



Exploratory research on Marketing strategies used by Bisleri

WRITTEN BY - MR. DHRUMIL GADA

Abstract :

The purpose of this research paper is to study and understand various marketing strategies used by Bisleri - The household name for water in India. Bisleri is also the oldest water brand, competing in the market for over 58 years. In the paper you will find an overview of the global water bottled industry and learn the competitiveness among brands, further, you can learn about the water bottled industry in India. Further, we understand the 4p's of marketing used by Bisleri with examples. Lastly, we analyze various marketing campaigns and advertisements run by Bisleri. This report gives an overview of the bottled water industry with learning about specific campaigns run by Bisleri.

I. Introduction

1.1 Overview of the Bottled Water Industry

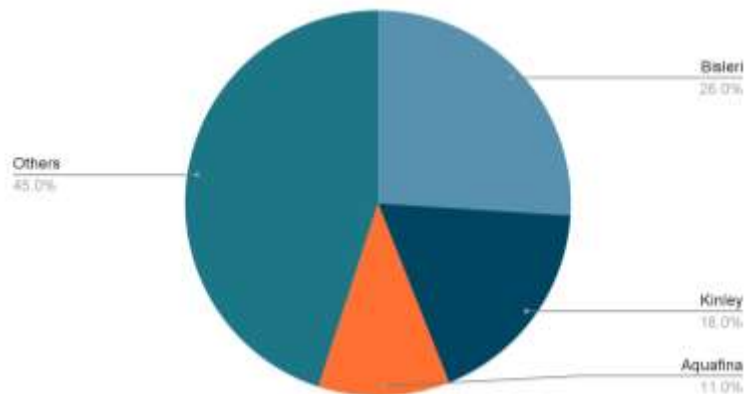
Water is the most essential need for humans, preceding food, clothing, and shelter. Water is without a doubt the most popular liquid in the world, then tea and coffee. As everyone has access to water and it is a necessity, the packaged water bottle industry will undoubtedly prosper. As a result of this necessity, there are over 5,000 brands of bottled water available throughout the world. This includes all the various types of water that have entered the market as a result of increased competition. From mineral water to alkaline water, flavoured water to carbonated water, the water industry has come a long way and has undergone a great deal of diversification. To place things in context From 2023 to 2030, the global bottled water market is projected to grow at a compound annual growth rate (CAGR) of 5.24 percent. The global bottled water market size was valued at USD 342.01 billion in 2023 Compared to tea, the second-most consumed beverage, this is a massive market size. In 2022, the global tea market was valued at USD 23.2 billion. The water industry is therefore approximately 15 times larger than the tea industry. When discussing India, the situation is quite comparable to that of other nations. Water is also the most consumed beverage in India, with Bisleri, Kinley, Aquafina, and Oxyprime being the market leaders in this industry. In terms of market size, brand value, and distribution channel, these companies are a far cry from Bisleri in India today. In India, Bisleri has become a household name for water.

1.2 Overview of the Bottled Water Industry in India

India is among the nations with the highest water consumption. The Indian bottled water industry is substantial and expanding. The market was valued at \$22.72 billion in 2022 and is projected to reach \$36.21 billion by 2030, a 6% CAGR between 2023 and 2030. The industry is dominated by multinational corporations such as PepsiCo and Coca-Cola. There are also significant Indian

corporations, such as Bisleri International and Tata Global Beverages. In their portfolio, these brands include Kinley, Aquafina, Bisleri, Tata Copper, and many others.

Here is the Market share of each of these brands:



The chart depicts Bisleri as a clear market leader in the industry followed by Kinley and Aquafina. Other brands also include - Mount Everest, Kingfisher and Manikchand, Tata Plus, Tata Copper, and much more.

II. About Bisleri

2.1 Overview of Bisleri

Bisleri Ltd., a company of Italian origin, introduced mineral water under the brand name 'Bisleri' in two variants - sparkling and still - to the Mumbai market in 1965. Signor Felice Bisleri founded this company and introduced the concept of selling bottled water in India. In 1969, Parle acquired Bisleri (India) Limited and began bottling mineral water in glass under the brand name "Bisleri." Once Parle assumed control, there was no immediate impact on the brand. After acquiring Parle's extensive distribution network, the brand gained a great deal of brand awareness and recognition, but it was not yet a massive success. The efforts to expand the market for bottled water were not exactly laborious. At that time, Parle was more interested in producing soda water than mineral water. As people still believed boiling water to be safer and superior to mineral water, the company made only minor efforts to produce mineral water, as it was not considered a very profitable business at the time. Furthermore, they were unwilling to pay for a commodity as abundantly available as water.



