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Case 6

It is headache for Nishikant to convince customers on equivalence in branded Basmati rice and loose packing which he sells and even to face doubts of customers on the originality of Basmati variety because all aromatic rice are not basmati.

The branded Basmati rice is one which is available on the shelf of co-operative bazaars and private bazaars in city. Few of these bazaars have launched branded Basmati Rice repacked on bazaars name in nice packaging and eye catching discount compared to national and regional brands.

In recent past Nishikant experienced continuous downfall in sell of Basmati rice in loose packaging and upsurge in sell of Branded Basmati. Apart from retail; he also supplies basmati to almost all cooperative retail bazaars in district.

Nishikant, a second generation grain merchant, has shouldered business. He is giant supplier to retailers, hotels and caterers in district. He purchases grains in season directly from farmers in state and sometimes grains are purchased in raw form like paddy and supplied after process to retailers and households throughout the year. Seasonal variations are addressed through storage of grains. They are pioneers to organize Rice Festival in District where people get opportunity to learn, handle and buy almost all varieties of rice and every time this festival gets overwhelming response and people prefer to stock grain required for a year.

Consumption patterns are changing in middle income group who are consuming Basmati rice regularly and preparation of Basmati rice for functions goes without saying.

Consumer awareness has witnessed a sharp increase and consumer preferences are undergoing sea change. Thousands of varieties of rice are produced hence branding plays a role in domestic and export market as well.

Suggest strategies to Nishikant to regain sell of Basmati rice.

Annexure 1

Some facts about basmati rice

1. Basmati rice is Indian agricultural development grown over hundreds of years. A variety of long grain rice, aromatic, superfine slender grains having a length to breadth ratio

of more than 3.5, sweet taste, soft texture, dedicate curvature and an extra elongation with least breadth wise swelling on cooking.

2. Total domestic basmati consumption is of 3.5 lakh metric tons.
3. Consumption of branded basmati is 1.25 lakh metric tons.
4. Consumption of basmati is growing 20% per year.
5. Branded basmati market is estimated to Rs. 600-700 crore.
6. Rice producers have set up trend towards preference for branded basmati rice.
7. More than 100 regional brands of basmati rice are available.
8. Some well known brands available in India and other countries are as follows:
 - Lal Qilla
 - Double Diamond Brand Basmati Rice
 - Hanuman Brand Basmati Rice
 - RST Brand Basmati Rice
 - Resham brand
 - Tilda Basmati rice
 - Pari Basmati Rice
 - Adora Basmati
 - Dawat Basmati
 - Kohinoor Basmati
 - Blue Label Basmati
 - Lal Haveli Basmati
 - Doon Basmati
 - Annapurna etc.
10. India's share in the world market for basmati rice is around 53%.
11. Gulf region is major importer of basmati rice from India.

Annexure 2

Popularity of basmati rice, many varieties of rice, lack of sound knowledge to identify basmati rice and absence of legal recognition of definition of basmati varieties creates confusion in the mind of customer.

There are few varieties which fulfill the quality norms of real basmati rice. Some other varieties of aromatic rice grown in different parts of India which are consumed as basmati rice.

Hybrid variety of basmati rice is classified as under:

Table No. 1

Small Grain Basmati Rice	Medium Grain Basmati Rice	Long Grain Basmati Rice
Main states growing basmati rice in India		
<ul style="list-style-type: none"> • Uttar Pradesh • Madhya Pradesh • Bihar 	<ul style="list-style-type: none"> • Uttar Pradesh • Himachal Pradesh • Madhya Pradesh • Bihar 	<ul style="list-style-type: none"> • Uttar Pradesh • Haryana • Punjab • Himachal Pradesh • Rajasthan • Jammu and Kashmir • Mizoram • Madhya Pradesh • Bihar
Basmati Rice Varieties		
<ul style="list-style-type: none"> • Adamchini • Badshah • Pasand • Bindli • Bhartaphool • Dhania • Chhoti • Chinnawar • Laungchoor • Jeerabattis • Kanak Jeeri • Yuvraj • Moongpholi • Rambhog • Ramjawain • Sakkarchini • Tinsukhia • Bengal Juhi • Thakur Bhog • Chinore • Dubrej • Kalimooch • Deobhog • Karia Kamod • Katarni • Tulsi-Manjari 	<ul style="list-style-type: none"> • Karmuhi • Kesar • Kesarparsom • Sonachur • Tilakchandani • Kalanamak • Vishnu Bhog • Achhu • Begru • Panarsa (local) • Chatri • Kalanamak • Modhuri • Vishnu Parag • Gopal Bhog • Champaran Basmati (Lal) • Champaran Basmati (Kali) • Champaran Basmati (Bhini) • Bhilahi Basmati • Amod • Abdul • Baharni • Kesar 	<ul style="list-style-type: none"> • Basmati-370 • Dehradun Basmati • Lalmati • Hansraj • Nagina-12 • Safeda • Kalasukhdas • Tapovan Basmati • Type-9 • Duniapat Dabraj • Ranjavain (T-1) Kasturi • Pusa Basmati-1 • Taraori Basmati • Haryana Basmati-1 • Ranvir Basmati • Taraori Basmati • Khalsa-7 • Karnal Local • Pakistani Basmati • Pusa Basmati-1 • Pakistani Basmati • Basmati-385 • Baldhar Basmati • Madhumati • Mushkan

<ul style="list-style-type: none">• Shyam• Jeevan• Kanak Jeera• Kanak Jeeri• Badshah Pasand• Mircha• Bramobhusi• Ranijawain• Karina• Tulsi Pasand• Dewatabhog• Chenaur• Sonalari• Sataria• Bishnubhog• Badshah Bhog• Tulsi-Manjari	<ul style="list-style-type: none">• Sonachur	<ul style="list-style-type: none">• Seond Basmati• Kasturi• Pusa Basmati-1• Basmati (local)
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