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Rupchanda, the flagship brand of Bangladesh Edible Oil Ltd. (BEOL), entered the unorganized Soyabean Oil market of Bangladesh in 1996 and since then, it has scaled unprecedented heights through continuous innovation and uncompromising quality control. True to the brand essence of "Happy Family Moments", Rupchanda's single-minded vision has helped it emerge as the undisputed market leader in the edible oil category in the country.

Market

In just over a decade, Rupchanda has almost single-handedly transformed the soyabean oil category and taken steps to sensitize the nation about the vitality of staying fit and healthy.

In 1996, when Rupchanda made a foray to this industry, the edible oil market was commodity-driven and the consumer awareness was extremely low. The market was dominated by 'loose selling'; oil in readily packaged format was an unknown concept. Branded cooking oils were perceived as imported oils - only for middle class and elite consumption but over the years, with innovation and determination, Rupchanda has grown exponentially. In 2009, its lion's share of the market further increased by 6%. These are signs of a brand that gets inspired by its own record to set new ones.

Achievements

Disruptive innovation in every dimension has been Rupchanda's mantra since inception. True to the brand positioning of 'cholesterol-free oil' in the edible oil category, product innovations continually directed towards a healthier brand have been the key of Rupchanda. In 2009, Omega 3 and Omega 6 components were introduced to buttress the health quotient of the oil. While Omega 3 helps to keep hypertension under control, helps eyes to repound faster and prevents glaucoma and provides



nutrition to the unborn child; Omega 6 vitalises hair and skin. By actively engaging the consumers in awareness generation programmes, the product benefits of Rupchanda have been well-communicated, thus ensuring rapid acceptance and adoption by the consumers.

On the packaging front, Rupchanda pioneered the concepts of HDPE, PET and the more recent

sachet/pouch (introduced in 2008) modes of packaging in Bangladesh - a market that had never seen such options.

With innovation in each element of the marketing mix and delivering highest value to the consumer, the flurry of achievements by the brand at a 360 degree level is definitely a benchmark of the highest kind.

Product

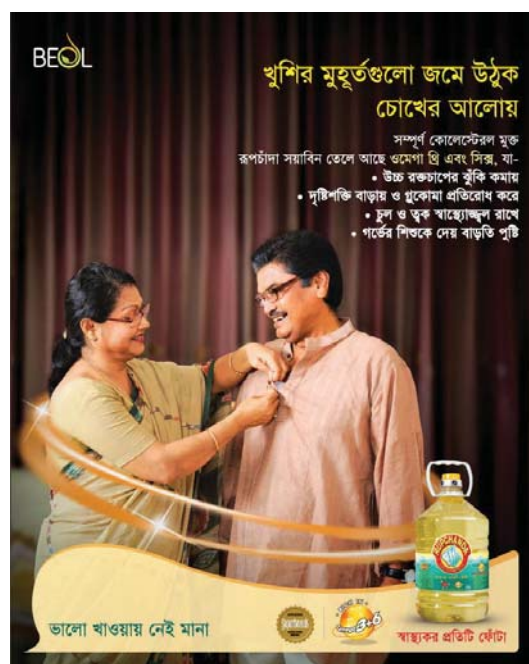
Both soyabean and mustard oils are sold under the name of Rupchanda in Bangladesh. The product portfolio of the brand varies mainly by the type of packaging (within both the oil categories).



To cater to the various market segments which essentially show significant differences in the buying frequency patterns of oil, the PET jar quantity varies from 0.5 ltr to 8 ltr. Such benchmarks in quantities sold are reflective of the nuanced study of behavioural patterns across the Bangladeshi market; key insights that helped conceptualize current packaging levels in terms of quantity.

Recent developments

Rupchanda, despite being the market leader with around 30% share, maintains healthy aggression in all dimensions of development.





It consolidates its position as "numero uno" by relentless improvisations. Especially in the last two years the brand has resorted to deeper consumer engagement activities and the number of health awareness workshops, cooking competitions as well as cooking shows and family carnivals have risen at a fast clip. A brand that was earlier perceived by consumers merely for its product benefits today resonates with them at a deeper level of happy family moments, indicative of an emotional brand connect with the consumer.