He is MR. Felice Bisleri, the founder of Bisleri Water in 1965

2.2 Evolution of Bisleri Packaging :

- Initially, Bisleri was only sold in 1-liter glass bottles, so it was considered a premium beverage. When they arrived in India, however, they switched from glass to plastic, but only for 1-liter bottles.
- In 1991, they introduced 20-liter cans for home and office use; this was the first time that Bisleri water was available in India as an everyday product; previously, it was only available in 1L bottles from Kirana stores.
- In 2000, the company introduced a 1.5L bottle dubbed "Bada Bisleri" to target Indians who did not have a Bisleri can at the office and desired a bottle of water to satisfy their water needs.
- Bisleri launched a limited edition of 250ml and 500ml bottles in 2009, which were an instant success because they were priced affordably and fell within the purchasing power of Indians. Also, an Indian could easily consume 250ml or 500ml of water in one sitting, which made carrying a 1L bottle unnecessary.
- After the success of their 250ml and 500ml bottles, Bisleri introduced their "Rockstar" 300ml package in 2016. Being a 300 ml bottle, the amount of water is just the right size for transporting on the go. Bisleri Rockstar is a portable thirst-quencher that is quick, simple, and inexpensive.

MARKETING MIX USED BY BISLERI

A Set of 4P's, namely - Product, Place, Price, and promotion is used by brands to target their customers more effectively.

PRODUCT:-

Bisleri Mineral Water is the principal product of the business. In addition to mineral water, the company also offers Bisleri Soda Water under its brand name. Bisleri introduced the concept of bottled mineral water to India, and because of this, it has become a generic term for mineral water. Bisleri is now synonymous with mineral water among Indian consumers. The greatest obstacle facing the company or any other participant in the mineral water market. Bisleri is now synonymous with mineral water among Indian consumers. The greatest obstacle facing the company or any other competitor in the mineral water industry is the lack of room for invention and innovation in the product, which would allow for the addition of additional product benefits. It is only water in the end. This is the opinion of Indian consumers regarding bottled water. If we are talking about a product like radio, we can assume that the innovations could provide additional product benefits. Using conversion, the product can provide Internet facilities in addition to its primary function.

PLACE

Place refers to the business activities that make the product accessible to the target market. To make the product available to the intended consumers, a solid distribution network must exist to support the product's quality. In the case of the mineral water industry, the distribution network is crucial for competitiveness, and the challenge lies in making water accessible to the greatest number of locations in the nation. Bisleri has a robust distribution network and is India's most popular water brand. Bisleri is sold across India by retailers, large grocery stores, and supermarkets such as Reliance Fresh, freshpik, Dmart, etc., as well as via Quick commerce

platforms such as BigBasket, instamart, and Blinkit. Due to its widespread availability, Bisleri is the most popular brand in India.

In addition, they sell through their own website and offer doorstep delivery. Bisleri has 122 operational plants, 4500 distributors, and nearly 5000 delivery trucks to manage high order volumes.

PRICE

Price is the sum of the values consumers exchange for the advantages of possessing or utilising a product or service. The only element of the marketing mix that generates revenue is price. All of the factors discussed above are expenses for the companies. The majority of the population of our country is Comprised of middle-income families, it is obvious to understand that price is one of the most influential factors in purchasing decisions when Indians purchase any product. Bisleri satisfies consumer expectations in terms of pricing and product availability, making the product both convenient and affordable. The company's pricing strategy is extremely aggressive. It offers its product at a very reasonable price. According to the current market in India, there is virtually no price difference between brands, and all brands have priced their 500-milliliter bottles at 10 rupees. Bisleri, being the first company in India, has essentially set the price of 1L of water since its inception, whereas before we did not know what it would be. Here are the prices for various sizes, some in packs of 12 and others in packs of 1.



PROMOTION

Marketing in the twenty-first century entails more than producing a high-quality product at a competitive price and making it available to the target market. Companies must also communicate with their clients, and the messages they send cannot be left to chance. The combination of advertising, personal selling, sales promotion, and public relations tools is used by a company to achieve its advertising and marketing objectives. A number of promotional activities, such as the subscription service conducted by Bisleri via their website, where a customer can register and subscribe if he requires specific crates or quantities of water on a recurring daily or weekly basis, and Bisleri will deliver it to their doorsteps with a 5% discount on the MSRP. In addition, they offer referral and loyalty programmes via their website, where each friend can receive 15% off if they refer a friend. To gain repeat customers, they also offer second-time, third-time, and fourth-time order discounts of 30, 50, and 75 rupees, respectively. Additionally, Bisleri runs a variety of advertisements and marketing campaigns, which are discussed on the following pages. Here are a few of the deals:

III. MARKETING CAMPAIGNS BY BISLERI1. **#PlaySafe**

An entire series of ads and posters revolving around the #PlaySafe was launched by Bisleri, in order to promote their one-of-a-kind, first time in India, a Duplicate proof Breakaway seal. It was found that many brands in India would refill the used plastic bottle and fill regular tap water, re-seal those bottles and sell it back to customers under the name of mineral water. Which is morally very wrong. Some people used to create fake Bisleri tags and sell Home Tap water under their name as well. So to tackle this Bisleri came up with a seal that must be broken before uncapping any water bottle or the 20L can, and once the seal is broken that particular product could not be re-sealed again by cloners. This strategy reduced the cloning of Bisleri to a great extent and ensured that Bisleri maintained its water quality. Following the image you can see a woodpecker trying to break the seal of the can but is unable to break it.

