CHAPTER - III

A THEORETICAL OVERVIEW OF FRUIT DRINKS MARKETING, PROFILE OF MANGO FRUIT DRINK COMPANIES AND THE STUDY AREA

3.1 AN OVERVIEW OF FRUIT DRINK MARKETING

Indian fruit drink market is stretching beyond rural area on the bases of urban areas. It is rightly said that India resides in villages and rural markets have succeeded in getting the attention of markets. The majority of the Indian population resides in villages or rural areas; many of the rural people are still dependent on agriculture or agro-based industries situation in the rural areas. Rural areas in India are always attractive to the marketers but rural marketing is difficult due to factors like illiteracy, non-awareness, poor infrastructure, poor buying capacities, distances, absence of technological development etc. Most of these weaknesses have been overcome during last few years. Fruit drinks markets in rural areas are now lucrative in terms of their spread and marketing potential. These markets have a strong population base and potential to beat the urban markets on the grounds of consumer base, sales revenue and gross profitability. Rural areas of soft drinks marketing is nothing but the extension of markets to rural areas. These areas have tremendous marketing potential and under no circumstances will follow urban market but rather compete with them. The large potential customer base in rural markets has attracted MNCs, to India, leading to many positive economic and social impacts.
From the strict marketing point of view, the market structure in India is dichotomous having rural markets. But many do not concur with this view as they contend that consumer everywhere is a consumer and hence their needs, aspirations, beliefs and attitudes will also be the same. The fact, however remains that there are certain unique characteristics features which call for separate marketing strategies to the distinctively developed to suit the rural and rural market behaviour.

To examine the conditions existing in rural markets at present, first, the rural markets have almost reached a saturation level that further tapping them with a high profit margin has become difficult secondarily competition is becoming tough in rural markets compelling many firms to incur heavy costs in promotional expenditure. Thirdly, the awareness level of rural consumers is high and hence product features have to be changed often. Needless to say this process needs a huge investment which will have a negative impact on profitability. Thus, except perhaps for easy reach the urban markets have become an oasis.

On the contrary, the rural markets are green pastures for any marketer provided his marketing plans are attuned to specialities of rural markets. The rural markets are estimated to be growing fastly compared to the urban markets. Being a new market, it could be easily mended to provide the manufacturers and develop an insight into the behavioural patterns of rural consumers. The potentiality of rural markets is said to be like a woken up sleeping giant. These facts are substantiated in a study of market growth conducted by the study revealed that the off take of rural markets for packaged consumer products accounted for Rs.2083 crores in 1989. The growth works cut to be 184 per cent
compared to 1984. Against this the urban market off take was from Rs.1855 crores in 1984 to Rs.3628 crores in 1989 working out to 96 per cent crawl.

MARKETING OPPORTUNITIES

Prosperity in rural areas is very much reflected in the buying and consumption habits of rural folks. Their inclination to spend on the modern gadgets has increased as a result of their increased in purchasing power. This necessitates an appraisal of the rural marketing environment which is an outgrowth of various socio-economic and cultural forces. For evolving an appropriate and effective marketing strategy understanding the rural environment is quite essential.

Recently, attempts were made to definite the distinct difference between the urban and rural markets on the basis of the various socio-economic factors. The dominant economic peculiarities of rural India may be recognised in terms of the source of income (agriculture) the frequency of receipts of income (unstable because of the dependence on rains), the seasonal nature of income (normally two seasons in an year) and the consumption (mostly farmers). These differentiations affect the consumption pattern of rural consumers.

The opportunities in rural markets in contrast to the urban markets are conditioned by the following factors:

STRUCTURE AND CHARACTERISTICS OF MARKETING

Marketing planning has to be taken up separately for rural markets as they have certain peculiar features as were depicted in the previous paragraphs. This to suggest in
the introductory paragraphs that marketing strategies and tactics are to be developed to suit the particular characteristics that are different from the urban consumer counterparts. Even if the argument that consumer behaviour will be the same irrespective of their set-up. It is accepted that marketing plans and related marketing strategies are to be designed separately for rural markets.

Differentiation with regard to nature and structure of the villages, and their socio-economic characteristics restrict treating the whole rural India as one. So the rural sector is dissected into three developmental stages: primitive, developing and urban analogous. The changes that take place as the village graduates from primitive stage to urban analogous, consumption characteristics and consumption behaviour of consumer also undergo changes. The various aspects of consumer behaviour in the three village development stages.

The table confirms the shift of rural consumers purchase behaviour towards consumer products as the village moves towards higher stage of development. The ‘psyche’ of rural consumers in rural India is a true reflection of the ‘psyche’ of village in relation to consumption behaviour. So, it is necessary for the marketers to understand the rural consumer and the size and composition of rural demand and marketing plans should be in true with these qualitative aspects.

The change in the rural market scenario may be due to the change in attitude and way of life of the rural consumers. The composition of the demand has been changing significantly. Many new products have entered the consumption basket of the rural consumers. The relative share of different categories of product in the consumption
basket has also been recording to welcome the change in rural market. Knowing the exact size and consumption of rural markets for consumable and durables will help the marketers to start the next course of action.

DEVELOPING MARKET MIX FOR FRUIT DRINK MARKETING

1. Identifying and selecting Target Markets

   This is the toughest task for a market that has to deal with markets. The rural markets are exactly a two-way process of exchange that visualize on the input-output marketing typology. For instance, urban based product (fertilizers and other organised sector product) are flowing into rural areas. Simultaneously, rural-based product move with in and out of rural boundaries that both require different marketing plans.

   In this context, it may be relevant to stress that the criteria for rural-urban differentiation should be analysed to have a clear perception on the dominant factors that influence rural consumer behaviour. The factors considered are Occupation, Environment, Size of community, Density of population, Heterogeneity and homogeneity of the population, Social differentiation and stratification, Mobility and System of interaction.

   Thus, the marketer has to adopt a totally different approach in locating and identifying the target market and relevant market segments for his products.

2. The product mix

   As far as product mix is concerned the basis question is whether the products in ended for urban elite class can be marketed to rural consumers. Otherwise, need of the
product mix modifications to suit the variables of rural markets such as their per capital income, habits and attitudes of rural people, product utility values etc.

The following product strategies could be adopted in the rural marketing context:

**TABLE NO.3.1**

PRODUC{T MIX STRATEGIES

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Features</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Straight extension strategy</td>
<td>Basically same product with mini-minimum modifications (e.g. Packaging)</td>
<td>Shampoo – urban package not suitable to income capacity of ruralities. The sachet packing for one time usage is preferred.</td>
</tr>
<tr>
<td>2. Product adoption strategy</td>
<td>Products modified to suit the specific needs</td>
<td>Detergents – while powders are preferred in urban markets – Detergent cakes are valued more in rural markets. This is due to two reasons:- a. Hardwater, b. Belief that rubbing of cloth will make it more clear</td>
</tr>
<tr>
<td>3. Backward invention</td>
<td>Selling less complete products</td>
<td>An electric sewing machine has not market in rural area - they prefer manual operated, strucly machines.</td>
</tr>
<tr>
<td>4. Forward invention</td>
<td>Entirely new productions</td>
<td>A tractor which could perform numerous functions.</td>
</tr>
</tbody>
</table>

Given the low per capital rural incomes, it is imperative that any product meant for rural areas should be available in smaller packaging and should be cheap also. Tea, PVC chappals are good examples. A vast majority of rural people would require low cost study and utility products. Thus, there is an urgent need for appropriately re-designing products that exactly suits the rural consumer requirements.
3. **The price mix:**

It should be remembered that re-designing of product should be strictly inconsonance with maintaining a low cost for the products. “Refill Pack” is a good example similarly biscuits have started coming in packets of four or five cheap packages. The pricing strategy should suit the quantum and frequency of income receipt of rural people which is quite different from the urban counterparts. It has been suggested that it would be helpful to use the concept of “value engineering” in designing the products and packaging materials specifically for the rural market. It must be specifically noted that low price should not in any way affect the quality of products. Consumers are highly quality conscious even at the cost of high price and the belief that cheap quality for rural illiterate is an old concept.

**THE IMPORTANCE OF THE FRUIT DRINKS MARKETING**

The fruit drinks marketing are made of two broad areas:-

(1) The market for consumption goods both consumer convenience and shopping and fruit drinks goods.

(2) The market for fruit drinks goods inputs and investment goods.

