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Master of Business Administration

**Brand Extensions of Britannia GreenLife New
Product Proposal**

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Brand Extension Proposal for Britannia Industries Ltd.

Introduction

Britannia Industries Limited is known all over India for its trust, taste and quality. The brand was formed in 1892 and has since become a behemoth, offering a diverse portfolio that comprises of snacks, biscuits, bread, dairy, and cakes (**Britannia, 2022**). With more than 50% share of the Indian organized biscuit market (**Statista, 2023**), Britannia has developed strong brand equity, supported by focus on innovation and consumer centric product development.

Today's health conscious, nature loving and diet diversified Indian consumer is going through a huge transition phase. Based on a report by **Mintel (2023)**, 58% of Indian consumers (in the 18–40-year-old age group) are willing to adopt a plant-based diet if they receive the relevant products in the market. The rise in lactose-intolerant cases, health consciousness and veganism in India is also contributing to the dairy alternatives segment.

The worldwide plant-based food market is estimated to touch USD 78 billion by 2025 (**MarketsandMarkets, 2023**), and India is seen to be a significant player in this trend. With a growing interest in this megatrend, Britannia has an opening to expand the brand into the plant-based dairy alternatives space – becoming to new categories what it has always been in biscuits – a pioneering leader in space for a trusted Indian brand.

“This brand extension will not only future proof the growth story of Britannia but also fall in line with its sustainability and innovation aspirations, staying appealing to a new generation of consumers,” the company said.

Brand Extension Britannia GreenLife New Product Proposal.

Almond milk, oat milk, soy milk, plant-based curd, vegan butter, and vegan cheese are just a few of the plant-based dairy options that Britannia GreenLife shall provide. Creating customers who are ethical, eco-friendly, and health-oriented is the top goal. Although there is more awareness today, better reasonably priced plant-based dairy items are scarce in the Indian market at the moment. The majority of goods available are costly, foreign, and do not suit Indian tastes. Britannia is in the best position to meet this need with its large manufacturing capacity and

distribution network. The brand will target cost-effectiveness without cutting corners on quality. Flavors like mango vegan yogurt and nutrition-rich foods boosted with calcium, vitamin D, and vitamin B12 will be the central focus in GreenLife products. Green packaging and green production techniques will be integral to the product line's appeal. The focus will be on leveraging Britannia's already-established brand name and superior supply chain to price plant-based food for every Indian home.

STP (Segmentation, Targeting and Positioning)

Geographically, the segmentation will start with Tier-1 cities followed by Tier-2 markets, with the demographic focus being on middle class to upper class urban consumers between 18 and 45 years of age.

Psychographic segmentation will target fitness enthusiasts, vegetarians, green people, and ethically conscious consumers. Behavioral segmentation will target early adopters, trendsetters, and regular buyers of organic food. An eager market is provided by the increasing consumer market that is sustainability and health-focused, set to account for 60% of new FMCG spend in 2025 (Deloitte, 2022). Techno-savvy and consumption-minded millennials and Gen Z employees shall be the most targeted group under this focused targeting strategy. Middle-aged people excepting dairy due to health reasons like lactose intolerance are target audiences. 70% of the present millennials look for plant-based alternatives while purchasing, and hence there is potential for GreenLife to grow quickly, as stated by Kantar (2023). "Everyday Plant Power" will be the response to how it places itself in delivering healthy, delicious, and affordable plant-based food for everyday consumption. GreenLife will combine Britain's valued heritage with a twenty-first-century emphasis on sustainability, taste, and health. As Indian consumers' attitudes towards companies that share their values evolve, GreenLife will be an ethical and worthy option for price-conscious consumers.

Targeting

Britannia GreenLife Marketplace will be adopted by a **selective targeting strategy**: 1.

Core Audience: Young urban professionals (millennials and Gen Z) interested in health, fitness and ethics.

Secondary Target: Middle-aged people that are health-conscious and looking for dairy alternatives for health reasons (i.e. Lactose intolerance).

According to **Kantar data (2023)**, 70% of millennials check for plant-based or "better-for-you" alternatives when grocery shopping.

Positioning

Britannia GreenLife will be positioned as **"Everyday Plant Power"** – a brand that allows nutritious, delicious & right choices affordable everyday for Every Indian.

