

The Indian Plastic Sector & Role of Branding

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Make In India With Italy

Latest Development Plastic Film Extrusion Technology

20th April, 2021

Good Afternoon / Buon Pomeriggio

POLYMERS[®]
Communique

India's Premium Bi-Monthly Magazine

INDIA AND ITALY – BROADER PICTURE

- Data as presented from a Virtual Summit in Nov, 2020
- Italy is currently India's fifth largest trading partner in the EU, and bilateral trade was worth 9.52 billion Euros in 2019.
- India, however, ranks 16th as country of origin for Italian imports, and experts believe there is potential for considerable growth.
- About 600 large Italian companies are active in India, while some 4,000 Indian students and 250,000 workers, mainly in the agricultural sector, are in Italy.





The Indian Plastic Sector



INDIA UNPLUGGED - MARKET

- Processing industry – a staggering 50,000+ units
- Number of processing machines (Injection, Extrusion, Blow) – Approx 185,000+
- Currently annual sector split 70:20:10 (Injection, Extrusion, Blow)
- Machinery CAGR – double digits, for many years now!
- Big opportunity



INDIA UNPLUGGED - EXTRUSION

- India market 2,500+ units per year
- Packaging, consumer goods, construction, automotive, medical to drive the market
- Global Markets to cross the USD 8.25 billion mark by 2026/27 from the USD 6+ billion (2017)
- Asia-Pacific market to have a staggering market share be a 2/5th with a strong dominance for the next 5 years



INDUSTRY NEEDS OF EXTRUSION LINES

- Smart solutions – moving towards Industry 4.0
- Smart sales – key to know which product to position to whom
- Smartly automated
- Cost of machine concept moving to cost of produce
- Increased output / flexibility of applications
- Increased smartness to efficiently product 'circular economy products'
- Time is the essence - anticipate needs – changing substrates (bio), changing compositions (recyclate contents)
- Educate processors with possibilities and limitations





Role of
Branding

BRANDING AND PLASTICS

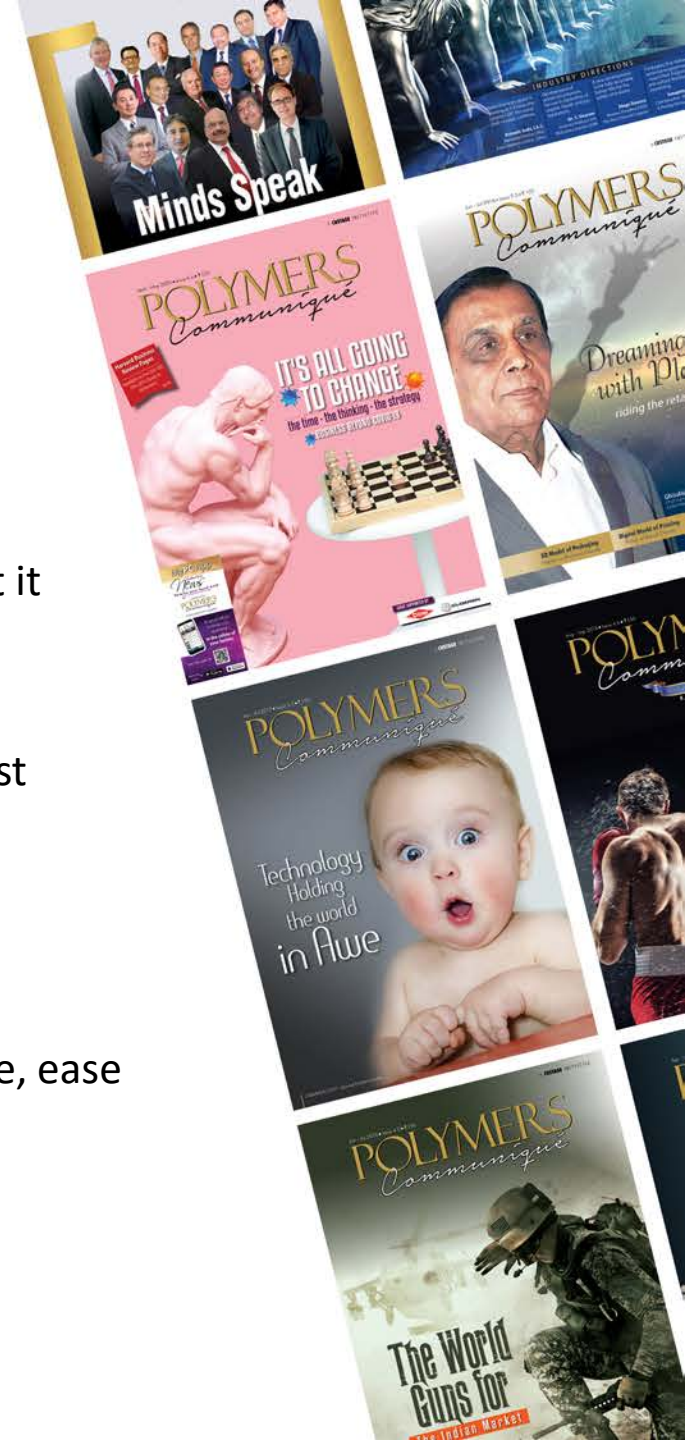
- Plastics industry – mass products / class products – Brand has to rise above the clutter
- Competition is perhaps the most fierce – Branding is imperative
- Big chunk of small player waiting to make a mark – Corporate recognition is imperative
- Some of the biggest and most expensive brand ambassadors are in the Indian plastic industry
- As an industry we have been in the line of fire many a times and have had to continuously resort to ‘re-branding the industry’
- Today, our blessed industry has been branded as a saviour in the prevailing pandemic times.
- Finally, the unorganised sector offers the biggest opportunity for branding!