The rural market is an area of darkness to Indian entrepreneurs. An area which is vast in size but amorphous in detail. An area where communications are poor and the population is poorer because their operation are small scale and inadequate and therefore inefficiency. An area which cuts itself off from the nation’s economy because its own is not fully monetized.
And yet, the rural market represents the largest potential market in the country. It encompasses over 70 per cent of population. Its primary activities - agriculture, animal husbandry, fisheries, forestry account for half of the national income. Rural assets also amount to more than 50% of the country’s tangible wealth. However, compared to the urban sector with 20% of the population and 50% of the income, money must be spread thinly. Yet there are pockets of wealth which an urban entrepreneur can tap.

DEMAND OF PRODUCTS AND SERVICES

Regional disparities heavily influence the income levels as also their level of awareness of the availability of various consumer goods. The increase in profitability in soft drinks market in fertile areas like the Maharashtra, Gujarat, Haryana, Karnataka and Punjab, has generated increased purchasing power. Prosperity has also come by way of shifts from rural area to urban area in exports, leading to still higher purchasing power.

The potential of rural markets is immense. Research studies by organisations like NCAER and ORG-Marg have shown that rural markets are growing at five times the rate of the urban markets.

The relative importance of rural markets Vs urban market can be seen from the following Table 3.2.
### TABLE NO.3.2

**RURAL MARKETS VS URBAN MARKET**

<table>
<thead>
<tr>
<th>Product</th>
<th>Rural Markets</th>
<th>Urban Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepsi</td>
<td>81 million</td>
<td>270 million</td>
</tr>
<tr>
<td>Mirinda</td>
<td>131 million</td>
<td>250 million</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>72 million</td>
<td>225 million</td>
</tr>
<tr>
<td>7up</td>
<td>79 million</td>
<td>173 million</td>
</tr>
<tr>
<td>Sprite</td>
<td>65 million</td>
<td>152 million</td>
</tr>
<tr>
<td>Fanta</td>
<td>63 million</td>
<td>177 million</td>
</tr>
<tr>
<td>Maaza</td>
<td>67 million</td>
<td>143 million</td>
</tr>
</tbody>
</table>


The type of product which a rural consumer intends to buy or has potential to buy depends upon his needs, purchasing capacity and his attitude towards the product involving the cost-benefit analysis done by him before purchasing the product.

Not surprisingly the entire demand potential for manufactured goods that exists in rural areas has been largely untapped. Not even a fraction that the rural market has been serviced by the organised sector. But that does not in any way lessen the importance of rural market as the following factors will indicate:-

1. **Size of the market**

An analysis of national sample survey data shows that of the total expenditure on manufactured consumer goods, 75% is spent in rural India. The percentage has remained almost unchanged since 1960-61. Thought per capital consumption and expenditure on manufactured consumer items is coco in rural areas, the market is approximately three times larger. On the assumption that all persons or families above the poverty line form
the market for some branded consumer goods, this market has a size of 62 million households.

2. **Target Population**

Wealth distribution in rural India is uneven and the top 13 percent of the people like soft drinks accounts for 37% of cultivated area. Then there is an increasing cross flow of population between urban and project town entire which act as conduits for cross flow of product and ideas thus supplementing the demand for such product.

3. **Sources of Purchasing Capacity**

Following are the factor which contributes to purchasing capacity in rural area.

(a) **Marketable soft drinks goods and rural/urban terms of trade**

So far as manufacture consumer goods are concerned, regression analysis indicates that there is a 0.7% rise in consumption for every 1% increase in marketable surplus of soft drinks goods.

(b) **Remittances**

The traditional remittance from within the country are now being supplemented in several States by remittances from overseas. In 1988, total inward remittances in the State of Kerala were estimated at Rs.400 crore. This creates new consumption and purchasing patterns.
(c) **Dispersal of Industry**

The investment in the development of backward areas will greatly speed up the income generation process in rural area.

**CONSUMER BEHAVIOUR**

Consumer behaviour consists of the human behaviour’s that go in marketing purchase decisions. Where a person gets his salary at the beginning of each month, he sits down with members of his family and prepares the family budget after carefully apportioning amount’s to different items of expenditure. However, after a trip to the market with his family, he finds that the whole “exercise in rationality” (budget) had been futile as the purchase made by him are not compatible with the budget items. The deviation was attributed to the arousal of new need’s on account of new products, new packages and better credit facilities, charming saleswomen / salesman.

In this process, the consumer deliberates within himself before he finally makes a purchase decision. This deliberation relates to many variables and is aimed at solving consumption problems. Amongst these problems, the first and the foremost are to decide whether to spend money or to save it. Once a decision is taken to spend money, and second problem is to decide what to buy because the needs are multiple and resource seared. Therefore, needs are to be ranked in terms of priority. The subsequent consumption problems relate to the place from where to buy, the mode of purchase, size of purchase, cash / credit purchase and the likes and lastly the place from where to buy.
Consumer behaviour is the reaction of individuals is obtaining and using goods and services of a particular type.

**MODEL OF CONSUMER BEHAVIOUR**

Consumer behaviour explains both the social and psychological procedures that determine the consumer’s buying pattern. It also indicates awareness, purchasing power and consumption behaviour. According to Prof. Philip Kotler, the model of consumer behaviour is as follows:

**TABLE NO. 3.3**

**MODEL OF CONSUMER BEHAVIOUR**

<table>
<thead>
<tr>
<th>Marketer Dominated</th>
<th>Environment Dominated</th>
<th>Stimuli</th>
<th>Central Processing Unit</th>
<th>Responses/Discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Economics</td>
<td>Product choice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>Social</td>
<td>Information search</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>Cultural</td>
<td>Evaluation of Alternations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place</td>
<td>Technical</td>
<td>Making a choice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>Legal</td>
<td>Post-choice evaluation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Process</td>
<td></td>
<td>Repeat buying, etc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PSYCHOLOGICAL FACTORS**

1. **Motivation**

Psychology can help in understanding how the consumer learnt about a brand and how his memory influences his buying habits. Abraham Maslow’s model explains the
various needs as shown below. The human factors always move towards satisfying certain basic needs as explained by Maslow. Therefore, a study of why and how a consumer is motivated to buy certain products and services, helps us in understanding the consumer behaviour.

CHART NO. 3.1

PSYCHOLOGY AND CONSUMER BEHAVIOUR

2. Perception

Perception is a process through which a consumer’s mind deceives, organises and interprets physical stimuli. It is influenced by various factors such as colour, size and brand.
3. Learning

Learning is closely to knowledge, skill and intention – three basic behaviour characteristic. It appears that knowledge and intention are acquired through experience and that skill comes from practice. Learning is into directly observed, but rather is inferred from a change in performance. This indicates that learning and performance are related, but distinct, concepts with respect to behaviour. There are two approaches of learning.

(a) Condition learning: Consumers may derive learning from being conditioned to respond to stimuli. This may happen involuntarily (or) may be the result of some action indulged by the consumer.

(b) Cognitive learning: Consumers are engaged in various behaviours, use the sum-total of their information, experience, attitudes, values, beliefs, etc., to try to solve their problems and derive satisfaction.

4. Attitudes

An attitude is a tendency to respond to a given product in a particular way. The awareness about attitudes helps the marketing manager’s because many consumer behaviour are related to attitudes. Attitudes have three components; the cognitive, the affective and behavioural.
5. Personality and Self-Concept

Personality refers to a person’s consistent way of responding to a wide range of situations. Marketer’s are interested in personality as a way to target consumer’s. Are people with particular personalities more likely to buy certain products. Naturally, a consumer buy goods and services that fit for self-concept or (self-image). All of us carry around a complex mental picture of ourselves. Marketers should try to develop brand images that math the self-image of the forge rural market. Of course, one’s actual self-concept may differ from his/her ideal self-concept. Some purchase and possessions such as clothing, cars, furniture and houses, are more central to self-concepts than others. Marketers of product that contribute strongly to self-image need to assess their customer’s self-concepts.

SOCIO-CULTURAL INFLUENCES

Consumer life is in a complex social environment. The types of products and services they buy can be influenced by the culture they grew up in by demographic factors such as their age and income, by their social status, by their household markup, by the groups they belong to, end by the people they know. The following factors are included in socio-cultural factors.

1. Culture

A.L. Koreber and T. Passons defined culture as “A complex of values, ideas, attitudes and other meaningful symbols by man to shape human behaviour and the artifacts of that behaviour as they are transmitted from one generation to the next.
“Another definition of culture could be the largest single grouping of people sharing a distinctly unique social heritage”. While studying buying behaviour of consumer in any society that we must recognise products not only as materially produced by the culture, but also as the cultivation of abstract values, attitudes and related symbolism associated with this behaviour.

