



Case Study: Marketing

Goodricke Group (GGL), part of UK-based Camellia Investment Plc under the Gordon Fox empire, is reworking its entire marketing set-up. The tea major has roped in top marketing honchos from rival companies—Assam Company and AFT Industries—to help build on its mainline as well as new brands in the coming months.

While Arun Grover from Assam Co. will head the marketing team, Indrajit Roy from AFT will join him as general manager. Goodricke is preparing a redo of its main-line Goodricke brand and also plans to come up with a new premium brand for Assam tea shortly.

Confirming the development to ET, Mr. Krupakaran David, managing director, Goodricke, said, “The intention is to take a serious relook into hardselling marketing strategies. There was a need to establish as a branded player from more of a commodity player as is has been till now”.

After selling off some of its low yielding tea estates recently, the tea company is in the process of streamlining its key brands.

While it is working on cost mechanics on the new Assam brand, which it proposes to launch shortly, the company is also looking at a complete relaunch of its popular umbrella Goodricke brand as well.

“Now that the top quality levels have been reached, it’s time to be more on the value-added platform,” Mr. David said.

For the first time, attempts are being made to enter Gujarat, which has the largest tea drinking population. Alliances are being worked out at present.

The company expects about 8 million kg of its teas to be sold through packets in calendar year 2004. Almost 30% of 30 million kg production goes into value-added teas. According to Mr. David, this was likely to double in five years.

The tea major is close to finalizing alliances with Japanese trading companies to sell instant teas. Sensing more demand, the company plans to jack up capacity of instant tea plant at Aibheel to 600 tonnes from 300 at present. GGL now supplies instant tea to companies like Coke, Levers and others.



As part of its aggressive brand promotion in the US, CGL is in talks with one of the important packeteers of the US. It is working on showcasing some of its key tea marks, including Castleton, Margaret's Hope and Thurbo in the US.

- (a) Why is Goodricke Group re-working its entire marketing set up?
- (b) Summarise the branding strategies the group is adopting.
- (c) What denefits are expected from the changes the company is making?