

When everyone was running towards big Hyper Markets, we decided to pay attention to the small time kirana wala's. From an idea, a brand was formulated, which brought a revolution in Indian Grocery Retail.



CASE STUDY

Kirana
इंडिया की नई दुकान **King**®

ABOUT KIRANA KING

During the year 2014, when the organisation started the business considering India as one of the largest consumer markets for grocery retail, they came across one big question - 'How to survive in the constantly changing challenging circumstances. Though the way of doing retail business is evolving at lightning fast speed across, the sectors and even the consumer buying behavior is also changing rapidly, it is the Kirana shops that remain unchanged over the years.

ABOUT KIRANA KING

So the major question that hammers the head is how they are going to survive & sustain in the future if they don't adopt the new business methods?

ABOUT KIRANA KING

And that's how the idea of Kirana King was born. The mission was clear. We wanted to create India's largest offline marketplace for grocery retail by way of focusing on standardization, centralization & digitization and by giving new look & identity to Kirana shops in India

BUSINESS OBJECTIVES OF KIRANA KING

- Improving the infrastructure, and changing the look and feel of Kirana Stores.
- Providing the solutions of the centralized purchase and supply.
- Digitization of the traditional Kirana Stores by moving them from calculator to the cloud.
- Increase brand visibility.
- Better connectivity amongst brands, consumers and Kirana stores.
- Fair prices for consumers.
- Augment incomes throughout the grocery supply chain.

FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm is the brand's Marketing Agency since its inception . Entire onus of Brand launch in the Jaipur Market was lying with Flags and it has been the most successful launch in the history of Jaipur ever. Flags work as the extended wing of kirana king which takes care of the holistic marketing strategies for them. Areas we look after:

- **Marketing & Advertising**
- **Brand Management**
- **Social Media**
- **Public Relations**

INITIAL BRAND CHALLENGES:

- The concept of Kirana King was a little difficult/ complicated to understand
- Stakeholders were very different from each other, hence different routes and modes of communications had to be followed for engaging all. Different Brand Stake holders are as follows Kirana Shops/ kirana owners
- Direct customer(to be directed/ diverted to kirana king stores)
- Multinational Brands
- Financial Institutions
- Investors
- Brand owners were also new to the industry as previous experience was in different sector and different country all together
- Apprehensions of Kirana wala's to convert to Kirana King stores

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

As an integrated MARCOM agency, Flags took upon the complete exercise for Kirana King to establish it as one of the leading players in Retail industry. Undertaking all the above mentioned exercises, Flags transformed the brand into an easily acceptable one. Steps followed were:

- Thorough Understanding of the concept of Kirana King
- Understanding the sector at large as till now it had been ruled by giant players like Reliance, Fortune group etc.
- To take care of threats and to identify the opportunities

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

- Establishing the brand spokesperson as the industry expert through rigorous marketing and PR exercise
- Crafting customised marketing strategies according to the needs of the market and need of the sector
- Connecting with the various stake holders, all at the same time.
- Creating the image of the brand in a manner, that right from the Kirana Wala to the investor, everyone feels connected and optimistic about Kirana King

B2B COMMUNICATION

B2B communication in Kirana King had to be done at two levels. One is a not so educated Kirana wala who had no big aspirations for growth in business. The other ones were well established FMCG brands which we wanted to associate with for our grocery supply chain network. Strategies were made for successful brand launch:

