

Chotukool – Case Study

SMP11 - Gurgaon

Chottu Cool is the Concept lunched by the Godrej Company to change the consumer behavior Through the society which is deals with all the accepts of Consumer Behaviour

- 1.Income of the Consumer**
- 2.Economical Back ground**
- 3.Family Size.**
- 4.Motivating Small Business Firms**
- 5.Attitude of Rural Consumer for a Big Brand**
- 6.Sub Cultural Factors Like Age,Gender,Social Group etc.**





chotuKool

Capacity 30 liter
Compact and Mobile cooling solution
Ideal companion
Works on 12v DC whisper silent
Overnight cooler



Contact us
+91 9920180000
www.chotukool.in

Godrej

chotuKool



CELEBRATIONS your



CARE ABOUT YOU



THE COOL BOY



ON THE MOVE



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Godrej

Feature of Chotu kool

- Easy to carry
- Small in Size
- Less Power Consumption
- Price is being low that other cooling system
- Big Brand Godrej.
- Attract every age of customer



❑ Chotukool is a 43 L solid state cooler that uses no compressor or refrigerants. It operates on 12V DC –can work on battery, inverter or even solar power. It is 7.8 Kg, in weight and easy to move. It keeps daily need food fresh and cool between 5°C to 15° C in the typical ambient in the house. It is priced between Rs 3250 and Rs3500 in the market.

❑ The Chotukool team in the early phase of the project spent long time in the field to gain deep consumer insights and learn about the habits and life of the people in the rural India and BOP families. The team found that most of the people purchase their needs for a day or two at a time. The people live in small dwellings of 150 sqft. The living room turns into the bed room in the night. Space is a luxury! BOP is also a migrant population

❑ 43 Liter Capacity, 8 Kg Weight

❑ Price is Rs.3500

PROMOTION

In Rural and Urban Market

The Post offices are available and out of 50% have their accounts in post offices and

They are going to post office for their day to day work

Godrej made a plan to promote the brand through post offices of urban and rural markets

They can also enquire in post offices for the product and services with discount of Rs.300 (In Postal)





Godrej

Roll-out of Chotukool across Maharashtra



Godrej

INDIA POST GODREJ PARTNERSHIP

This is to commemorate the roll-out of a Socially Responsible Business for promotion, sale and delivery of Chotukool across Maharashtra circle

Feb. 4th 2011, Mumbai


P. K. Sengupta
General Manager (Marketing)


N. K. Mehta
General Manager (Operations)

Post Maharashtra General

CHANGING CONSUMER BEHAVIOUR



Income of the consumer

Chotu Kool is the Product which is for every family ,Group, Income and Any economical back ground

As it is Target the lower income group its Rs.3500

Targeting Farmers, Shop Keepers, Small Business Man



Economical back ground of the consumer

Chotu Kool is the Product which is for any economical class

Higer Class, Middles Class and Lower class people

It has no specific Advantages to any class, Its Same for all



ATTRACT SMALL BUSINESS MAN

Medicine Stores

The Pharma Peoples can keep the Injections,
Medicines inside the Chotu Kool

For Flower Sellers

its awesome product to make the flowers fresh

Excellent for Small Shop Keepers

to keep the water Bottles cool



Selling chocolates and milk products to customers

FAMILY AGE,CULTURE

- All the Age group can use it as it is DC not AC Supply so no fear of
- Electric Shock.
- Easy to carry Light weight.
- For All Family Size ,Any Age and Any Gender
- For any Functions and Cultural factors of the Family
- Shipment is easy by Auto and Vehicle



CHALLENGES

Chotukool project faces the challenge of thinly spread market, low earning power of the consumers, limited awareness of users and vast cultural diversity.

We addressed these challenges by being humble to learn and adapt from these insights. We also consciously remained frugal –focused on low cost to end user, worked with small teams and kept investments very low.

This enables us to continue our experiments for learning which we reinvest in the business as improvements.

Market Re-positioning



CarKool



KicthenKool

Market Re-positioning



SaloonKool



OfficeKool

Market Re-positioning



PersonalKool



YoungKool

Market Re-positioning



PartyKool

THANK YOU

Vinod Saini

Manish Verma

Vaibhav Malhotra

SMP11