**Some Indian Culture Values and Consumer Behaviour**

(a) **Tolerance**

Indian is peculiar demographic nation today very much as a result of this cultural value. In fact, tolerance has been a hallmark of the Indian way of life.

(b) **Individuality**

The value of individualism is quite well enshrining in our traditional concept of the ‘self’.

(c) **Equality**

The concept of equality is strongly ungrounded in the Indian constitution and in many ways, pervades and influences all marketing and consumption activities.

(d) **Activity**

This is an Indian cultural value deeply rooted in the Indian philosophy ‘Karma’. It is taken from what lord Krishna tells Arjuna, the proverbial seekers of knowledge in the Gita.
2. **Demographics**

It includes the following factors which influence the consumer behaviours such as, Age, Income, Language, Education and Size.

3. **Social Class**

T.E. Lasswell defined the social class as the relatively permanent and homogeneous division (S) in the society into which individuals and families sharing similar value, lifestyles, interest and behaviour can be categorised. Demmermath Says, “Social classes are very broad grouping of individuals who hold roughly similar status level in society, arranged in a hierarchy from low through middle to upper class divisions. The following factors contributes to the social class of an individual.

**CHART NO.3.2**

**SOCIAL CLASS OF AN INDIVIDUAL**
4. Reference Groups

Reference group influence vis-á-vis consumption discussion, is a function of the following factors.

(a) Product category
(b) Group characteristics and
(c) Group communication process

The kind of goods and services used is also a determinant of group influence on the consumption decision of members. People generally resent strongly pressures and bold activities. However, a participative approach of common-cating group norms regarding consumption decisions can yield a better adoption of them.

(5) Family influence – Family Life Cycle and Consumer Behaviour

Products and services consumed by an individual living in a family are influenced by the stage in the family life cycle through which the family is passing.

| Stage ← Family Life Cycle and Consumer Behaviour | Characteristics | Buying Patterns |
|----------------------------------------------------------------------------------------------------------------|
| 1. Bachelor | Young people not living at home | Fashionable and recreation goods |
| 2. Newly Married Couple | Young couples without children | Fashionable and leisure articles furnishing, utensils |
| 3. Full Nest I Stage | Begins with the birth of the first child in the family | Child’s clothes, food and medical expenses |
| 4. Full Nest II Stage | Young child is at least six years old | Child’s toys to bicycles and education of children |
| 5. Full Nest III Stage | Teenaged or college going children | Educational expenses |
| 6. Empty Nest I Stage | Older married couples without only dependent children living with them | (i) Travel or home improvements (ii) Medical expenses |
| 7. Solitary Stage | Death of a life partner | Special needs for attention loving care and security |
CHART NO.3.3
FAMILY LIFE CYCLE AND CONSUMER BEHAVIOUR

PROBLEMS OF MARKETING

The peculiarities of the fruit drink markets and fruit drink consumer post challenges of soft drinks to the marketers in reaching them effectively. While making out a case for opportunities that are rapidly developing in markets, one should not underestimate the several daunting problems in planning for growth. Due to these problems, marketing efforts for manufactured consumer goods are constrained in several ways.

These are a large number of small villages, many of which are not easily, accessible because of lack of all weather roads. Hudge distribution costs are to be incurred to service such village markets directly. As rural consumers are far less homogeneous than their urban counter parts, it is not possible to merely extend urban products to rural markets. This problem is further aggravated if the regional variations in rural markets are considered. It implies that the rural markets are more segmented, and require deeper analysis and understanding. This also demands more diversification of
product and marketing strategies to penetrate rural markets, which involves high initial market development expenditure.

According to the 1991 census, there are 14.5 lakh retail shops in urban areas as against 5.6 lakhs in urban areas. The scale of operation of most of these retail shops is usually small. These retailer are not able to carry stocks without adequate credit facility. Unless institutional credit is provided, it is difficult for the marketer to sell his products on credit basis to such a large number on a national scale.

Due to inadequate infrastructural facilities like connecting roads warehouses, media availability, telecommunication, etc. Marketers face serious problems in reaching the servicing consumers.

MAIN PROBLEMS

1. **Packaging Problem:** Packaging is the first important step of product processing. If the packaging cost is height, it will increase the total cost of products. It is suggested that the marketer should use cheaper material in packaging for the market.

2. **Media Problem:** Media have lot of problem in areas. T.V. is a good medium to communicate at message to the people. But due to non-availability of power, as well as T.V. sets, two-thirds of population cannot get the benefits of various media.
3. **Seasonal Marketing**: The main problem of marketing is seasonal demand in areas, because 75% of income is also seasonal. Marketing depends upon the demand of people and demand depends upon income and consumer behaviour.

4. **Low per capital income**: Per capital income are lower in areas compared to those in urban areas. Again, the distribution of income is highly skewed, thus the population presents a highly heterogeneous spread in the villages.

5. **Low level of literacy**: The literacy rate is low in areas compared to urban areas. This again leads to the problem of communication for promotion purposes. Print medium becomes ineffective and to an extent irrelevant in areas since its reach is poor and so it is the level of literacy.

**FEATURES OF MARKETING**

Marketing strategies suitable to urban market may not be suitable for markets because they different in some critical features which are essentially symptoms of the underlying social and economic structures. However, those peculiarities are not static. As the underlying of the characteristics of the markets to develop appropriate strategies for their products. The main features of the soft drinks marketing in rural / urban areas.

**Regional Variation in Demand**

Income distribution in rural / urban areas across the country is not uniform, mainly due to uneven agricultural development. The impact of the green revolution is more pronounced in areas where assured irrigation is available.
Skewed income distribution

Within the rural / urban areas, income distribution is skewed. The lower 90% of the rural / urban household account for 2/3 of the total rural/urban household income, while 1/3 of the income is accounted for by the top 10%. Due to this skewed distribution of income, demand patterns for manufactured goods differ widely in rural/urban areas.

Media Habits

Media habits of consumer significantly differ from those of urban consumers. As literacy is more in rural/urban areas, print media cannot reach a larger number of people. Market research studies on the media habits of farmers in rural/urban area showed that over 30% read newspaper regularly, and over 70% listen to the radio. About 65% of the farmers in rural/urban area go to cinema.

Buying Behaviour

The consumer is more of an adopter than an innovator. If the product is of good equality and gives value for money, there is a higher probability of adoption and brand loyalty. The older generation and make members of rural/urban households have a decisive role in the purchase decisions, as they are the frequent visitors to by urban markets and weekly mandis. However, this phenomenon is changing, as the youth in rural/urban households, who are more educated and better informed, have an increasing influence in buying decisions. Major purchases by rural/urban households are made.
EFFECT OF CHANGING CONSUMER BEHAVIOUR ON MARKETING

(A) Individual Differences

1. Consumer spending their time during leisure, travel, entertainment etc. has not only positively affected the marketing of a product but the marketer to exhibit the product in and around the outlet employ that more number of people to serve the customers.

2. Small scale industries and global partner manufacturing, bottling and marketing the different brand of product has not only increased the consumers search, evaluation etc. activities, but also enables the marketers to study the underlying motives behind the changing consumption behaviour.

3. Thriving advertisement, sponsorship, sales promotion, schemes etc, have increased not only product storage behaviour of consumer i.e. 26.98% of consumer store coca-cola 33.33% pepei and 39.69% mixture of both but has further forced the marketers of pepsi brand and coca-cola to pump as much money power as they can advertisement, sales promotion and publicity.

4. In the area, favourable attitude of consumers towards pepsi, coca-cola and fanta cans, 1 liter bottles economic size bottles, 1.5 liter bottle for family size has made the bottler of thumsup, Mirinda, slice, etc., to effect their marketing strategies accordingly.

5. More the information a consumer possesses about the product the more likely they are to form either a positive or negative attitude. Therefore, to win over this kind of neutrality among the consumers in the area, marketers are engaged in
practices like cut of coupons, free samples, direct marketing, puzzles, lotteries, quiz and so on.

6. Consumer varied expectation in the area for joy, enjoyment as tourist, entertainment, celebration etc. with the product have made marketers to establish the perceived expectations such as Umbrella sitting, resting coats, marriage decoration, garden restaurant, distance serving and so on.