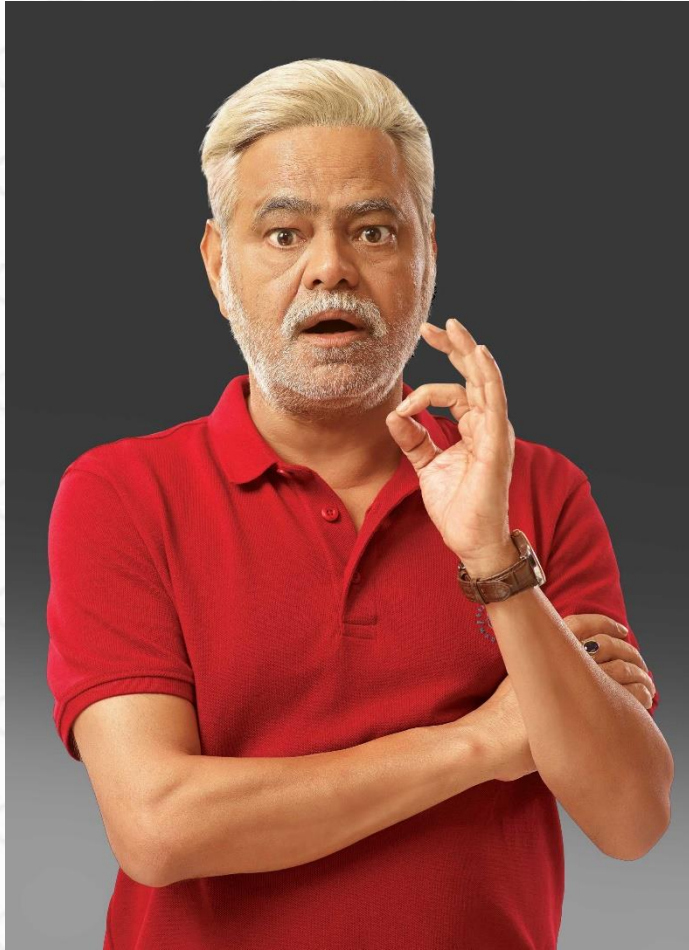
- Kirana King was given a very fresh Brand Identity with which , not just the brand vision and mission could be communicated but also the entire brand ecosystem could relate with.
- Empowering Grocery Retail was the Brand tagline crafted after much deliberation which later on became the business vision



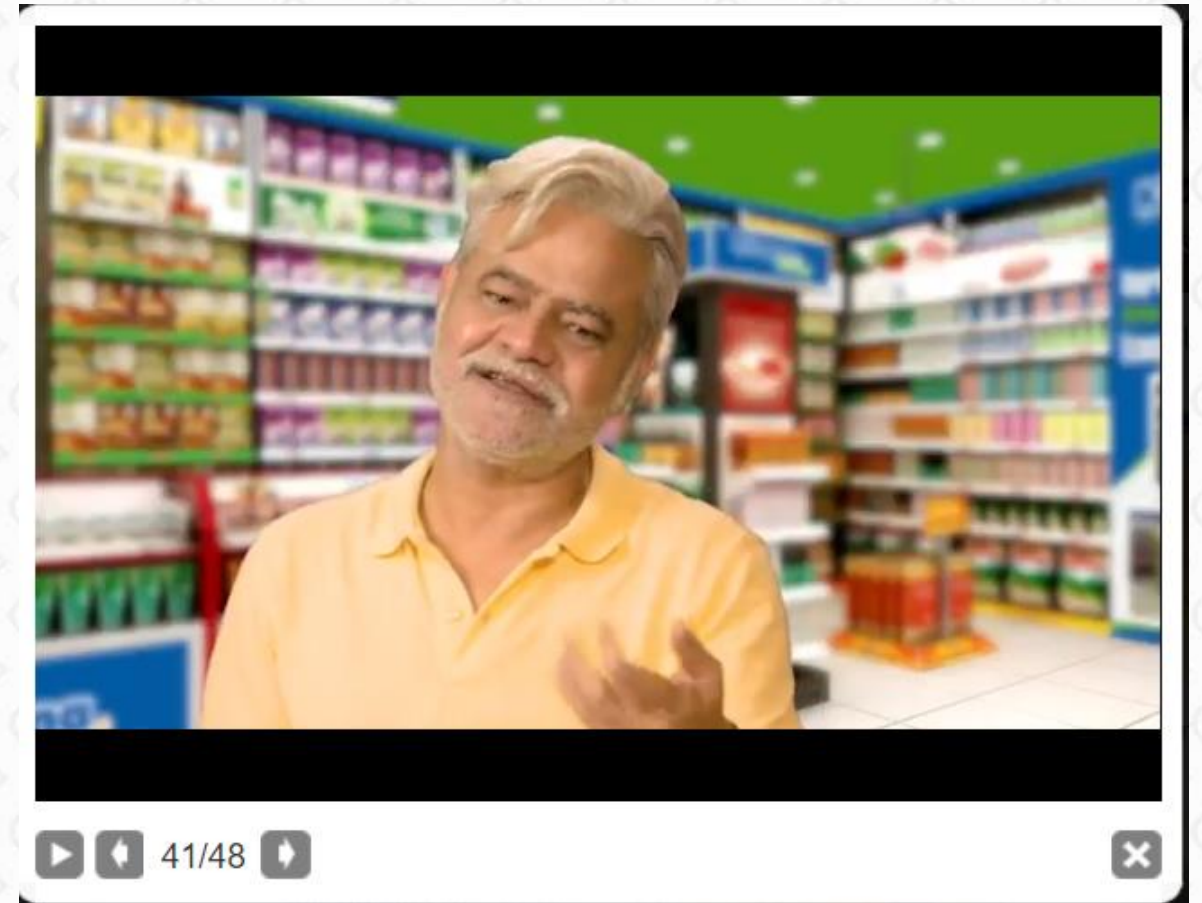
- Brand ambassador was hired who could resonate with all the stakeholders and could most importantly resonate with Kirana walas



