Pawar, a visionary social revolutionist, created an organisation that has evolved as a brand that we call today: Baramati Agro.

Baramati Agro has since united a diverse range of agriculture allied activities in the agri-businesses vertical evolving as an internationally recognized agri-conglomerate at par with global standards. Seeded in 1988 as a poultry-focused undertaking, the company has now successfully spread its operations across various sectors such as broiler parent and broiler integration, animal and poultry feed, food processing, sugar and ethanol generation, retailing, and trading of agricultural commodities, fruits, and vegetables. The company's value is deep-rooted in collective empowerment with the vision "to be a value-based company with a leadership role in domestic as well as international markets and continuously strive to create value for all the stakeholders by Linking the Basics." True to its mission "to scale up with speed to become India's largest diversified agribusiness conglomerate", the brand 'Baramati Agro' speaks it all.

What sets the company apart from its peers is its belief in creating values for all stakeholders. Focusing on building a wealthy community of farmers at one end of the continuum to providing unparalleled customer journey at the other end, Baramati Agro ensures creating a lasting impact in the lives of the people. Introducing the farmers to poultry and dairy farming as an alternate source of income in rain-dependent agriculture of Baramati region, the organisation took steps to educate the farmers in sustainable agricultural practices and trained them to adopt new scientific and innovative technologies in farming. Focusing from the producers to the consumers, Baramati Agro provided the farmers with a definite market by developing processing and manufacturing units. Further diversification into various sectors created a sense of fulfilment among the farmers and build an inclusive community.

Taking the legacy forward, Rajendra Pawar, the Chairman of the company and CEO Rohit Pawar devotedly worked with the farm-to-fork model. With the basic principle of 'Linking the Basics', Baramati Agro has been working to improve the lives of farmers and provide a sense of fulfilment to its consumers. The company has

religiously focused on the three Cs of Customer Satisfaction - Consistency of Quality, Consistency of Service, and Consistency of Positive Customer Experience. The brand 'Baramati Agro' has always worked with a 'sense of purpose' to create a feeling of trust and reliance for its customers. Following a bottom-up approach, the company has been consistent in the 'promises made, and promises kept' spirit.

The brand's success mantra lies in its continued focus on the purpose and on the changing needs of the customers. "We don't lose sight of what is most important - our customers. Thus, the brand mantra is not focused on the above-the-line marketing advertisements, but on the roots to create an unparalleled customer experience. Over time, Baramati Agro has successfully introduced some robust and trusted brands such as Elecius, Freshious, Fresh Chicken, Chicken Vicken, Baramati Pashu Ahar, B.A.L. Aqua, and Divine Crystals. Our food division, under the brand Elecius and Freshious, provides our customers with a wide range of products under the categories of fry and serve, grill and serve, heat and serve, and cold cuts all under one umbrella. As a brand, we strive to set the highest standard of quality in everything we do. By constantly challenging ourselves to improve and bring the best quality and service, we have gathered a community of loyal consumers. In our strive to excel, we have achieved a position among the top ten ethanol suppliers in India," said Rajendra Pawar.

"As Baramati Agro makes inroads into various sectors, we are conscious of the importance of relationships, collaborative learning and inclusive growth. Though we have a strong legacy and track record of success, we don't rest on our laurels. On the contrary, our ability to constantly reinvent ourselves and reach for the sky with renewed vigour is our brand strength. We combine new

technology with age-old values of transparency, timeliness and trust. Each hand counts, and every voice is heard in our quest for excellence," said Rajendra Pawar.

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**Baramati agro**  
Linking the Basics



## Building on core strengths

Siladitya Sarangi, Country Head India, Figaro Olive Oil - Deoleo India, pinpoints the brand's success mantras and future growth path

Figaro is the pioneer in the Olive Oil category in India. With the legacy of over 100 years, Figaro is one of the most trusted and reliable brands in the country. Its iconic aesthetic look and feel are synonymous to Olive Oil category thus enjoys market share dominance and our consumer centricity ensures that the brand continues to be the preferred choice for consumers.

"India is a key market for us, and we would continue to invest more to make the best of opportunities ahead of us. Since we started managing our own imports, we have strengthened our distribution, manufacturing, and marketing capabilities. Given the increasing potential in middle class segment in India and with advent of health, wellness & dietary preferences, we are focusing towards making Olive Oil more accessible to Indian consumers through diversified portfolio.

Our offering will continue to be more consumer centric with a clear focus on delivering brand promise that aims to give only the best quality olive oil based products," said Siladitya Sarangi.

**FIGARO**  
Olive Oil

**"We are excited about the launches planned this year, we have recently launched Figaro baby range, which marks our entry into baby personal care segment. Olive Oil and its association with skin care are known and we intend to bring in scientifically proven superior product into the market and pass on the Spanish heritage of Olive Oil to India."**



## The Aroma of Success

Praveen Jaipuria, CEO, Continental Coffee, CCL India Products Ltd. highlights consumer trends and how to tap into them

One of the most important parameters for brand success is its connection with the right consumer insight backed by a strong product. Tapping into the consumer needs and providing them the desired product at the right time and right place. The brand has to be more human in nature and connect with consumers with a creative and consistent message.

