

Thums up

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Origin

- Founded by Parle brothers, Ramesh Chauhan and Prakash Chauhan
- Introduced in 1977 after expulsion of Coca-Cola and Pepsi from India
- Other brands also launched
 - Limca
 - Gold Spot



History of thums up

- Initially focused on
 - refreshment
 - happiness
 - tag line : “happy days are here again”
 - Period : 1977 to early 1980s
- then due to strong taste it became
- - Tag line : “ I want my thunder ”
- Changed to
- - Tag Line : “ Taste The Thunder”



Target Market

- Thums Up has been positioned as the “Strong tasting cola for today’s young adult males , from SEC A, B, C households , between 20-29 years of age”



Budget

<u>PARTICULARS</u>	<u>AMOUNT</u> <u>(DAY 1)</u>	<u>AMOUNT</u> <u>(DAY 2)</u>	<u>AMOUNT</u> <u>(DAY 3)</u>	<u>TOTAL</u>
<u>Newspaper</u> -High coverage on first page on 3 days	30000	30000	30000	90000
-short time add on 2 nd page for two days	15000	15000		30000
<u>Magazines</u> -High level magazine	20000	20000	20000	60000
-Low level magazine	5000	5000		10000
<u>T.V.</u> PRIME TIME AD	118000	118000	118000	354000
NORMAL ALL DAY	25000	25000		50000



Mission

Our roadmap starts with our mission, which is enduring. It declares our purpose as a Company and serves as the standard against which we weigh our actions and decisions.

To refresh the world

To inspire moments of optimism and happiness

To create value and make a difference



Vision

- Our vision guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.



Customer Loyalty Programs

- **Support My School**



- **Sustainability**
 - Water and Sanitation work in
 - schools and communities



- **Parivartan**

Recognizing the need to build the capacity of Kirana retail owners in the country



- **Drip irrigation**

initiated a Public-Private-Community Partnership involving Local Farmers



SOME MORE

- ISB Retail Academy
- 5by20 - Women Economic Empowerment Initiative
- empower women
- primary healthcare
- Career development center



Segmentation Targeting Positioning

- Segmentation – All Groups
- Targeting – 20- 35 Years Age.
- Positioning – Endowment for 10 to 15 years (years)





THANK YOU...