

Chotukool from Godrej

Marketing Challenges at the Bottom of the Pyramid

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Concept

- * Catchy Objective “Chhotu, thanda leke aa”
- * Different Name “Chotukool”
- * Driven by real need for a “Non-User” Segment
- * Market disrupting distribution channel
- * Disrupting design initiative – potential end users tell what should be the product.

Chotukool: The Product

- * Lightweight and easy to use.
- * Low resource requirement, inexpensive to use.
- * Flexible and robust for target segment.
- * Cheapest available option (3750/-)
- * Coming from reputed firm.
- * 2 variants 30ltr and 40ltr.
- * Socially accepted trendy look and feel.

Disruptive Innovation

- * For the segment, which is not serviced right now.
- * Scope of penetration to other segments.
- * Co-created with end users.
- * Verified social acceptance.

Value Creation at Bottom of Pyramid

- * Creation of mini-entrepreneurs.
- * Ability to reach end customer with demonstration.
- * Improves usage of products, which can be stored.
- * Additional source of income for existing channels being used for distribution.

Target Market

- * Rural Households
- * Local Vendors for cold drinks, tobacco leaves, flowers, fish etc.
- * Opens new business avenue for Mumbai Dabbawallahs – serve cold drinks with food.
- * Second/ portable fridge for Urban Households

Distribution

- * Post office – Commission 250/-. Plus employee scheme.
- * Self Help Group – Sakhi Retailers (Commission 100/-),
NGO-MFI,
- * Individual mini-entrepreneur retailers (Commission 100/-)
- * Individual intermediaries

Competition

Features	DC-40Y	DC-42	DC-50F	Chotukool I	Chotukool II
Capacity (ltr)	20	42	50	30	43
Temp (C)	18-10	15-10	15-10	20-0	20-0
Input Power	70W	70W	70W	55W	62W
Weight	16Kg	20Kg	22Kg	7.8Kg	8.9Kg
Dim WDH mm	355 x 595 x 430	500x 490 x 447	500x 490 x 517	592x 418 x 372	598x 418 x 559
Power	AC and DC	DC	DC	AC and DC	AC and DC

Opportunity

- * FMCG Growth in Rural Indian Market
- * Estimated at \$100bn in 2025.
- * Current Trends and future growth estimate for various brands inline with expectation.
- * This will create a need for more Chotukools.
- * Chotukool has win-win collaborations for customers and distributors.

Challenges

- * Low earning power of target customers.
- * Vast cultural diversity of target segment.
- * Low awareness of target customers.
- * Slow reach market due to thin spread.

Summary

- * Disruptive Innovation
- * “Chotu, thanda leke aa”
- * Strong against competitors, best product.
- * Challenging Market.