- Various brand videos and brand photoshoots were done to pep up the brand mood



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- Communication material developed at different levels. Entire communication kit was developed to make the kirana wala's understand the concept and the advantages of converting from Kirana wala to Kirana King.
- Entire Internal communication was developed.



- Pre-Launch Press conference was done for the launch announcement



- Gala Launch was planned on 15th August 2018 where all the stake holders were invited. Event Theme was Parivartan : 'Aane Waali Chunotiyon Se KIRANA Vyavsaayion Ko AZAADI. This has now become a flagship event which takes place every year



- Launch was instant hit with all
- Aggressive PR carried out to establish the spokesperson as the voice of the industry and creating brand awareness.

किराना किंग दस हजार दुकानें खोलेगा

पत्रिका न्यूज नेटवर्क
patrika.com

जयपुर. किराना किंग 2025 तक देशभर में दस हजार किराना दुकानें खोलने जा रही हैं। किराना किंग के सीईओ अनूप कुमार खंडेलवाल ने बताया कि स्थानीय किराना रिटेल पर किए गए शोध में यह नतीजा सामने आया कि समस्या मांग नहीं, बल्कि कारोबार करने के असंगठित तरीके में हैं। किराना किंग ने मौजूदा



किराना दुकानों के साथ साझेदारी का अनूठा कार्यक्रम तैयार किया है। किराना किंग जयपुर में भी 500 दुकानें खोल रहा है। देश में पारंपरिक तरीके से एक करोड़ 20 लाख किराने की दुकानें चल रही हैं।

देश में किराना रिटेल का चेहरा बदलने वाली क्रांति

इंडिया की नई दुकान आ गई जयपुर में

जयपुर। एक क्रांतिकारी विचार और रिटेल किराना कारोबार को इनोवेटिव बनाने का किराना किंग - इंडिया की नई दुकान पारंपरिक किराना क्षेत्र का चेहरा बदलने के लिए तैयार है। रिटेल किराना व्यवस्था को सबकुछ बनाने के अविभाज्य घटक हैं। किराना किंग जयपुर में 500 दुकानें खोल रही है। देश में पारंपरिक तरीके से एक करोड़ 20 लाख किराने की दुकानें चल रही हैं। किराना किंग ने मौजूदा