Promotion

Rupchanda, a brand that is a trendsetter and pioneer in a multitude of facets, had a huge task in hand - the attitudes of the consumers with respect to the category had to be favourably developed. No groundwork existed and this could be attributed to the unorganized market back then in 1996. By crafting a credible, people-centric and innovative product offering, Rupchanda began its groundwork slowly, yet steadily. The TVCs and campaigns in other mainstream mediums did not merely advertise the brand or its value proposition; they attempted to genuinely connect with the consumers and equip them with information about staying healthy and fit.

In 2000, it laid emphasis on the causal link between quality and health and this was instrumental in strengthening the value of 'quality of the oil' in the consumer mindscape. The gamut of communication campaigns was not simply restricted to television. The brand visibility was favourably enhanced in

2005 when Rupchanda became sponsor of Under-15 Bangladesh Cricket, and Golden Hope Challenge, Kuala Lumpur, Malaysia in 2005.

Active consumer engagement began in 2005 at a mass scale with the organization of a chain of cooking contests which weaved in the vital elements of 'taste enhancement' along with 'health in every drop' and 'uncompromising quality' in the brand imagery of Rupchanda. 'Monitor Chef of the Year' (2005), Agora's 'Rupchanda Cooking Competition' (2005) and Rupchanda's 'Potato Recipe Contest' were some popular programmes, among others.



By winning consumer confidence through steady campaigns and active BTL engagement, the brand, in 2007 went in for a new logo - the 'Cholesterol-Free Heart' icon. This was in essence to reinvigorate Rupchanda as a brand that is closer to the consumer and more preferred in the consumer mindscape.

Consumer engagement reached a peak in 2009 with 'Rupchanda Food Carnival' in 6 major districts of Bangladesh. The near-unprecedented response in terms of involvement and participation took the brand's association with consumer to a whole new plane. The food & family carnival, being a larger and more lavish extrapolation of its chain of cooking

contests, reflects the constancy in the vision of the brand and also instantiates how a brand intertwines its soul with the consumer over time.

Brand value

From entering a category at a time when it was completely commodity-driven to building a brand that today resonates with 'Happy Family Moments', a consumer need-state, the transcending of category level associations is phenomenal. Every marketing activity in all spheres of Rupchanda is crafted and executed with the focused intent of improving the quality of life of its consumers.

With every milestone, Rupchanda's brand value is slowly but surely transitioning from '**Reliability**' to an '**Expert Ally**' to the consumers. Rupchanda is also raising the bar of its belief system from the previous '**quality that ensures good health**' to the current-focussed '**expertise that will ensure better health as a source of happiness**'.

As the brand Rupchanda gears for the future, it is aggressively preparing to be a brand that is not just caring and friendly, but also knowledgeable, dynamic and honest.

Things you didn't know

1. Rupchanda comes from the company Bangladesh Edible Oil Ltd., which is jointly owned by Wilmar International Limited of Singapore and Sime Darby Berhad of Malaysia.
2. Wilmar is the largest agribusiness company in Asia.
3. Rupchanda was the first to launch consumer packs in transparent PET and pouch modes of packaging.
4. 1 out of 5 households in Bangladesh use Rupchanda every year!

History

1996

Rupchanda, the flagship brand of BEOL (a 100% foreign owned company), made a foray in Bangladesh in a category that was then hugely commodity-driven.

1997

Rupchanda was the first to launch the transparent PET bottle.

2000

A heavy onslaught of aggressive marketing and advertising activities helped in building the brand 'Rupchanda' in the consumer mind space and consolidates its position as the market leader in the soyabean oil category.

2004

Rupchanda pioneered in launching the 8 liter SKU.

2005

Moving beyond TV commercials, Rupchanda forayed into sponsorships. It sponsored the Bangladesh Cricket Under-15 Tournament in Sri Lanka and Under-17 International Golden Hope Challenge, Kuala Lumpur, Malaysia.

2007

As a brand reinvigoration exercise, the "Cholesterol-free Heart icon" was launched, in alignment with the brand essence of driving health consciousness.

2007

To drive home the meaning behind the logo revamp, 'Rupchanda Heart Care Activities' was launched on World Heart Day.

2008

Rupchanda launched the sachet / pouch packaging concept to cater to the switching, price elastic consumers, tapping into the huge rural market.

2009

The product innovation reached a peak with the introduction of Omega 3 and Omega 6 components - introduced to elevate the health quotient of the oil.