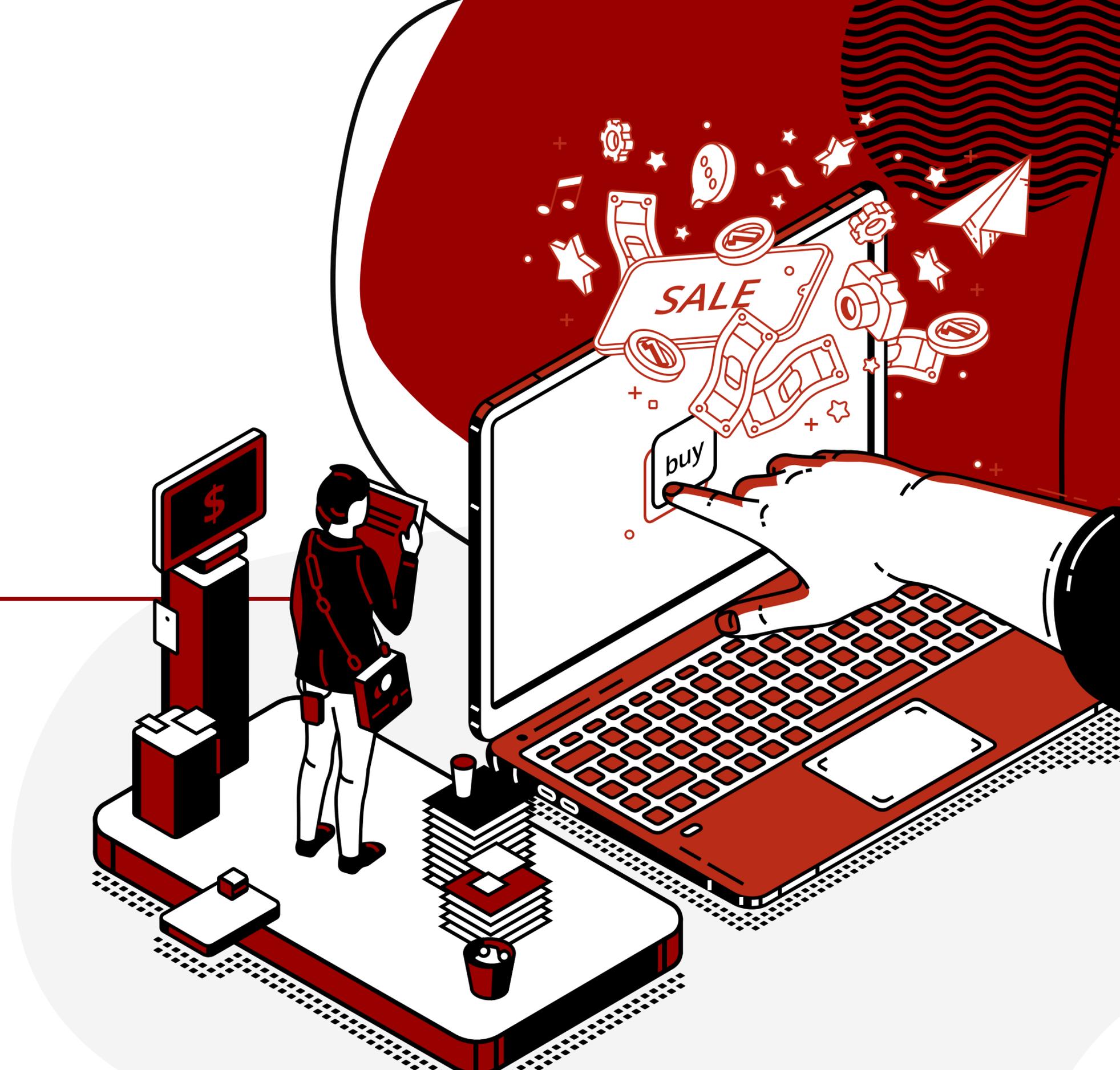


THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.

