

CHOTUKOOL FROM GODREJ

The product name “ Chotukool” was finally launched in march 2010 , leveraging the distribution strength of Department of Post Office (DOP) , Micro finance institutions (MFIs) and Self- help groups (SHGs) . Chotukool (Little cool in Hindi) is an affordable portable , low- energy –consuming refrigerator that can work with a battery , an Invertar , solar energy 12 V DC , or 230 V, 50 H z main line AC voltage .

Chotukool , co-designed with rural women , is the latest symbol of frugal innovation based on product simplification that suits the requirements of the large low –income markets of India`s BoP Consumers .Other than being an symbol of frugal innovation , Chotukool also boasts of being an embodiment of co – creation with consumers.

Chotukool has only 20 parts compared with 200 parts in any normal refrigerator. However, its maximum capacity is 40 L, which is one – fifth the capacity of regular refrigerators. The mini-fridge opens at the top to conserve cold air.

Being a compressor free mini fridge, Chotukool uses thermoelectric cooling technique based on a concept called the “Peltier effect”.

Over a hundred chotukools are being tried and tested in Osmanbad District, a small town in the Marathwada region of Maharashtra.

In september 2008, when the first prototype of chotukool was unveiled, villagers started working executives from Godrej boyce to give them some idea on the design, colours and other basic features such as number of racks.

The main target market for this product consists of BoP consumers who do not use or even know about a refrigerator. The intended uses of chotukool for commercial and house hold purposes may be as follows:

- 1.) Chotukool is very useful for local venders at street corners to store cold drinks , water packets and bottles.
- 2.) To keep tobacco leafs cool for a long time
- 3 .) To keep tobacco leafs cool for a long time
- 4.) To keep flowers and garlands fresh . The florist can now save 3.5 kg per day by using Chotukool .
- 5.)To preserve fishes and to sell them for longer periods of time .
- 6.)Mumbai dabbawalas can also use it by putting one one bigger dabba (Chotukool is bigger compared to other dabbas) in their trolleys and can distribute cold water and soft drinks to their custome rs.
- 7.)It can also be used as a second fridge at home instead of big 200 ltr refrigerators to avoid going to kitchen every time for cold water , especially at night .

8.) It can be used for picnics and transported in cars

COMPETITION :-

Before Chotukool, there were already many mini – refrigerators such as DC Marine Fridge & Freezer – DC-40Y etc from China, when compared to Chotukool input power requirement was much lower for Chotukool than for the other three. Because input power of other fridge is more, power consumption is also more. They also do not have any kind of end insulation which can cool them after power cuts. Chotukool weighs 7.8 kg while DC-40Y 14 KG.

So rather than spending money on expensive 200 ltr refrigerators, street corner shop keepers in villages can easily buy affordable Chotukools and can serve cooled soft drinks, water bottles / pouches and other products to their customers. Similarly FMCG companies like Amul, a growing company in rural areas, have many outlets in villages, they have many products which can be preserved in Chotukool such as butter milk, cheese, ghee, paneer, dahi and ice cream and can fuel growth of demand for these products piggy-backing on the penetration of Chotukool in these areas.

Marketing challenges :-

The main target of Chotukool is BoP and rural markets. Many of these customers are illiterate or semi-literate. Consumers can understand pictorial thinking, simple pictures shown using a chart and avoid where concrete reasoning is required. Use of brand picture is also more prevalent than the use of brand names. Chotukool can also face these problems because of lack of market place literacy in these markets among consumers. In rural areas, the method of publicity and communication must be understood better. Until now, Chotukool did not have any television commercial advertisement on any media, though televisions and the Internet are now available in many villages. Use of the internet in rural areas is increasing rapidly.