7. Consumers evaluation of brands as “appropriate for me”, “not appropriate for me” and so as also have affected the marketing activities in the areas, in terms of quantity, colour, ingredient form and taste.

8. Habitual decision making of consumer close of mines and industries has facilitated the marketers to deal with the product with least knowledge of products, competitors, brands and infrastructure requirements.

9. As brand loyalty increase marketers in the area are influence to offer (continuously) new product, packages, concern for price, increased advertisements, target new speciality niches and increases the sales promotion clearly.

**(B) Environmental influences**

1. More transportation, industries, beach resorts, tourism etc., have not only increased the consumption of products but for marketers, it has led to the establishment of a sources and efficient distribution network.

2. Marketer in the area is engaged to make all kinds of product mix; brand mix, to meet the different ideas and artefacts of consumers on different occasions.
3. Repeated purchase behaviour at any place, any time have lead the marketers to provide cooling equipment to all kinds of outlets dealers in the area.

4. Consumer behaviour in the area is also positively influenced by the physical, social and temporal factor surrounding the stimulus object. This sort of influence they made the marketer to create different situation with music, pop, material, air-conditioning, curtaining, closed rooms, playing equipment and so on.

5. Consumer perception of different properties of group and adhering to one or more of such properties in the area have enforced the marketer to sponsor seminar local sports, hold conventions, honor the young talents and so on.

(c) Additional Factors

(1) Increased satisfaction and usage of the product due to home delivery, discussed etc., has influenced the marketers to adopt strategies like provision of credit, acceptance of party orders, stalls during exhibition etc., to retain the consumers.

(2) Behaviour of consumer was like with celebrities has not only made marketers to advertise by means of national heroes but also local football players, singers and so on.

(3) As word of mouth publicity and advertisement and the effective means that facilitate consumers in North Goa, marketers have become pro active to cover varied socio-religious and cultural activities through the advertisements.

(4) Keeping in the minds that needs and expectation of different age group of consumers, marketers are made to draw the boundaries of such groups of
consumers, fine tune the same regularly and position the product that suits their perceptual space.

(5) Package, which is a physical manifestation of business, has made the marketers to design their office, vehicles, stores, depots, catalog, container etc., most intelligently to differentiate and have an edge over competitors.

The 4A approach

The rural/urban market may be alluring but it is not without its problems; low per capital disposable incomes that is half the urban disposable income; large number of daily wage earners, acute dependence in the vagaries of the monsoon; seasonable consumption linked to harvests and festivals and special occasions; poor roads; power problems and inaccessibility to conventional advertising media. However, the rural/urban consumer is not unlike his urban counterparts in many ways. The more daring MNCs are meeting the consequent challenges of availability, affordability, affordability, acceptability and awareness.

Availability

The first challenge is to ensure availability of the product or service. India’s 6,27,000 villages are spread over 3.2 million Sq.Km; 700 million Indians may live in rural/urban areas, finding them is not easy. However, given the poor state of roads, it is an even greater challenge to regularly reach products to the far flung villages. Any serious marketer must strive to reach at least 13,113 villages with a population of more than 5000, marketers must trade off the distribution cost with incremental market
penetration. Over the years, India’s largest MNC, Hindustan Lever, a subsidiary of Unilever has built a strong distribution system which helps its brand reach the interiors of the rural/urban market. To service remote village, stockists use autorickshaws, bullock carts and even boats in the backwaters of Kerala, Coca-Cola, which considers rural/urban India as a future growth driver has evolved a hub and spoke distribution model to reach the villages. To ensure full loads, the company depot supplies, twice a week, large distributors who act as hubs. These distributors appoint and supply, once a week, smaller distributors in adjoining areas.

**Affordability**

The second challenge is to ensure affordability of the product or service. With low disposable incomes, products need to be affordable to the rural/urban consumer, most of whom are on daily wages. Some companies have addressed the affordability problem by introducing small unit packs.

The move is mainly targeted at the rural/urban market. Coca-Cola has addressed the affordability issue by introducing the returnable 200 ml glass bottle priced at Rs.5. The initiative has paid off: Eighty percent of new drinkers new come from the rural/urban markets. Coca-cola has also introduced sun fill a powered soft drink concentrate. The instant and ready to mix sunfill is available in a single serve sachet of 25 gm priced at Rs.2 and multiserve sachet of 200 gm priced at Rs.15.
Acceptability

The third challenge is to gain acceptability for the product or service. Therefore, there is a need to offer product that suit the rural/urban market. Fortunately, however, the rural/urban consumer has the same likes as the urban consumer movies and music and for both the urban and rural consumer, the family si the key unit of identity. However, the consumer expressions differ from his urban counterpart. Outing for the former is confined to local fairs and festivals and TV viewing is confined to the state owned Doordarshan. Consumption of branded product is treated as a special treat or indulgence.

Coca-Cola uses a combination of TV, cinema and radio to reach 53.6 per cent of rural/urban households. It doubled its spend on advertising on Doordarshan, which alone reached 41% of rural/urban households. It has also used banners, posters and tapped all the local forms of entertainment. Since price is a key issue in the rural/urban areas, coca-cola advertising stressed its ‘magical’ price point of Rs.5 per bottle in all media. LG electronics uses vans and road shows to reach rural/urban customers. The company uses local language advertising. Philips India uses wall writing and radio advertising to drie its growth in rural / urban areas.

Awareness

An innovative soft drink company has issued a challenge to customers to learn about their personal metabolic rate to make informed decisions for a healthier lifestyle. Metabolism can be increased by changes in diet and exercise. Celsius, the world’s first soft drink proven to burn calories raises metabolism on average 12% for a three hour period. The result is a sustained energy boost and more calories burned.
The calorie-burning effect of Celsius was confirmed in a research study published in June 2012 at the International Society of Sports Nutrition. The results showed a significant increase in calories burned versus placebo for a full three hours, and an average of 12% increase in metabolism with just one bottle. “Celsius is an easy step towards a healthier lifestyle”, states Steve Haley, CEO of Elite FX, Inc, the company behind Celsius. It tastes great and burns calories. It works by naturally accelerating human metabolism with ingredients such as green tea with egg, ginger and caffeine, and has no high fructose corn syrup, no chemical preservatives, and no carbohydrates.

PROFILE OF MANGO FRUIT

“The king of the fruits,” mango fruit is one of the most popular, nutritionally rich fruits with unique flavor, fragrance, taste, and health promoting qualities making it a common ingredient in new functional foods often labeled “super fruits.” The Scientific name is Mangifera Indica.

Mango is one of the delicious seasonal fruits grow in the tropics. The tree is believed to be originating in the sub-Himalayan plains of Indian subcontinent. Botanically, this exotic fruit belongs within the family of Anacardiaceae, a family that also includes numerous species of tropical-fruiting trees in the flowering plants such as cashew, pistachio, etc.

Mango is a tropical tree cultivated in many regions of India and now distributed wide across the world in many continents. Usually, fruits grow at the end of a long, string like stem, with sometimes more than one fruit to a stem.
Each fruit measures 5 to 15 cms in length and about 4 to 10 cms in width, and has typical “mango” shape, or sometimes oval or round. Its weight ranges from 150 gm to around 750 gm. Outer skin is smooth and is green in un-ripe mangoes but turns into golden yellow, bright, yellow or orange-red when ripen depending upon the cultivar. Fresh mango season lasts from April until August.

Internally, juicy flesh features orange-yellow in color with numerous soft fibrils radiating from the husk (enveloping a single large kidney-shaped seed). Its flavor is pleasant and rich, and tastes sweet with mild tartness. A high-quality mango fruit should feature no or very less fiber content and minimal sour taste. Mango seed (stone) may either has a single embryo, or sometimes polyembryonic.

Health benefits of Mangoes

- Mango fruit is rich in pre-biotic dietary fiber, vitamins, minerals, and polyphenolic flavonoid antioxidant compounds.

- According to new research study, mango fruit has been found to protect against colon, breast, leukemia and prostate cancers. Several trial studies suggest that polyphenolic anti-oxidant compounds in mango are known to offer protection against breast and colon cancers.

- Mango fruit is an excellent source of Vitamin-A and flavonoids like beta-carotene, alpha-carotene, and beta-cryptoxanthin. 100 g of fresh fruit provides 765 mg or 25% of recommended daily levels of vitamin A. Together; these compounds are known to have antioxidant properties and are essential for vision. Vitamin A is also required for maintaining healthy mucus membranes and skin.
Consumption of natural fruits rich in carotenes is known to protect the body from lung and oral cavity cancers.