Positioning Statement:

"For India's health-aware, progressive consumers, Britannia GreenLife is scrumptious, plant-based nutrition with the promise of trust and goodness of Britannia," he added.

The brand will distinguish itself on trust (it is an old brand), taste (offering products that are customized for Indian taste) and affordability.

Customer Persona Profile

The perfect GreenLife consumer is Mumbai-based 31-year-old digital marketing executive Arjun Mehta. Earning ₹15 lakh a year, Arjun lives a active urban life. While he spends most of his day at work, he lays strong emphasis on well-being and fitness and attends yoga sessions, the gym, and week-end treks regularly. Arjun likes having products that give clear transparency on sourcing and sustainability levels, and he generally buys things online from websites such as Amazon Fresh and BigBasket. He is active on vegan and fitness forums on social media, reads blogs on health, and follows fitness bloggers regularly. Food for Arjun is a statement of his values and identity and not mere sustenance. He seeks businesses that also have his objective of ethical existence and eco-consciousness.

Arjun's purchasing decision-making process is ideally responsive to GreenLife's significant emphasis on sustainability, cost, quality, and credibility. Targeting customers such as Arjun, Britannia is able to leverage a devoted and rapidly expanding customer base that drives broader marketplace trends through social media sharing and word of mouth. **(PwC 2022).**

Arjun's key expectations:

- High-quality ingredients
- Good taste and texture
- Affordable luxury
- Sustainable production techniques

Marketing Mix Strategy (7Ps)

Product

The United Kingdom Almond, oat, and soy milk with essential nutrients like calcium, vitamin D, and vitamin B12 will be a part of GreenLife's line to meet the nutritional needs of Indian consumers. They will all be specifically designed to have a flavor profile which will be most suitable for Indian tongues as they have a preference for richer and sweeter dairy taste. Plain, strawberry, and mango will be the available flavors, pleasing both classic and more adventurous tastes. Vegan cheese options like mozzarella and cheddar will be another choice for the growing population of consumers who like to cook and snack using dairy alternatives. Clean labelling will also be prioritised at GreenLife, with ingredient lists containing few chemicals and no artificial preservatives, to promote even greater confidence. The green, earthy packaging and labelling as 100% vegan and non-GMO will be prominently featured on all products. In addition to targeting wellness and sustainability, these traits place GreenLife as an upscale, affordable option in a new category. Britannia's emphasis on product innovation, quality control and taste consistency ensures repeat business and brand loyalty.

Price

With a value-premium positioning strategy, Britannia GreenLife would be between costly imported plant-based ones and traditional dairy offerings. Vegan yogurt would be at ₹45 for a pack of 100g, almond milk and oat milk would cost around ₹150 and ₹130 per liter, respectively. Maintaining an aura of greater value, the pricing makes sure that the offerings are within the reach of upper-middle-class purchasers. Indian consumers are price-sensitive, especially for their day-to-day needs. However, customers are willing to pay a premium for clean-label, health-conscious, high-quality products. Nearly 20% of Indian consumers are willing to pay more for healthy food, according to EY (2023). Britain By striking a sensible balance between making its brands desirable and value-for-money, GreenLife will be able to effectively target urban millennials, health-conscious families, and green consumers without losing price-conscious consumers. Pre-season discounting, pack deals, and value-for-money price reductions will be used to drive early trial and rapid take-up.

Place

GreenLife products will be retailed by health food stores, online platforms like Amazon and BigBasket, and new retail chains like Reliance Fresh and Nature's Basket. State-of-the-art delivery options like Blinkit will enable speedy commerce and gain traction among millennials demanding instant gratification (Redseer, 2023). Britannia's deep penetration in regional markets and robust cold chain back-end will guarantee product freshness.

Promotion

ADVERTISEMENT Promotion will emphasize education and storytelling:

- Influencer campaigns featuring fitness coaches, chefs and vegan activists.
- Digital-first marketing: Instagram reels, YouTube shorts, podcasts.
- Partnerships with yoga studios, fitness apps like CultFit.