"India Ki Nayi Dukan" launched in Jaipur

Jaipur. A revolutionary idea and a drastic turn in the retail Kirana business - Kirana King - India Ki Nayi Dukan is all set to give a makeover to the Indian Grocery Sector. With its incredible approach towards empowering the retail Kirana ecosystem, the company has recently unveiled its retail format by providing a complete makeover to 14 retail stores in Jaipur. Kirana King is focusing towards the enhancement of local grocery stores, which don't possess ample resources and assistance to give their business much needed hike. Grocery retail constitutes 69% of the total Indian retail market and its total estimated worth is US\$552 billion, out of which 92% i.e. US\$504 billion falls into the unorganized sector. The idea behind Kirana King is to organize this sector and to eradicate all the business challenges and illuminate all Kirana Stores with the rays of success and happiness.

Anup Kumar Khandelwal, founder & CEO, Kirana King said, "We started with a thorough field research in and around Jaipur and then moved pan India to understand the local grocery retail at length. Our experts also studied the traditional and modern grocery systems in various parts of the world. After significant research, we concluded that the problem isn't with the demand but it is with the unorganized way of doing business." Considering a list of issues throughout the supply chain, infrastructure, Kirana much needed hike. Grocery retail constitutes 69% of the total Indian retail market and its total estimated worth is US\$552 billion, out of which 92% i.e. US\$504 billion falls into the unorganized sector. The idea behind Kirana King is to organize this sector and to eradicate all the business challenges and illuminate all Kirana Stores with the rays of success and happiness.



किराना रिटेल का चेहरा बदलने वाली क्रांति

इंडिया की नई दुकान 'किराना किंग' जयपुर में 14 रिटेल स्टोर्स के साथ शुरू

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- Industry newsletter was created to keep stakeholders afloat of the company's happening
- Events were organised for kirana walas on occasions like Diwali and Holi etc



- Creating transformation testimonial videos
- Various strategies to tap FMCG brands were formulated
- Investor presentations were made
- Various business collaborations being established through Flags Business club



B2C COMMUNICATION

B2C communication was important to draw the crowd/customers to the kirana king value stores and super stores. It was equally important to communicate with them about the various changes happening at their local kirana stores and advantages of shopping from Kirana King

- 'India Ki Nayi Dukaan' was not just a tagline but it became brand Mission.

Kirana
इंडिया की नई दुकान **King**®

- Sanjay Mishra created an instant connect because of his next 'door guy image' with end consumer.



- Launch was announced using all the advertising mediums like OOH, Print, Radio , Digital

Kirana King
 किराना की नई पहचान

अब आप भी बन सकते हैं **किराना किंग** के बदलाव का हिस्सा

बढ़ते किराना किंग के बदलाव का हिस्सा, जो देगा आपके किराना व्यवसाय को एक नई पहचान। किराना किंग की इस समरसफलक सोच का हिस्सा बनने का मतलब है अब आपकी ही किराना जगति में नए नए कॉन्सेप्ट और नए किराना किंग के साथ सब से कम और बढ़ते तरकीबों की नई राहें।

Kirana King Retail Private Limited
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Kirana King
 किराना की नई पहचान

किराना किंग देने आएँ है रिश्तों को नई पहचान

अच्छे रिश्तों की खासीयात होती है कि वो बदलते समय के साथ और भी अटूट हो जाते हैं। फिर चाहे वो रिश्ता दोस्ती का हो या फिर भाई बहन के प्यार और लगन का। मगराएँ यह हवाबंदी किराना किंग के साथ और है अपने रिश्तों को एक नई पहचान।

मुख्य आकर्षण के तौर पर:

- 100% Cash on Delivery
- 24x7 Service
- 100% Home Delivery
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- 100% Cash on Delivery
- 100% Home Delivery

