



# Disruptive Chotukool

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# The Background

- Initiated by Sunder Raman Gopalan VP at Godrej
- Identified market:
  - Effective refrigeration in rural areas
  - Very Price Sensitive
  - Very low running cost
  - Portable and less space to occupy

# The Product

- Approx. 40 Litres Capacity,
- No Compressor (Only by Electronic Chip)
- Works on invertors/Batteries also on 230V AC
- Weighs around 8.9 Kgs (Portable)
- Size is very small
- Stay cool for hours without power

# The Market

- 80% families in Rural India do not own a Refrigerator
- Very low power availability
- Running cost
- Portable Design
- Formers and small shopkeepers

# The Distribution Network

- Indian Post
  - ✓ Biggest network in India
  - ✓ Very low cost and Personal delivery
- Entrepreneurial Women SHGs
  - ✓ Part of target group community
  - ✓ Individual Training given to promote & sell
- NGOs
- Micro Finance Institutions

# The Innovation

- Technology break through
- Ultra Luxury product to low end market
- Effective distribution channels

Hence it a Disruptive innovation as it takes root initially at the bottom of a market and then relentlessly moves 'up market'



Thank You