**Strategic Brand Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. Phalada Pure & Sure is an Indian organic food brand that produces a variety of organic food products, including spices, grains, herbs, pulses, and snacks. The company works with farmers to support rural development and encourage organic farming practices. How can Phalada Pure & Sure position itself effectively in the Indian market to attract health-conscious consumers?**

**Answer:**

**Introduction:**

In the evolving Indian food market, Phalada Pure & Sure has a unique opportunity to position itself as a leading organic food brand catering to health-conscious consumers. With increasing awareness of the benefits of organic produce, Indian consumers are actively seeking natural, chemical-free, and sustainably sourced food products. By leveraging its commitment to quality, ethical sourcing, and rural farmer empowerment, Phalada Pure & Sure can create a strong brand identity. The company’s focus on purity, authenticity, and sustainability aligns well with the growing demand for organic food in India. To attract health-conscious consumers, the brand must strategically position itself by emphasizing product transparency, superior quality, and health benefits. Effective marketing, consumer education, and digital engagement will further strengthen its market presence, ensuring long-term growth and customer loyalty.

**This is partially solved sample answer**

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**Q2. Fabindia is an Indian chain store retailing garments, home-decor, furnishings, fabrics and products handmade by craftspeople across rural India. Fabindia plans to introduce a skincare and wellness range. Outline the steps for this brand extension and discuss potential benefits and risks?**

**Answer:**

**Introduction:**

Fabindia, known for its ethically sourced and handcrafted products, is set to expand into the skincare and wellness market. This brand extension aligns with the company’s core values of sustainability, natural ingredients, and rural empowerment. As consumer interest in organic and Ayurvedic skincare grows, Fabindia can leverage its strong brand identity to establish a credible presence in this segment. By emphasizing traditional formulations, chemical-free ingredients, and artisanal production, the brand can differentiate itself from competitors. The expansion requires a strategic approach, including market research, product development, branding, and effective marketing. While this move presents opportunities for revenue growth, diversification, and stronger consumer loyalty, challenges such as competition, pricing, and consumer perception must be addressed. A well-executed launch will reinforce Fabindia’s commitment to quality and holistic well-being.

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**Q3a. Tata Motors wants to position its new electric vehicle (EV) as a leader in the market. Based on Jennifer Aaker’s brand personality scale, which two traits the brand should focus on, and how can these traits be communicated?**

**Answer:**

**Introduction:**

Tata Motors aims to establish its new electric vehicle (EV) as a market leader by building a strong brand personality. Based on Jennifer Aaker’s brand personality scale, the company should focus on "Competence" and "Innovation." Competence highlights Tata Motors’ reliability, expertise, and trustworthiness, reinforcing confidence in the EV’s performance and safety. Innovation reflects the brand’s commitment to cutting-edge technology and sustainability. These traits can be communicated through advanced features, sustainability initiatives, tech-driven marketing campaigns, and endorsements emphasizing Tata’s leadership in the evolving EV market.

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**b. Top Breads is a local bakery in Sector 18, Noida Uttar Pradesh. Top Breads is facing a decline in customer interest as new bakery chains emerge in the area. How can Top Breads manage its brand over time to maintain its market share?**

**Answer:**

**Introduction:**

Top Breads, a local bakery in Sector 18, Noida, is facing growing competition from emerging bakery chains, leading to a decline in customer interest. To sustain its market share, the brand must focus on strategic brand management by reinforcing its unique identity, enhancing customer experience, and adapting to market trends. Maintaining brand relevance through product innovation, improved marketing, and customer engagement is essential. By leveraging its legacy, emphasizing quality, and offering personalized services, Top Breads can strengthen its brand presence and retain loyal customers despite rising competition.

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