



Marketing Villa – Problem Statement

On a sultry weekday afternoon, five men work among piles of files in a room inside the small building of Government Regional Public Analyst Laboratory on the Baba Raghav Das Medical College campus in Gorakhpur. Like the quiet brick path leading up to the lab, with a carpet of fallen leaves on either side, the two-storey building appears deserted, with all its five occupants sitting in one room. "We are supposed to be at least 30 workers here," says Sharda Kant Verma, Junior Analyst (Food) and in-charge of the lab. On March 26 last year, it was this lab, tucked away in a corner of the campus, which found the presence of monosodium glutamate (MSG), a flavor enhancer, in Maggi.

In India, Maggi instant noodles were very popular; Nestle had a 90% share in India. In June 2015, it was reported in India that tests had found high amounts of lead and MSG in Maggi noodles, and FSSAI ordered country-wide withdraw and recall for all 9 variants of Maggi Instant Noodles and Oats Masala Noodles.

With the Maggi ban hitting sales of company's other products as well, Nestle India's new chief Suresh Narayanan on Saturday said bringing the instant noodles brand back to the market is his top priority as he sought to strike a conciliatory note with authorities.

The company has also identified other categories and looking at opportunities of introducing new products to overcome the challenge that has resulted in the company recording its first quarterly loss in over three decades.

"Task number one is to get Maggi back. That's an important part of what I will be focusing on," Narayanan, who took over as new Managing Director of Nestle India five days back, said in an interaction with reporters here.

After all this, Nestle has successfully been able to revoke the ban on Maggi by getting all the necessary approvals.

Now, you as the Chief Marketing Officer have a big task at hand to deliver an extensive marketing plan to orchestrate Maggi's revival in the Indian market.

Some points to remember –

You are free to use any data from reliable sources; however you will be required to specify the source wherever the data is used.

Try to give a proper structure to the marketing plan.

The numbers involved should be as realistic as possible.

No limit on the number of words.

BEST OF LUCK!