

Branded Products Division

1. Branding

1.1 Brand

A brand is **a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed.**

Branding is the process of creating and disseminating the brand name, its qualities and personality.

Branding is **the process of creating a distinct identity for a business in the minds of your target audience and the general population.**

At its core, branding consists of a company's name and logo, visual identity design, mission, values, and tone of voice.

Branding is **a powerful tool** that allows businesses of all sizes and across industries to communicate their values, stand out from competitors, showcase their unique value proposition and build trust with consumers.

1.2 Elements of Branding

Brands are a combination of tangible and intangible elements, such as the following:

- (a) Visual design elements (i.e., logo, color, typography, images, tagline, packaging, etc.)
- (b) Distinctive product features (i.e. quality, design sensibility, personality, etc.)

Brand elements are all about creating brand recognition for your brand.

Brand elements are the identifiable, distinct features that comprise a brand's identity.

1.3 Brand Identity

Brand identity is **the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.**

You can create a strong and memorable brand identity by understanding and utilizing the eight universal branding elements - logo, color palette, shape, tagline, tone of voice and vocabulary, fonts, imagery, and positioning.

1.4 Brand Image

Brand image is **a consumer's interpretation of your company and its products and services.** It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of your company's mission and values.

1.5 Brand Loyalty

Brand loyalty is **when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services.** Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings toward that brand.

1.6 5 A's of branding?

By focusing on the 5 A's – **Awareness, Attraction, Action, Affinity, and Advocacy** – you can effectively guide customers through their journey and enhance their overall experience with your brand. This framework helps you identify opportunities to create awareness for your brand among potential customers.

2. Rebranding

Rebranding is the process of changing the corporate image of an organisation. It is a market strategy of giving a **new name, symbol, or change in design** for an already-established brand.

2.1 Types of rebranding

There are two types of rebranding: one is **Proactive rebranding** and the other is **Reactive rebranding**.

Proactive rebranding is done when a company recognises that there is an opportunity to grow, innovate, tap into new businesses or customers, and to reconnect with its users.

Rebranding can yield exponential returns for businesses, both in terms of increased customer loyalty and increased profits. By establishing a brand identity that accurately reflects the values of its business, companies can communicate their message more effectively to potential customers.

2.2 Goal of Rebranding

- a) Modernize the brand and adapt it to customer needs
- b) Create new and differentiated brand identity
- c) Improve relationship with customer and clients
- d) Attract new audiences and improve brand awareness

3. Sabari Brand Products

3.1 Private Label - Denoting a product manufactured or packaged for sale under the name of the retailer rather than that of the manufacturer.

Private label products are **those that a retailer gets produced by a third party but sells under its own brand name**. The retailer controls everything about the product or products, including the product's specs and how it's packaged. Except Sabari Tea all Sabari Brand products are private Label products.

3. 2 Sabari Prodcuct Categories

Following are the different categories of products available in private Tabel in Sabari Brand now.

- a) Cocconut Oil
- b) Curry Powders
- c) Masala Powders
- d) Seeds

- e) Rice Powder
- f) Rice
- g) Atta
- h) Asafoetida
- i) Washing Soap
- j) Coffee
- k) Note Book

Sabari Brand Tea is manufactured/processed and packed by Supplyco directly.

4. **Trademark**

A trademark is **a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.**

Trademarks are protected by intellectual property rights.

Sabari is a registered Trademark of Supplyco Branded Products

5. **Quality Certification**

AGMARK is a certification mark to confirm the grading standard of agricultural commodities.

AGMARK is a combination of two words **AG+MARK**; AG stands for Agriculture, and MARK stands for certification.

The full form of AGMARK is Agriculture Marketing.

Sabari Coconut Oil is AGMARK certified coconut oil and is included in the 13 essential items given under subsidy.

6. **Pricing.**

Pricing of the Sabari Products is done through the Pricing Committee /HOMC at Head Office on a monthly basis based on the Circulars/Agreement /HOMC decision etc.

Selling Price, MRP etc of Sabari brand products is fixed based on the changes in the purchase price, openmarket price, general market situation etc. As per rules selling price can not be more than the

Maximum Retail Price (MRP). Hence if the Selling Price of Sabari Product available at Outlet is more than the MRP then selling price need to be re-fixed at MRP. Hence MRP of the products should be entered while raising GRS at Depots.

7. Sales Promotion

A sales incentive is a reward/compensation (cash or non-cash) that's given to a salesperson for performing up to a level, mainly for selling a particular amount of goods or services.

Sales Incentive is allowed for sales promotion at the following rates

- a) Sabari Atta ,Curry Powders/Masala Powders/Seeds / Rice Powders/ Coffee/ Asafoetida - 3 %
- b) Sabari Coconut Oil of - 1.5 %

8. Distribution

As per the indent received through "Sabari Products Indenting System" purchase order is issued to Sabari Suppliers and delivery is done at Depots.

Sd/-

Manager (BP)