



Today's agenda

- Update on India market
- IPA Nutrition Campaign - South India
- Plan for 2011

Indian market : Growing and Globalizing

- A growing middle class of 200-250 million.
- Per capita income growing at 7.4 per annum for past four years.
- Market for the imported food products stands at more than US\$1.1 billion per annum and is growing steadily.
- Growth of organized retail food service industry.
- Major high value imported food items: Dry Fruits, Fruit Juices, Canned Fruits & Vegetables, Cookies, Cake Mixes.

Indian Food Retail Market

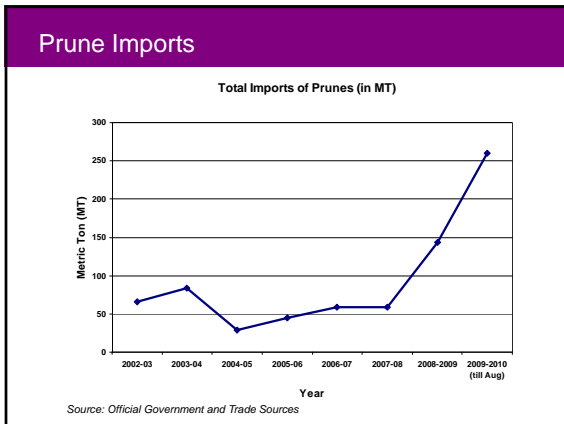
- Food & Grocery sector worth US\$ 182 billion.
- Expected to grow to US\$ 340 billion by 2025.
- Domestic market comprising > 1000 million consumers.
- India's processed food market estimated at US\$ 90 billion.
- Food & Grocery forms the largest retail segment with 59.5% share.

Indian Consumers: Getting Acquainted with Prunes

- Greater awareness about nutritional benefits.
- Increased product visibility in leading supermarket chains and retail stores like Spencer's, Reliance, Nuts and Spices.
- Included in gift hampers during festive season.

The Journey of Prunes in India

- 2003**
 - Negligible Imports
 - Consumer unawareness
- 2007**
 - Increased availability in cities
 - Growth in import
 - Reduced prices
- 2009**
 - Rise in retail distribution
 - Increase in consumer awareness
- 2010**
 - Increase in sales
 - Greater visibility in retail stores



- ### South India Campaign - Objectives
- Educate target audience on prunes in order to create and **increase demand** for prunes.
 - Increase the **product visibility** and off take of prunes at retail level through consumer promotions in target cities.
 - Generate demand** for prunes at the retail level through in-store displays and branding.
 - Reinforce the health attributes** of prunes through nutrition talks and distribution of literature.

Target Cities

Top six cities of South India

- Bangalore
- Chennai
- Hyderabad
- Cochin
- Coimbatore
- Pondicherry

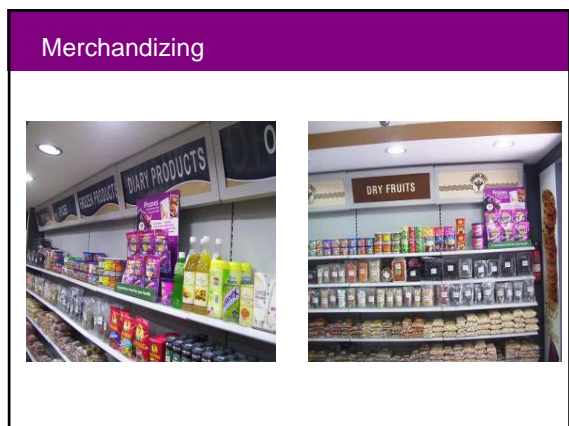
- ### Activities Include
- Development of Point of Sale Material
 - Merchandizing
 - Consumer Promotions
 - UpperCrust Show
 - Nutrition Seminars
 - In-store Promotions
 - Public Relations
 - PR
 - Advertorials

New Eye Catching POS

Poster

Dangler

Flyer



Consumer Promotions - Upper Crust Show

- Three day show consisting wine tastings, cooking demonstrations and product displays held at Bangalore.
- TV show host and chef Aditya Bal showcased several delicious recipes with Prunes at a live cooking demo.




Nutrition Seminars



Over 2,000 target consumers tapped through seminars in six cities

In-Store Promotions



- Over 100 Promotion days
- 16 New retailers targeted
- 20,000 Consumers reached

In Store Promotions: Snapshots



Public Relations



PR Results to date

Placements	20 print and online
Circulation	1 million
Reach	3.6 million
Advertising value	\$33,000

Advertorials

Campaign resulting in mass prune health messaging

The future strategy for India is to grow through a combined trade and marketing campaign

Strategy

- Marketing**
 - In-store promotions
 - Nutrition seminars
 - Consumer events
- PR**
 - Public Relations
 - Web
 - Advertorials
- Trade**
 - Trade Kit
 - Trade Shows
 - Trade Missions

Trade Outreach – The missing link

- Our nutrition campaign targets the 6 large cities of South India
- Importers and wholesale market are based in Delhi and Mumbai

Trade Tactics

- Development of trade kit
- Outreach to trade through participation in fairs such as Aahar – the largest food trade show in India
- Trade missions to India