- Fresh mango is a good source of potassium. 100 g fruit provides 156 mg of potassium while just 2 mg of sodium. Potassium is an important component of cell and body fluids that helps controlling heart rate and blood pressure.

- It is also a very good source of vitamin-B6 (pyridoxine), vitamin-C and vitamin-E. Consumption of foods rich in vitamin C helps the body develop resistance against infectious agents and scavenge harmful oxygen-free radicals. Vitamin B-6 or pyridoxine is required for GABA hormone production within the brain. It also controls homocysteine levels within the blood, which may otherwise be harmful to blood vessels resulting in CAD and stroke.

- Further, it composes moderate amounts of copper. Copper is a co-factor for many vital enzymes, including cytochrome c-oxidase and superoxide dismutase (other minerals function as co-factors for this enzyme are manganese and zinc). Copper is also required for the production of red blood cells.

- Additionally, mango peel is also rich in phytonutrients, such as the pigment antioxidants like carotenoids and polyphenols.

**Mango Juice**

Mango juice contains a number of valuable nutrients. The naturally fulfilling fruit beverage also acts as a beneficial dietary food item that aids in normal bodily functions and the prevention of health risks and disease.
Nutritional Content

Like many other natural fruit drinks, mango juice, sometimes referred to as mango nectar, packs a variety of both vitamins and minerals. Each cup of mango juice adds a more than feasible source of both vitamins A and C to any diet. Without added sugars, pure mango nectar contains about 30 grams of sugary carbohydrates per cup.

Although mangos contain moderate to high levels of carbohydrates, they cause little fluctuation in blood-sugar levels. This process lets the body maintain appetite and metabolic processes much easier. Plus, none of the calories found in mangos comes from fat, making the juice an easily digestible, energy providing drink.

Health Benefits

- One cup of mango juice contains over 60% of the daily recommended intake of vitamin C, which helps the body regulate enzymes and metabolic processes. Mangos also have high levels of vitamin A, with one cup providing nearly 40% of the daily required valued. This important nutrient helps maintain healthy eye function and growth, gene transcribing and the maintenance of healthy skin tissue.
- Mango juice also provides a good source of calcium and iron. Iron helps the body eliminate free radicals, while calcium assists with the formation of healthy teeth and bones.

Health Warnings

- Consuming too much mango juice will lead to an excess amount of sugars within the body. Too much sugar will increase fat storage and lead to weight gain.
3.2 PROFILE OF MANGO FRUIT DRINKS COMPANIES

MAAZA

Type : Fruit juice
Manufacturer : The Coca-Cola Company
Country of origin : India
Introduced : 1976
Products : Maaza Orange, Maaza Pineapple
Related products : Slice, Frooti

Maaza is a Coca-Cola fruit drink brand marketed in India and Bangladesh, the most popular drink being the mango variety, so that over the years, the Maaza brand has become synonymous with Mango. Initially Coca-Cola had also launched Maaza in orange and pineapple variants, but these variants were subsequently dropped. Coca-Cola has recently re-launched these variants again in the Indian market. Mango drinks currently account for 90% of the fruit juice market in India. Maaza currently dominates the fruit drink category and competes with Pepsi’s Slice brand of mango drink and Frooti, manufactured by Parle Agro.

While Frooti was sold in small cartons, Maaza and Slice were initially sold in returnable bottles. However, all brands are also now available in small cartons and large pet bottles. Of late, the Indian market is witnessing the entry of a large number of small manufacturers producing only mango fruit drink. Maaza has a distinct pulpy taste as compared to Frooti and tastes slightly sweeter than Slice. Maaza claims to contain mango pulp of the Alphonso variety, which is known as the “King of Mangoes” in India.
History

Maaza was launched in 1976 in India. The Union Beverages Factory, based in the UAE, began selling Maaza as a franchisee in the Middle East and Africa in 1976. By 1995, it had acquired rights to the Maaza brand in these countries through Maaza International Co LLC Dubai. In India, Maaza was acquired by Coca-Cola India in 1993 from Parle-Bisleri along with other brands such as Limca, Citra, Thums Up and Gold Spot. Maaza was acquired by House of Spices in 2005 for the North American market.

Finally in the year 2006 Infra Foodbrands acquired Maaza for the European, Caribbean and West-African market and cooperates with House of Spices for the North American market. Soft drink is a non-alcoholic beverage made out of carbonated water. The first artificial water was made in the year 1722 by Joseph priestly who was an English Chemist. Soda water was prepared in the year 1806 by Benjamin Billiman, Chemistry Professor of Yale College.

The first soft drink was prepared in the year 1807 by Townsend speakman who was a Philadelphian druggist. He prepared soft drinks which were made of flavoured carbonated water with fruit juices. Soft drink was first made available in bottles in 1850. In the Indian context two big giants entered into the real battle of soft drinks. These two giants have been selling thirst quenchers for 100 years that are now global brand. Pepsi entered India in the year 1989 and Coke entered after 1991.

A year before the two giants introduced cans for the first time in India. By buying over local competition, the two American Cola giants have cleared up the arena and are
packing all their power behind building the Indian franchise of their global girdling brands.

Both players see enormous potential in this country, where consuming a carbonated beverage is still considered a treat, virtually a luxury. Since the per capital income increase year by year the coca cola giants feels that per capital income can only go up. As income improves, so do lifestyles, a pattern, they have seen in many of the 195 consumers they sell their universal product.

The coke entry in India after 17 years was nothing short of grand. By striking a 40 million deal with Parle, coke looked like it works make a clean sweep.

**SLICE**

Type : Flavorued Soft Drinks  
Manufacturer : PepsiCo.Inc  
Country of Origin : United States  
Introduced : 1984  
Related Products : Sierra Mist, Sprite, Crush, Fanta, Teem, 7-up, Bubleup

Slice is a line of fruit flavoured soft drinks manufactured by PepsiCo and introduced in 1984, with the lemon time flavour replacing Teem.

**Production**

It have included that apple, fruit punch, grape, passion fruit, peach glaze, mandarin orange, pineapple, strawberry, cherry cola, “red” cherry-lime and Dr.Slice. Untill 1994, the drink contained 10% fruit juice.
**Origin**

The original design of the can was solid color related to the flavour of the drink. These were replaced in 1994. With black cans that featured colourful burst (once again, related to the flavour of the drink), along with slicker grape. In 1997, the can became blue with color co ordinate swirls. The original Orange flavour was reformulated around this time with the new slogan, “It’s orange, only twisted”. Orange slice has since been changed back to its original flavour. In the summer of 2000, lemon-lime slice was replaced in most markets by Sierra Mist, which became a national brand in 2003. The rest of the slice line was replaced in most markets by Tropicana Twister soda in the summer of 2005, although the Dr.Slice Variety can still be found in some fountains.

In early 2006, Pepsi resurrected the slice name for a new line of diet soda called Slice one. Marketed exclusively at wall-Mart stores, Slice One was available in Orange, Grape and berry flavours all sweetened with splenda. As of 2009, slice (orange, diet orange, grape, strawberry and peach flavours) was available solely from Wal-Mart stores. In India, slice is a mango flavoured soft drinks under the PepsiCo brand and can be bought in any general grocery store and other eatries, catering shops, promoted by a bollywood actress, Katrina Kaif.

**Brand Advantage**

With the launch of “Aamsutra” campaign in 2008 along with a winning taste & most appealing pack graphics, Slice created disruptive excitement in the category and celebrated mango indulgence like no other.
Slice took Indulgence to a new level in 2009 with the launch of the ‘Slice Pure Pleasure Holidays’, giving its consumers a chance to win luxuriant all-expense paid holidays to their dream European destinations like Paris, Vienna, Greece and Venice.

**FROOTI**

<table>
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<th>Type</th>
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<tbody>
<tr>
<td>Manufacturer</td>
<td>Parle Agro India Pvt. Ltd.</td>
</tr>
<tr>
<td>Country of origin</td>
<td>India</td>
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<tr>
<td>Introduced</td>
<td>1985</td>
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Frooti, or Mango Frooti, as it is popularly called, is the largest-selling mango drink in India. It is the flagship product of and the most successful drink offered by Parle Agro India Pvt. Ltd. Frooti was launched in 1985 in TetraPak packages. It is also now available in PET bottles and rectangular shaped packs. Frooti is exported to the U.S.A., Canada, U.K., U.A.E., Saudi Arabia, Malaysia, Maldives, Singapore, Thailand, New Zealand, Australia, Mozambique, Ghana, Malawi, Zambia, Nigeria, Tanzania, Japan, Ireland, etc. Frooti is available in Mango, Green mango flavours all over India and in Orange, Strawberry and Pineapple flavours in some selected regions in 1 litre, 500ml, 250ml, 200 ml and 65ml packaging. Frooti is the market leader in Fruit drink segment in Non Carbonated Soft Drink (NCSD) category.