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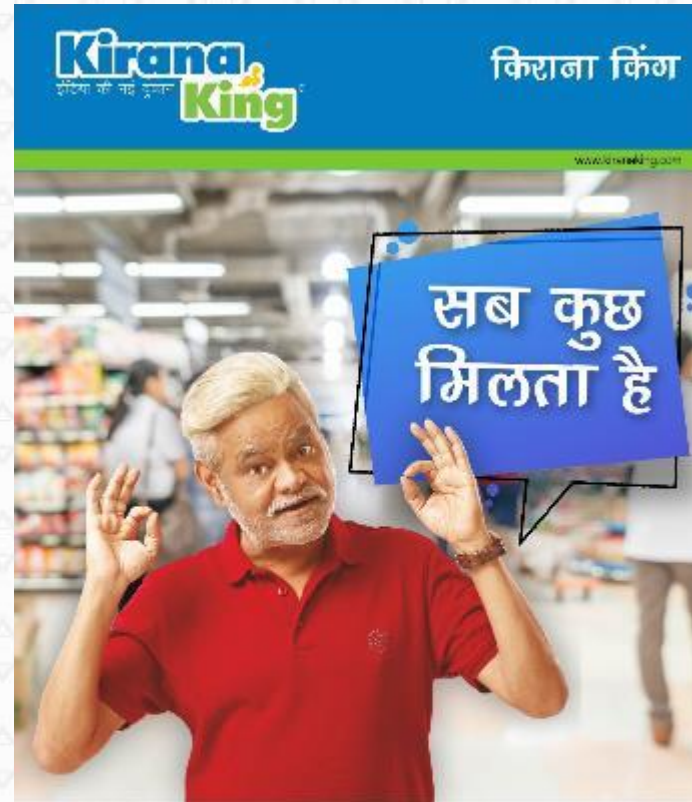
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 किराना की नई पहचान

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- Various lucrative offers were floated for end customer
- Various festivals and occasions saw attractive brand communication being floated in market



Kirana King
सैन्टा को यह दुकान

www.kirana-king.com

**सैन्टा
आया!
किराना
जाया!**

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वाली**

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खुशियों
को
डबल**

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**प्यार और विश्वास
के इस खास बंधन को
खुशियों से सजाएं**

**जो गज चाहे वो सब पाएँ
किराना किंग आये
यहाँ सब कुछ मिलता है**

राखी की छोट शायी बहन के प्यार का प्रतीक होता है। यह ऐसा रिश्ता है जो समय के साथ और भी मजबूत होता जाता है। आइये इस बंधन को और भी मजबूत बनाएं किराना किंग के साथ, जहाँ सब कुछ मिलता है।

मुख्य आकर्षण के केन्द्र:

- Low prices • Multiple Segments
- Free Home Delivery
- Attractive Gift Homers
- Large Fresh Produce

वेब साइट पर केवल 06th - 15th August 2018
*Taxes Additional

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Faridkot, Punjab, India • Phone: +91-161-2550181-2550182 • Fax: +91-161-2550183

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- Popular yet cost effective mediums were used for brand promotions like Newspapers insert and radio stations
- Various CSR activities are carried out to keep the brand visibility on
- Digital medium is used to keep the engagement high with the end consumer.



ACHIEVEMENT/ SUCCESS STORY

- Kirana King has transformed the lives of so many Kirana Wala's and their business has almost double folded
- Kirana King is the name to reckon with in Jaipur.
- All the stakeholders feel the need to be connected with the brand
- There are over 250 Kirana King stores along with a Super Store in Jaipur
- Brand is now expanding outside Jaipur and has intentions of covering up entire Rajasthan market and then North India
- Brand has won awards and accolades for its overall market presence
- Kirana King has been able to generate good investment because of the one-of-its-kind business approach

FLAGS COMMUNICATIONS IS PROUD TO BE STILL HANDLING
THE BRAND MARKETING DEPARTMENT OF KIRANA KING
SUCESSFULLY AND THE STORY CONTINUES.....



They have contributed immensely to develop our brand in a very short span of time. Their ideas and marketing strategies helped us to establish our business across various networks. I wish them best to continue with their spirit of empowering various brands across the country.

Anup Kumar Khandelwal
Founder & CEO, Kirana King

THANK YOU

LET'S CONNECT @ 09310055885