

Avaneesh Agarwal GGN SMP-11

Case Study : Chotukool from Godrej

- Mr. Sunder Raman Gopalan has identified and targeted particular market : Rural and BOP who are most of them illiterate
- He has identified their need of refrigeration on low cost .(product cost as well as running cost)
- Godrej and Boyce designed and developed product with the cooperation of targeted segmented
- Godrej & Boyce launched prototype product in osmanabad district and optimized as per market segmented recommendation
- Company launched product as chotuKool using post office as market channel, as Post office reach up to every house of rural India.
- They spread awareness among the users and created micro marketing channel like Sakhi who are going door to door.
- As promotion of product Godrej & Boyce has reduced price from 3700 to 3200.