**History**

Frooti was launched in a green rectangular TetraPak as a ready-to-serve mango drink. Although it wasn't the first mango drink, Frooti quickly acquired a large market share. The packaging played a major role behind its success, since it could be carried
easily and conveniently. Frooti also provided a refreshing mango taste that translated into a huge demand for itself. The tagline "Mango Frooti, Fresh and Juicy", helped the brand strengthen and consolidate its position as the leader.

**Brand Communication**

Over the years the brand has experienced a series of repositioning. From the original tagline "Mango Frooti, Fresh and Juicy" to "Juice Up your Life". Eventually, the original tagline- "Mango Frooti, Fresh and Juicy" was reinstalled. The present ad campaigns focus on reaffirming Frooti's leading position across India in a confident manner.

**Packaging**

To ensure convenience, Frooti is offered in size variants: 1 litre (35 imp fl oz; 34 US fl oz), 250 ml (9 imp fl oz; 8 US fl oz) and 200 ml (7 imp fl oz; 7 US fl oz) TetraPaks. A consumer study revealed that the consumers needed a recap bottle that didn't exist in the mango drink segment. Parle Agro considered the consumer requirement strongly and launched Frooti in a new hygienic hotfill PET bottle, making it the first mango drink to be offered in the PET bottles.

**Ingredients**

The drink contains mango pulp, water, sugar, citric acid, ascorbic acid, salts, and approved colouring and flavouring.
Nutrition Facts

Nutrition Facts shown on the 1000ml pet bottle are based on approximately half cup (100ml).

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<tr>
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</tr>
</tbody>
</table>

MAA

Type : Soft Drink
Manufacturer : Cavincare Private Limited
Country of origin : India
Introduced : 1997

History

Maa Fruits Pvt., Ltd. produces mango and guava pulp in cans, and juices in pet and tetra packs for Indian and export markets. It offers juices and pulp in mango, pineapple, apple, and guava flavors. The company’s products are sold in bakeries and juice shops in Sabarimala and Tirupati in India. The company was founded in 1997 and is based in Salem, India. It has a facility at Dharmapuri district, India. The company has
presence in TamilNadu, Kerala, Karnataka, and Andhra Pradesh in India. As of February 25, 2008, Maa Fruits Pvt., Ltd. operates as a subsidiary of Cavinkare Pvt., Ltd. Initially the operation was started in India. After a successful run in India the company expanded its operations to other parts of the world. At present the company has 10 branches all of them being efficiently managed.

Mango – the favourite summer fruit can now be enjoyed in Maa’s exclusive demeanor. Made from real Alphonso mangoes Maa Mango is sure satisfy the mango cravings in the most delicious manner.

The Indian non-carbonated Beverage market is around Rs 3500 crore and of which fruit based drinks constitute around Rs 3000 crore. The market is divided into various categories like 100 % fruit juices, fruit based drinks (that has less than 20% fruit pulp), nectars which has fruit pulp between 25% -85%. Maa for the last two years has been consolidating its position in the South India. The brand has scored well in terms of distribution reach and brand awareness. The brand is closely associated with the mango flavor but also has three more flavors - Apple Guava and Pineapple.

The success of Maa in South India is largely driven by smart distribution strategies. The brand is heavily promoted by the retailers and in some cases the retailer’s stock only this brand and no other mango drink. Since consumers are willing to switch between brands in the case of beverage category, Maa was able to boost the sales and establish connection with the consumers. The brand will be hoping to recreate the same strategy in the Northern market also.
Packaging

Available in 200 ml Tetra Packs, 250 ml, 500 ml and 1000 ml pet bottles

Ingredients in the Product:

The Ingredients are Water, Natural Pulp, Sugar, Citric Acid & vitamin C and added flavour.

REAL

Type : Soft Drink
Manufacturer : Dabour
Country of origin : India
Introduced : 1996

Real has been the preferred choice of consumers when it comes to packaged fruit juices, which is what makes India's No. 1 Fruit Juice brand. A validation of this success is that Réal has been awarded ‘India’s Most Trusted Brand’ status for four years in a row.

Dabur captures the imagination of young Indian consumers with the launch of Real Fruit Juices - a new concept in the Indian foods market. The first local brand of 100% pure natural fruit juices made to international standards, Real becomes the fastest growing and largest selling brand in the country.

In 2007 Dabur Foods unveiled the new packaging and design for Real at the completion of 10 years of the brand. The new refined modern look depicts the natural goodness of the juice from freshly plucked fruits.
Today, Réal has a range of 14 exciting variants - from the exotic Indian Mango, Mausambi, Guava & Litchi to international favourites like Pomegranate, Tomato, Cranberry, Peach, Blackcurrant & Grape and the basic Orange, Pineapple, Apple & Mixed Fruit. This large range helps cater different needs and occasions and has helped Réal maintain its dominant market share.

A research conducted by Blackstone Market Facts even pointed out that Réal was preferred by over 50% of the respondents. What’s more, Réal was liked for being the better tasting juice - a category where likeability is primarily driven by taste. Made from best quality fruits, Réal does not have artificial flavours and preservatives, and offer your kids not just great taste, but also FRUITPOWER - the power of fruits… the power to stay ahead. Loaded with the power of Vitamin C, Réal fruit juices have all the necessary nutrients that keep you active all day long.

Réal is endorsed by PFNDAI

The nutritional contents of Réal Fruit Juices & Nectars are endorsed by PFNDAI - Protein Foods & Nutrition development Association of India

Protein Foods Association has been in existence for about forty years. It has gained credibility in health and food professionals such as physicians, nutritionists, dieticians, food scientists and technologists, etc. as an unbiased body, almost of the stature of an NGO. Even government officials have high regards for the association. So when the association lends its logo to any product, the product is accepted by them to deliver the nutritional contents as claimed by the manufacturer.
Real Mango Netro

Mango Nectar is prepared from the best quality mangoes to ensure consistent quality around the year. Packed with natural goodness of mango, Mango Nectar has all the ingredients to make you smile.

Some of you may find it hard to believe, but mango nectar gives you all the energy you need to keep you going for hours together. As a matter of fact, Mango Nectar is very popular amongst the children, as it is extremely juicy and has a pleasant flavour. It is an excellent source of Vitamin C and is naturally high in Betacarotene

Available in Tetra Pack

❖ 1 Liter Pack
❖ 200 ml Pack

Ingredients

Water, Mango pulp, Sugar, Citric Acid, Stabilizer and Ascorbic Acid

Nutrition Facts

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<th>Value</th>
</tr>
</thead>
<tbody>
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</table>
TROPICANA

Type: Soft Drink
Manufacturer: Pepsico
Country of origin: Florida, USA
Introduced: 1952

Tropicana Products is an American multinational company which primarily makes soft drinks. It was founded in 1947 by Anthony T. Rossi in Bradenton, Florida. Since 1998 it has been owned by PepsiCo, Inc. Tropicana's headquarters are in Chicago, Illinois. The company specialises in the production of orange juice.

Making the juice

Tropicana works with more than 12 established Florida groves, which are selected for sandy soil conditions and advanced irrigation practices. The company is the largest single buyer of Florida fruit and processes about 60 million boxes of fruit. Once the fruit is picked, oranges are hand graded and any fruit that doesn’t meet quality inspections is removed.

The oranges are then washed and the orange oil is extracted from the peel to capture the from-the-orange taste, which is later blended into the juice for consistent quality and flavor. The oranges are squeezed and the fresh juice is flash pasteurized. Tropicana developed flash pasteurization to minimize the time the orange juice is exposed to heat while providing maximum nutrition and flavor.

Oranges have a limited growing season, and because there is demand for juice year round, an unspecified quantity of juice (some or potentially all) is deaerated and then
stored for future packaging in chilled tanks to preserve quality. The aseptic tanks protect the juice from oxygen and light and hold the liquid at optimal temperatures just above freezing to maintain maximum nutrition.