Continental Coffee has a strong R&D and quality expertise which helps us to deliver different kinds of

blends catering to different consumer palatability. Basis our research in India, consumers in the South and North have different palatability and hence different offering from our end. South consumers prefer their coffee to be a little stronger and Continental Xtra our South blend offers the right balance to provide the intense nutty flavour which lingers on. For consumers from the North who like their coffee smoother, Continental Special is one such blend which we have specially chosen to deliver a great experience.

When it comes to filter coffee, consumers prefer to make it their own way as they believe that preparing it is an art where the right blend of coffee and chicory needs to be perfectly roasted and ground to size to have a perfect coffee decoction. Continental Malgudi has been prepared with a lot of care and precision to deliver what these consumers expect in its dabra (a south Indian cup).

India is a tea-drinking nation, every office-going person always takes a break for tea or smoke and subconsciously there is a price bracket of Rs10 in his/her mind which is ready to spend. "We at Continental Coffee took that insight and thought if we can offer consumers a good cup of coffee at Rs10. With the help of R&D, we were able to launch Continental THIS Premix coffee (3 in 1) which is now available across platforms

and offers a good cup of coffee at just Rs10 per sachet. Similarly, we have flavour offerings from THIS catering to consumers who are looking for an alternative to cake-like flavours anytime, anywhere," said Praveen Jaipuria.

"Continental Coffee is here to create more coffee moments for consumers and more experiences for the consumers with differentiated offerings."



## A Total Commitment to Quality

Deepak Garg, MD, Sany India & South Asia, explains how focusing on quality has helped the brand surge ahead

Customer satisfaction is the foremost aspect we have in mind while manufacturing a product. Our products should be of world-class standards, and meet the expectations of the customers

without creating a dent in their pockets. These tenets have always held us in good stead and helped us surge ahead on a success path.

Our strategy has stayed the same since inception - All products are de-

signed to stay true to the company's vision. We have never compromised on quality and stood by our belief "Quality changes the world" even in the most trying times. This has certainly helped us to stay ahead of

other players, expand our business and also gain a huge customer base. Best in class quality has not only ensured brand loyalty, but has helped us reach the pinnacle of success across the globe. We have sustained this success since inception, and the formula or mantra for achieving is not at all complex. Maintain quality, be genuinely concerned about your client's expectations and grievances, resolve issues before it catapults into a crisis, and prioritize your stakeholder's requirements at all times.



## A Mercurial Growth Story

Amit Khemani, Managing Director, Blossom Industries Limited, professes a commitment to soar ever higher

At TAG, always inspire to "Be Yourself" and express your individuality without inhibitions as the world wants to hear you. We started our journey just 3 years back by catering to our local market of Daman, Silvassa, and Diu and since then, we have expanded to 10 countries like US, UK, UAE, Singapore, Malaysia, Norway, Australia, etc. and Indian states like Pondicherry, Tripura, etc. in a short time and are still counting. This recognition is a testimony to our resilience and unstoppable spirit of Blossom Industries to deliver brands that form part of the popular culture and lives of our consumers. We are extremely grateful to our patrons for trusting us and giving us an opportunity to be part of their celebrations - big and small. "This recognition is a testimony to our resilience and unstoppable spirit of Blossom Industries to deliver brands that form part of the popular culture and lives of our consumers."



## A Promise for Power

Naresh Chander Oberoi, CMD, Powerica Limited, outlines his focus to continue shaping the brand's journey

The successful brand image of the Powerica Limited has stemmed from its motto "A Promise for Power". To ensure this promise is kept, each and every Powerican is actively contributing to the success of the brand.

"To delight customers is a common goal for companies trying to build or maintain a healthy brand image. However, at Powerica, we strive to exceed our customer satisfaction goals even in times of uncertainty. In doing so, we build relations with our clients and vendors based on confidence and trust. If times are good, our customers are confident that we will get the job done, and when times are bad they trust us to do the same," said Naresh Chander.

"At Powerica, we are committed to providing products and services of the highest standards. We rely on our workforce expertise to ensure world-class support for every end-to-end solution to meet specific customer requirements. With our high service standard we foster customer loyalty ensuring their needs are met at every stage of our power solution," said Naresh Chander.

Over the years, Powerica has always operated based on the most up-to-date industry technology, norms, and trends in the energy industry. As a carbon-neutral company, we seek to provide the most sustainable products to our customers, and in doing so, aid with their own sustainability goals. "Additionally, we prioritize a hundred percent compliance in community outreach," said Naresh Chander.

"The building of our brand over time, could not have been possible without the support of our principal Cummins India Ltd of 4 decades and more recently our other principals Vestas, GE, and Hyundai. Their helping hand has guided Powerica in becoming a nationally successful brand," said Naresh Chander.

With these factors, Powerica has maintained healthy professional relationships both externally and internally, prioritized quality, and also demonstrated futuristic insight within the industry. "With great respect for our history, we have an onward and upwards mentality to keep



propelling the brand image in the right direction. We rely on our workforce expertise to ensure world-class support for every end-to-end solution to meet specific customer requirements. With our high service standard we foster customer loyalty ensuring their needs are met at every stage of our power solution," shared Naresh Chander.



A PROMISE FOR POWER