

Chotukool

SMP – 11

Chennai Nungambakkam Centre

Chotukool

OPPORTUNITIES

- India has < 18% fridge penetration nationally
- 68.84 % is Rural population where fridge penetration is even lowest
- High / increasing population in rural lower income group
- Changes in lifestyle / increase in rural literacy

Chotukool

Strength

Affordable price

Easy to use

Operates on Both AC and DC power

Lower Operating cost

Carry along – easy to move

Environment friendly

Product from Godrej a trustworthy brand

Chotukool

- Weakness

Low / poor awareness

Lack of literacy in rural market

Limited Supply chain Scope

Product does not talks about a status

Does not drives greed factor

Chotukool

Threat

limited supply chain (post office / SHG / MFI)

Not sold through rural retail market

Sold through in experience team

Poor Branding effort

Seasonality factor especially winter

Habitual factor – tendency not to explore
new in rural market in low income group

Chotukool – A Mini fridge for poor.

- Designed for bottom of the pyramid consumers
Product Utility / awareness has to be showcased to drive the need / demand in rural market through multiple benefits by trained team.
- Live demonstration on usage of product will help low literate customers to understand / relate its utility better, a tie-up with popular food joint in the rural town can help
- A sample demo product if required need to be showcased to potential customers to convert

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Thank You