It has been reported that deaerated juice no longer tastes like oranges, and must be supplemented before consumption with orange oils. Tropicana no longer uses orange juice from Brazil to supplement the Florida crop. Pulp may be blended in at this point, too, depending on the product.

Tropicana's carton and plastic packaging are engineered to maintain quality and freshness. The company's packaging materials ensure the juice stays fresh inside the package by preventing outside moisture and light from affecting its quality.

**Other products**

Pepsi produces fruit flavored soft drinks called Tropicana Twister Soda.

This soft drink line largely replaced Pepsi's Slice soft drinks. Tropicana also has Fruit Snacks, and in the United Kingdom makes smoothies. Trop50, introduced by Tropicana in 2009, delivers the benefits of orange juice with 50 percent less sugar and calories, and no artificial sweeteners. Trop 50 is available in several varieties including Farm stand Apple, Pomegranate Blueberry, Pineapple Mango, Orange, Lemonade and Raspberry Lemonade. Each 8-ounce glass has a full day’s supply of vitamin C and is a good source of antioxidant vitamin E.
In March 2011, the Symphony IRI Group named Trop50 as one of the “Top 10 Food and Beverage Brands in 2010”. In 2010, the company announced the impending limited release of Tropolis, a liquid fruit snack drink, for January 2011.

**Health Benefits**

Tropicana Mango Juice is a great tasting and easy way to achieve a power-pack of nutrients with no added sugar. What’s amazing is that something as tasty as Tropicana mango juice is also nutritious. Mango juice is one of the most nutrient-rich fruit juices commonly consumed in India – it provides a good source of potassium for heart health, the B-vitamins thiamin and folate, and is an excellent source of Vitamin C.

**Brand Advantage**

Tropicana continues to select the best fruit to manufacture high-quality juices and original products, pioneer innovative processes and explore new markets for its products. It is committed to fostering healthy lifestyles by ensuring that its products are naturally nutritious and provide the daily benefits that one needs. In India, Tropicana comes in two categories: 100% Juices (sold as Tropicana 100%) and Juice Beverages (sold as Tropicana).

**Quick Brand Facts**

- Launched in India in 2004.
- Available in two categories - 100 percent juice and juice-based drinks
JUMPIN

The foods division of Godrej Industries produces and markets edible oils, vanaspati, fruit drinks, fruit nectar and bakery fats. The division has two state-of-the-art manufacturing facilities: at Wadala in Mumbai, the capital of the western Indian state of Maharashtra; and at Mandideep near Bhopal in the northern Indian state of Madhya Pradesh. It has a national distribution network consisting of 800 distributors and 24 consignment agents. The plants are equipped with the best of modern equipment for the processing and packaging of a wide variety of food products. These include:

The 'Jumpin' range of fruit drinks, which come in flavors such as mango, apple, pineapple and orange. The 'Xs' range of fruit nectar (mango, litchi, sweet orange and pineapple flavors). Tomato Puree (under the Godrej brand). Fruit pulps and juices in bulk aseptic packaging. Godrej Industries, in keeping with the philosophy of the Godrej Group, believes that quality is the product of a combination of man and machine. The foods division has people of outstanding caliber to go with the modern technologies it uses. The result: the ability to deliver outstanding products.

One of the happiest fruit drinks from the house of Godrej Hershey Limited, JUMPIN is available in 2 delicious flavours: Mango and Apple. The fruity, sweet taste of Jumpin makes it a hit among all age groups especially kids. Each sip leaves one feeling refreshed and full of energy! JUMPIN is available in trendy Tetra Pak units of 200 ml and 1 litre and PET bottles of 250ml, 500ml and 1 litre.
3.3 DHARMAPUR DISTRICT PROFILE

Dharmapuri District is a district in Tamil Nadu State in southern India. The District came into existence from October 10, 1965. Dharmapuri is the District Headquarters. Dharmapuri town is historically called “Thakadoor”.

Geography

The District is located between latitudes N 11 47’ and 12 33’ and longitudes E 77 02’ and 78 40’. Occupies an area of 4497.77 km² (i.e. 3.46% of Tamil Nadu) and has a population of 2,856,300 (as of 2001). It is bounded on the north by Krishnagiri District, on the east by Tiruvannamalai District and Viluppuram District districts, on the south by Salem District, and on the west by Karnataka's Chamarajanagar District. The Whole district is surrounded by hills and forests.

History

The earliest known chieftain who ruled Tagadur (present Dharmapuri) during the Sangam era, is Adigaman Naduman Anji, whose patronage sustained the famous poetess Avvaiyar. The next we hear in the 8th century when the northern parts of Salem District were probably under the Pallavas regime. Subsequently, we hear of the Ganga Pallavas having sway over the Western parts of the Salem District. The Western Gangas are also mentioned as having ruled Baramahal during the end of the 8th century.

In the beginning of the 9th Century, the Rashtrakutas gained power and influenced the history of the district for the next two centuries. During the period, the
Cholas also rose to power in the south and Aditya-I conquered the Kongunadu in 894 A.D. During 949-950 A.D., the Cholas suffered a defeat from the Rastrakuttas whose decline started later after the death of their king Krishna-III. Subsequently, the entire area in Salem District came under the rule of the Cholas. The Gangavadi was then annexed to the Chola territory and placed in charge of an Adigaman Tagadur. The 12th century witnessed the decline of the Chola empire when the Hoysalas rose to power and routed the Cholas from Gangavadi. They are said to have captured Kolar, sacked Kotayur and over ran the western parts of Kongunadu. The Baramahal and Talaget areas apparently still remained with the Cholas. But the Adigaman seems to have practically become free and owed only nominal allegiance to the Cholas. Soundrapandia-I assisted the Yadavas in driving out the Hoysala king, Vira Someswara from the Chola territory.

The history of the 13th Century revolve itself between the Hoysalas and the Pandyas. This portion may be added after when they were attacked from the North by the Yadavas, the Hoysalas retreated towards the South in Kongunadu. It is known that Jatavarman Soundrapandian-I assisted the Yadavas in driving out the Hoysalas king, Vira Someswara, from the Chola territory. But it is doubtful whether he made himself master of the Talaghat area as there are records to show that Vira Someswara's son Vira Ramanatha later ruled the whole of Salem District and the Pandiyas were then eclipsed by the Mohammadan emissaries of the Delhi Sultanate.

The rise of Vijayanagar kingdom was seen in the 14th century. In 1365-66 A.D., Bukka-I turned his attention towards the south to overthrow the Mohammedan Sultanate of Madurai. One of these campaigns must have brought Salem District under the
Vijayanagar kings. They ruled these parts till 1565 A.D when the glory of the Vijayanagar king was laid in dust by the combined armies of the Deccan Sultans on the field at Talikota Hosur Denkanikota. While Jagaderea Raya of Chennapatna ruled the Baramahal along with Mysore. Meanwhile the ascendancy of the Madurai Nayakas reached its zenith during the time of Tirumala Nayak who came to power in 1623 A.D. and this tract was placed in charge of Poligars owing allegiance to him. Ramachandra Nayaka, one of his poligars was incharge of Talaimalai a hill overlooking the Cauvery in the south Namakkal taluk. The Namakkal Fort is said to have been built by them. The Gathi Mudaliars were incharge of the most dangerously exposed province of the Nayak Kingdom with Kaveripuram on the right bank of the Cauvery as their strategic capital commencing one of the principal passes to the Mysore plateau. The centre of their power seems, however to have been Taramangalam where they built a grand edifice of a temple. It is said that their domination extended as far as Talaivasal to the east, Dharapuram in Coimbatore District in the south. The forts of greatest strategic importance held by the Gathi Mudaliars were Omalur and Attur.

Several places in Coimbatore were taken by Kantirave Narasa Raja of Srirangapatinam from Gathi Mudaliars in 1611 A.D. After 11 years, he seized Baramahal including Viralahadradurg, Pennagaram, Dharmapuri and Denkanikotta in 1654 A.D., he took over Hosur from Chandra Sankar Dodda Devaraju the king of Mysore wrested Omalur from the Gathi Mudaliars and thus erased them out of political scene. The aggression of Marattas, however checked the power of the Mysore Kings. For a time Baramahal and Talaghat passed into the hands of Marattas. In 1688-89 A.D., Chikka Deva Raya king of Mysore felt strong enough once again to invade Baramahal and
wrested Dharmapuri, Manukonda, Omalur Paramathi, Kaveripatinam and Attur were also retrieved by Chika Deva Raya and the whole district of Salem came under his control before his death in 1704 A.D. Meanwhile Abdul Nabikhan of Nawab of Cuddapah extended his possession towards South and by 1714 A.D., he made himself master of the Baramahal.