Marketing will focus on storytelling and edutainment to create an emotional bond. Ecologist, fitness trainer, and vegan chef influencer marketing will raise awareness among the target audience. Digital first marketing like YouTube videos, Instagram reels, and co-branding podcasts will maximize engagement. Yoga boutiques and online fitness such as CultFit will be collaborated with for providing experience points of touch. Such campaign concepts as "Switch to Kindness" and "Plant Your Power" will highlight the beneficial impact of the brand on nature, well-being, and ethics. The value and aspirational value of goods can be increased by celebrity endorsements. Celebrity endorsements can have the ability to boost the legitimacy and aspirational value of products. Visual-storytelling through sales 78% more engagement than narratives focused on health products (Hootsuite, 2023)

Campaign ideas:

"Plant Your Power": Strength as a vegetarian dish.

'Switch to Kindness': Highlighting the moral — and environmental — benefits.

Celebrity endorsements (Mirza, Soman, potentially?) equipped with enhanced ecological sensitivity would lend it credibility.

People

- Development of the workforce is crucial:
- Sales rep workshops on product health positives.
- Signing up nutrition specialists to endorse marketing claims.

According to McKinsey (2023), customer-facing training increases conversion rates for plant-based products by 25%.

Process

Processes will focus on:

- Ethical ingredient sourcing.
- Eco-friendly manufacturing.
- Gather feedback from customers, in real time, for product enhancements.

QR code-powered transparency around sourcing, where 61% of consumers want brands to demonstrate where things are sourced (**Nielsen, 2023**) 71.

Physical Evidence

- Eco-certified labeling on the packaging.
- Stimulating POS materials in the stores.
- Storytelling in form of product videos and testimonials on Britannia's website and app.

Physical Cues on Innovation
Physical cues may enhance initial purchases of innovation food products by up to 48% (**Accenture 2023**).

Implementation Strategy

Phase 1 (0–6 months):

- Development and pilot testing of the program.
- Debut in Tier 1 city through online and high-end retail.

Phase 2 (6–18 months):

- Full-blown national rollout.
- Expansion to Tier-2 cities.

- Limited edition flavors of things like turmeric latte almond milk.

Phase 3 (Beyond 18 months):

- GreenLife Cafés in metro malls selling plant-based fare.
- International expansion to Dubai, Singapore and London, focusing on Indian expats.

Sustainability Commitment:

- GreenLife production will target net-zero carbon emissions by 2035.
- Concurrently, water stewardship programs were initiated (WWF India, 2023).

CSR activities:

- Collaborate with vegan NGOs.
- Organize campaigns in schools to educate about sustainable nutrition.

Difficulties and reducing risks

They will all present possibilities, but for GreenLife to succeed, certain obstacles must be overcome. There will have to be campaigns for information and taste tests utilized in order to combat consumer hesitation in terms of taste and nutritional quality of plant milk substitutes. Local pricing and smaller pack sizes at reduced, more economic prices can minimize price sensitivity, particularly in Tier-2 cities.

There is a need for sustained innovation and marketing responsiveness to be able to predict the reaction of established dairy brands venturing into the plant-based segment. Furthermore, confidence will be maintained by maintaining a high quality level through an extensive distribution network.

Conclusion

The new proposed brand extension Britannia Greenlife represents a game changing opportunity for Britannia to participate in the fast growing plant-based non-dairy market. The extension is in line with the continued consumer demand for healthier do food choices and options that are good for the planet. By using its brand credibility, manufacturing proficiency and strong distribution network, Britannia can emerge as a lead player in plant-based nutrition in India and around the world.

GreenLife is not just an evolutionary addition to our portfolio, but is indicative of an evolutionary strategy designed to future-proof Britannia's products in line with international trends. With rising concerns about health and the environment, consumers are looking for brands that align with their own values. Britannia GreenLife can address this market demand by offering locally relevant, affordable, and tasty plant-based options for the category.

This initiative won't only add revenue to Britannia's top line, but also add to public health and the health of the planet offering alternative plant based milk, yogurts, butter and cheese. With smart marketing and influencer collaboration and of course the strong emphasis on sustainability, Britannia GreenLife can reach a user base considering reverting to nature based nutrition for daily consumption.

This extension is not in response to market trends but rather a strategic decision to further underpin Britannia's reputation for innovation and precedence. If they nail it, Britannia GreenLife can attive its ambition to make plant-based living a new norm in household consumption and position Britannia, a brand that is contemporary yet rooted in the time-tested values of quality, trust and delighting the consumer.

Therefore Britannia GreenLife isn't just a brand extension – it's the start of a new, healthier, greener chapter in its journey and one that it is actively encouraging for its consumers as well.

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