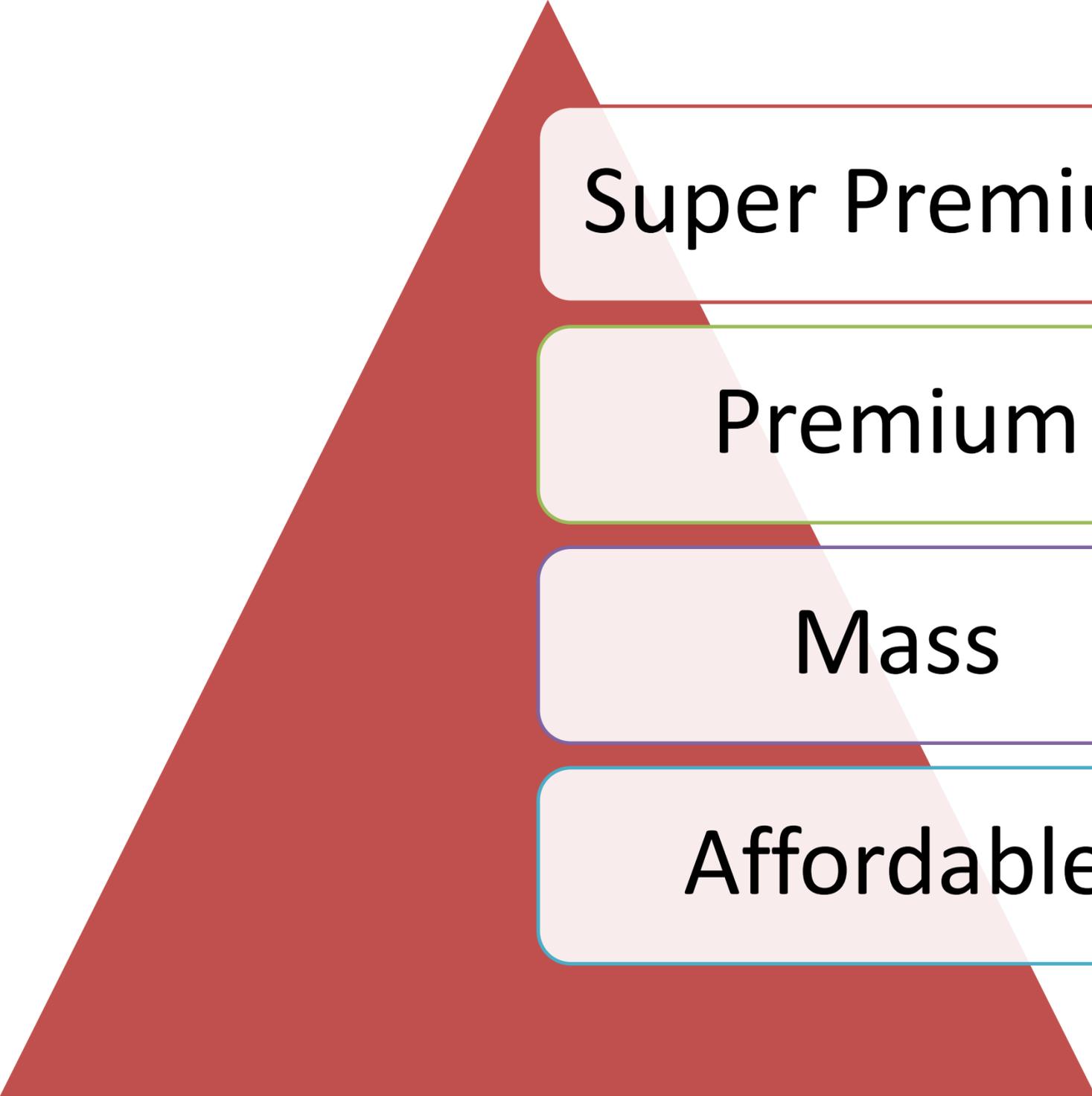


The First 'P'

Building a Winning Product



Pricing Strategy



Super Premium

1.3x to 10x of Mass

Premium

1.2x – 1.3x of Mass

Mass

In line with Category Norms

Affordable

0.7 – 0.8x of Mass

Mass Pricing : Pricing that delivers 12-15% Profitability



Premium Pricing : 20-30% Higher : 4X Profitability at 50% Scale



Super Premium 50% to 100% Premium



Affordable : 75% to 80% of the Mainline Player

**Chik
Shampoo**



Parle G

Some that Didn't Work !



Thank You !