

**Case Study**

**Indian Market Assessment for a Health Drink Brand**



# Case Study

## Indian Market Assessment for a Health Drink Brand



### About the Client



- The client is a UK-based manufacturer of health drinks

### Client Objectives / Goals



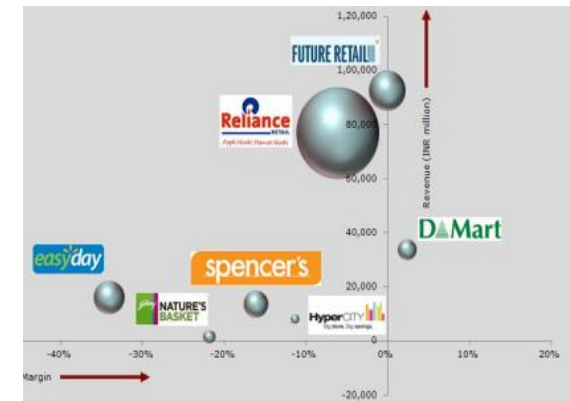
- The client wanted to evaluate India as a potential market for their product
- Also, as the client planned to start operations in Mumbai, it wanted RocSearch to evaluate potential partners (namely organised retail chains) for distribution of its product

### Approach and Methodology



- For market assessment, RocSearch evaluated the demand and supply side of the health drinks market in India; also analysed the existing players, customer perceptions and future outlook
- For location analysis, the suggested state “Mumbai” was analysed basis multiple factors such as assessing logistics and supply chain structure, benefits & challenges, macro-economic factors, other geo-political factors, etc.
- For potential partner evaluation, RocSearch conducted a comparative analysis of all the organised retail chains operating in Mumbai. The recommendations were provided considering key aspects such as brand fit, scale of operations, financial capabilities and supply chain network

### Sample Output



### Results / Value-add



The client successfully entered a distribution arrangement with one of the recommended vendors and is currently working on launching the product in India