By about 1750 A.D., Hyder Ali was in power in Mysore Baramahal came under his sway in 1760 A.D. By 1767 A.D., the British Government at Madras planned an attack on Hyder Ali and seized Kaveripattinam without serious opposition. Krishnagiri was then besieged. Meanwhile, reinforcement was brought by Hyder Ali and they drove away the British. Thus, Kaveripattinam was recaptured. Some months later the British made another invasion on the Baramahal. Further, South Dharmapuri, Salem, Attur, Sendamangalam and Namakkal were surrendered to the British without serious difficulties. The victory, however, was short-lived because Hyder Ali soon recaptured Dharmapuri, Denkanikota, Omalur, Salem and Namakkal. During the period of second Mysore war, Salem District was in the hands of Hyder Ali.

Tippu Sultan succeeded Hyder Ali and proved to be a formidable power. The British made an alliance with the Marattas and the Nizam and started the third Mysore war in 1790 A.D., in order to curb the power of Tippu Sultan. A wing of the British forces stationed itself fully reinforced at Kaveripattinam. Even though Tippu Sultan rushed to this spot with his full force, he could not dislodge the British. A number of alternations took place between the commanding forces in the Baramahal area. In 1791, Hosur, Anjetti, Nilgiri and Ratnagiri came under the British Royakotta and many other
small forts fell without much resistance. In 1791 Tippu sent a force from the South along the Tippu pass. In the battle at Pennagaram they surrendered to the British. In 1792 A.D., a peace treaty was signed between Tippu and English. According to this, a half of the dominion of Tippu was taken away. The whole of Salem District except the Balaghat and a portion of Hosur came into the hands of the British. The first British Collector had is headquarters at Krishnagiri on strategic consideration.

The last Mysore war in 1799 added up several places in Hosur Taluk like Nilgiri, Anjetti, Durgam, Ratnagiri and Kelamangalam which were recaptured by British. After the fall of Srirangapattinam in which Tippu Sultan lost his life, the Balaghat area was also added to Salem District.

The present Dharmapuri district was then a part of the Salem district. During the British rule in the country and even till 1947 Dharmapuri was one of the Taluks of Salem District. The Dharmapuri district was formed as a separate district on 02/10/1965 with its headquarters at Dharmapuri. Thiru G.Thirumal I.A.S was the first Collector of Dharmapuri district. The Dharmapuri district was bifurcated into Dharmapuri and Krishnagiri districts on 09/02/2004.

**Language and Culture**

The inhabitants of the District speak different languages. The predominant communities found in this area are the kongu vellalars, Kapus, Lingayaths, Okkaligas, Baliya Chetties, Oddars and Scheduled Castes like Holeyas and Madigas. The weavers of this area mostly belong to Sali Chetties. The Baramahal area comprising eastern part of
the Dharmapuri taluk constitutes Telugu and Tamil speaking communities, majority of whom belong to Vanniars. The Malayali tribe is inhabited in the Chitheri Hills areas. Among the Scheduled Caste population Adi-Dravidars and Arunthathiaris form major share who scattered throughout the district.

**Climate And Rainfall**

The climate of the Dharmapuri District is generally warm. The hottest period of the year is generally from the months of March to May, the highest temperature going up to 38 C in April. The Climate becomes cool in December and continuous so up to February, touching a minimum of 11 C in January. On an average the District receives an annual rainfall of 895.56 mm.

**Soil**

The Soil type ranges from black to mixed loam; Red sandy soils are seen in Harur Taluk. Black and loam soil are found in Dharmapuri Taluk. Generally the soil is low in Nitrogen and Phosphate content with no marked variation between Taluks.

**Horticulture**

Dharmapuri district forms a major horticultural belt in the state. As the area is drought – prone it has become essential to switch over to cultivation of drought tolerant perennial fruit crops in this district. Mango is the main horticulture crop of this District. It has the highest area under the fruit crops. The district accounts for nearly one-third area under mango and nearly one-half of the mango yield in the state. Palacode is the main area where tomato is cultivated. Chilli is cultivated mainly at Pennagaram.
Fisheries

Dharmapuri being an inland district, fishing is restricted to inland only here. Main varieties of fish available are katla, rogu, mirgal, common and corp.

Mineral Resources

Dharmapuri district is endowed with sizeable reserves of granite. High quality black granite is available in Pennagaram, Harur and Palacode blocks. Quartz is available at Kendiganapalli Village of Pennagaram Taluk, A. Velampatti of Harur taluk and Pethathampatti of Pappireddipatti Taluk. Another High value mineral available here is Malibdinum, which is identified as a good conductor. It is available in Harur.

Demographics

According to the 2011 census Dharmapuri district has a population of 1,502,900, roughly equal to the nation of Gabon or the US state of Hawaii. This gives it a ranking of 334th in India (out of a total of 640). The district has a population density of 332 inhabitants per square kilometre (860 /sq mi). Its population growth rate over the decade 2001-2011 was 16.04 %. Dharmapuri has a sex ratio of 946 females for every 1000 males, and a literacy rate of 64.71 %.

Tourism

Dharmapuri district's main tourist attraction is Hogenekkal Water Falls. Other attractions are Theerthamalai Temple, Adiyaman Kottam, Thenkaraikottai, Subramaniya Siva Memorial, Sir Thomas Munro Pillar.
Hogenekkal Water Falls

Hogenakal is situated at the borders of Karnataka at 46 km from Dharmapuri. In Hogenakal the river Cauvery enters into Tamil Nadu as a big river with gushing water presentably as a natural falls. The name Hogenakal is derived from Kannada means 'Smoky Rocks'. The river when falls on the rock below, the gushing force of water resembles like smoke emanating from the rocks. At Hogenakal the water spreads for miles around and on these waters cruising on country made dinghies (PARISAL) is possible. Parisal ride will give an enthralling experience. Surrounding by hills at various heights Hogenakal offers the visitors a different ambience and refreshing relaxations. One could also take bath in the falls. Oil massaging by local people is a different experience. As the river flows throughout the year Hogenakal can be visited all days through the year. There are enough transport facility available from Dharmapuri & Krishnagiri.

Theerthamalai Temple

Theerthamalai is an important sacred place in Harur taluk of Dharmapuri District. Shri Theerthagirishwarar Temple is located at the top of a hillock. Chola and Vijayanagara Kings donated liberally to this temple. A lot of devotees throng the temple during the Mahashivarathiri. The Department of Tourism has a Guest Houses for the benefit of the devotees. Theerthamalai is declared as an important tourist spot in Dharmapuri District.
Adhiyamankottai

The capital of Adhiyamans, ancient rulers of Tagadur, was Adhiyamankottai which is situated on the Salem-Dharmapuri road at a distance of 7 km from Dharmapuri. The ruins of the roughly oval shaped fort is still there. The Chenraya Perumal temple is the biggest of the lot which is held as a protected monument which is believed to have been constructed both by the King Krishna Deva Raya and Hoysala Kings. There is a mandapam which leads to the sanctum sanctorium. There are paintings in the ceiling depicting scenes from the Mahabharatham, Viswarupa dharshan of Lord Krishna and some scenes from Ramayana and is still pleasing to the eye. All the paintings are belonging to 13 century.

Subramanya Siva Memorial –Pauparapatti

A monument built in memory of the great patriot Subramanya Siva in his samadhi at Papparapatti, Pennagaram Taluk.

Sir Thomas Munro Pillar at Dharmapuri

This pillar was erected by the government of Madras to mark the association of Dharmapuri with Sir Thomas Munro who lived here from April 1792 to March 1799 as Assistant to the Superintendent of Revenue in the Baramahal. His house and his favourite garden where few yards away from this place.

Dharmapuri district, which came into existence from 02.10.1965 is situated in the North western Corner of Tamil Nadu and is bounded by Tiruvannamalai and Villupuram Districts on the east, Salem District on the South, Krishnagiri District on the north and
Kaveri river on the west. It is located between latitudes N 11 47’ and 12 33’ and longitudes E 77 02’ and 78 40’. The total geographical area of Dharmapuri District is 4497.77 Sq Kms, i.e. 3.46% of Tamil Nadu.

Administrative Divisions

Revenue Divisions

1. Dharmapuri 2. Harur

Revenue Taluks


Panchayat Unions


Town Panchayats