

# Pulses Retail Packing and Branding Challenges Opportunities

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## Pulses Overview --

- > Journey of Agro Pure has begin in 1970, initially we were in hard core bulk pack market and establish our self with quality, price and effective supply.
- > Our bulk brands was known by our assured quality and consistency and value for money by the consumers.
- > Later in 2000 we have launched our “**Agro Pure**” brand in Packed pulses and Besan.
- > Packed Pulses are available in GT, MT and On Line formats either looses, Branded or their own private label.



# Branded Pulses at a glance

MT B2B		
Bulk Pack	Loose Bins	Packed Pulses
35%	50%	15%

↓ ↓

PL	Branded
20%	80%

MT B2C		
Packed Pulses	Bulk Pack	Loose Bins
30%	0%	70%

On Line	
Packed Pulses	
↓ ↓	
PL	Branded
80-85%	15-20%

**SO BUSINESS OF BRANDED PACKED PULSES WITH ON LINE AND B2C PLATFORM ARE HARD NUT TO CRACK**

# Challenges

- > Own packed pulses by the retailer as well as MT and On line companies also.
- > Competition with existing brands.
- > Being highly volatile markets there is constrain to keep fix prices of branded packed pulses and maintain reasonable retails margin.
- > GST has a major impact on branded packed pulses i.e. **5% Vs 0%** on loose, Non-branded or own packed by shopkeepers, MT and on line players.
- > Unconventional price war from On Line players.

# USP

- > Consistent quality
- > Competitive pricing
- > Robust supply chain.
- > High standard packing facilities.
- > Activity and promotion time to time
- > Synchronising promotion with placement and availability



## Summary -----

- > Unlike flour category pulses are still treated as commodity.
- > Because of lack of quality awareness a consumers compare rates.
- > Fix or margin, a quality products, availability and effective supply along with activities and promotions are towards upwards trends.