2. **#KISS TO DRINK**

The idea was based on the insight that people don't really like to drink someone else's "jhoota" water. The agency coined "Kiss to Drink" as a playful and intriguing hint to specify that the Bisleri 500 ml is a perfect bottle for individual consumption. This advertisement came in 2013 and instantly caught the eyes of Indian audiences. A series of ad films were then made on this product and campaign. The campaign depicts three instances of water rage: a newlywed woman slapping her husband, a young college student hitting a boy, and an elderly aunt beating a Superman-like character. In each case, the message is that one should purchase their own bottle of water and not share or "kiss" another individual's beverage. were made to make it more catchy and recallable. Bisleri 500 meant the capacity of the bottle, which was 500ml and it was considered sufficient for one person. Here is how the bottle was labeled and how posters were made :

3. **#ONE NATION ONE WATER**

In 2017, Bisleri came up with the idea of a one nation one water program, where the company would print the labels of each bottle in a regional Indian language. One side of the label, Bisleri, will be written in English and on the other side it will be written in one of the local languages. This was done against top counterfeits and to fight local brands who mispronounced Bisleri as "Bislari", "Bissleri" or "Baesleri". These labels were then released and distributed in the following languages like Hindi, Marathi, Gujarati, Punjabi, Tamil, Telugu, Assamese, Malayalam, Kannada, Bengali, and Oriya across different SKUs. An innovative concept was the introduction of packaging labels in local languages. The business desired its customers to have both a local and a national connection to Bisleri. The ad was featured on 26th January 2018, which is celebrated as Indian Republic Day. To relate and celebrate the day

Bisleri made an ad showcasing - The Republic Day procession featuring many Indian states and how the Bisleri brand unites people from different cultures were both included in the promotional video. Here are some examples of regional labels launched by Bisleri

4. #*Samajdar Jaante Hai Har Paani Ki Bottle Bisleri Nahin*

This was undoubtedly the best ad campaign run by Bisleri. This campaign was a hard hit to all other brands who imitate Bisleri's packaging, colors, and font. The campaign became popular right away. Sales skyrocketed after receiving more than 250M views! Along the way, it received numerous honors and recognitions, including the Star ReImagine Award, Kyoorius, and the very coveted Black Effie. What's more, the camels captured the affection of countless people. This was also an awareness campaign by Bisleri to all the Indians that not all water brands are Bisleri. The ad was shot in the deserts of Rajasthan, featuring 2 camels who can talk. The camels go to a local shop to buy two bottles of Bisleri. The shopkeeper gives them 2 fake copies of Bisleri. The camels then drink the water and spray it back on the shopkeeper and ask for Bisleri water. This ad campaign was on point and the message was instilled in the Indian audiences that they should only drink Original Bisleri. The following are some visuals and posters of the ad



CHAPTER 4 - CONCLUSION

Overall, we can observe that all the campaigns run by Bisleri have been a huge hit and have helped them corner local brands and imitators. Bisleri has over the years maintained the top quality and distribution to be the household brand in India. The lessons learned from these strategies can help other businesses in different sectors fight imitators and be number one.

Reference:

<https://www.grandviewresearch.com/industry-analysis/bottled-water-market>

<https://prometteursolutions.com/blog/top-10-mineral-water-brands-in-india/>

<https://www.statista.com/outlook/cmo/non-alcoholic-drinks/bottled->

[water/worldwide#:~:text=Revenue%20in%20the%20Bottled%20Water,\(CAGR%202023%2D2027\).](https://www.statista.com/outlook/cmo/non-alcoholic-drinks/bottled-water/worldwide#:~:text=Revenue%20in%20the%20Bottled%20Water,(CAGR%202023%2D2027).)

<https://www.imarcgroup.com/tea->

[market#:~:text=The%20global%20tea%20market%20size,5.4%25%20during%202023%2D2028](https://www.imarcgroup.com/tea-market#:~:text=The%20global%20tea%20market%20size,5.4%25%20during%202023%2D2028)

<https://www.marketresearch.com/Netscribes-India-Pvt-Ltd-v3676/Bottled-Water-India-12269919/>

<https://www.socialsamosa.com/2020/07/brand-saga-bisleri-advertising-journey/>

<https://www.forbesindia.com/article/news-by-numbers/bisleri-the-journey-of-indias-iconic-packaged-drinking-water/81473/1>

<https://www.bisleri.com/>