WHY BRAND?

- The unending debate is that, Is branding a waste of money and effort?
- A adage is specifications, quality, cost, availability serviceability (like in machines) is all that it takes to make a purchase.
- Experts today disagree. A lot of emphasis is laid on the ‘pull’ of the brand. Since it is not just about the product but how you feel about the product.
- Infact, hasn't COVID-19 provided us an answer to this?
- Gone are the specs – coming in is the intangibles of relationship, trust, visibility, confidence, ease of doing business...all derivatives of ‘branding’
- Even this webinar, we all trusted that IICCI along with its team will put together a relevant event...it's the brand that worked.



WHAT IS BRANDING?

- Firstly, for those who did not know...down memory lane, 'brand' originates from an ancient German/English word that connotes 'burn'
- Whether corporate or product, branding is all about building a reputation, that your customer resonates with and living up to it time and again!
- We all know that a sales cycle for a B2B scenario could last years...so, one of the crucial element what takes it through...is the 'brand'!
- Branding should be visible at every step of the purchase process (e.g. Amex)
- A lot of times, the process of branding helps companies reinvent themselves – answering 'what does my company stand for?' - its value proposition!
- It's a journey from being a vendor to a partner



SOME DAILY EXAMPLES

- *Yeh aachi company hai* (this is a good company)
- You buy from one company (but desire to buy from another)
- A lot of times companies like to flaunt the logos of the machines they buy! Why? Because they feel that the vendor brand adds value!
- Though expensive, this might be worth the purchase... this is product brand power!
- Let's buy from this company, they will not let us down... this is company brand power!



KEY STEPS TO BRANDING


- Define your market – Audience is the key
- Define your value proposition – Be truthful
- Create your brand – Be bold to be different
- Promote your brand – Be there where you are expected
- Build brand stories to build business strategies – a favourite of the machinery sectors

DARE TO BE
DIFFERENT



BRANDING BENEFITS

Branding or Marcom is labelled as cost centres; they are actually profit centres. They help in:

- Faster growth than generic companies
 - Better margins / premiums
 - Building credibility for enhanced business opportunities
 - It is said that the average increase in revenue attributed to always presenting a brand consistently is a staggering 23 percent.
- 
- Its captured is a finding that every \$1 invested in Design, increases revenue by \$40, profits by \$4 and exports by \$5
 - Getting better value, infact valuations!



PITFALLS IN BRANDING



- Branding is misunderstood as a logo design...its a 360 Degree experience!
- Inconsistency
- Resonating with the customer thinking
- Its long-term
- Behind a good brand is a brand champion, who is prepared to be unpopular for the sake of the ethos of the brand proposition and enforcing branding rules. Nurture him!
- Business owners personal likes / dislikes may qualify him as a brand



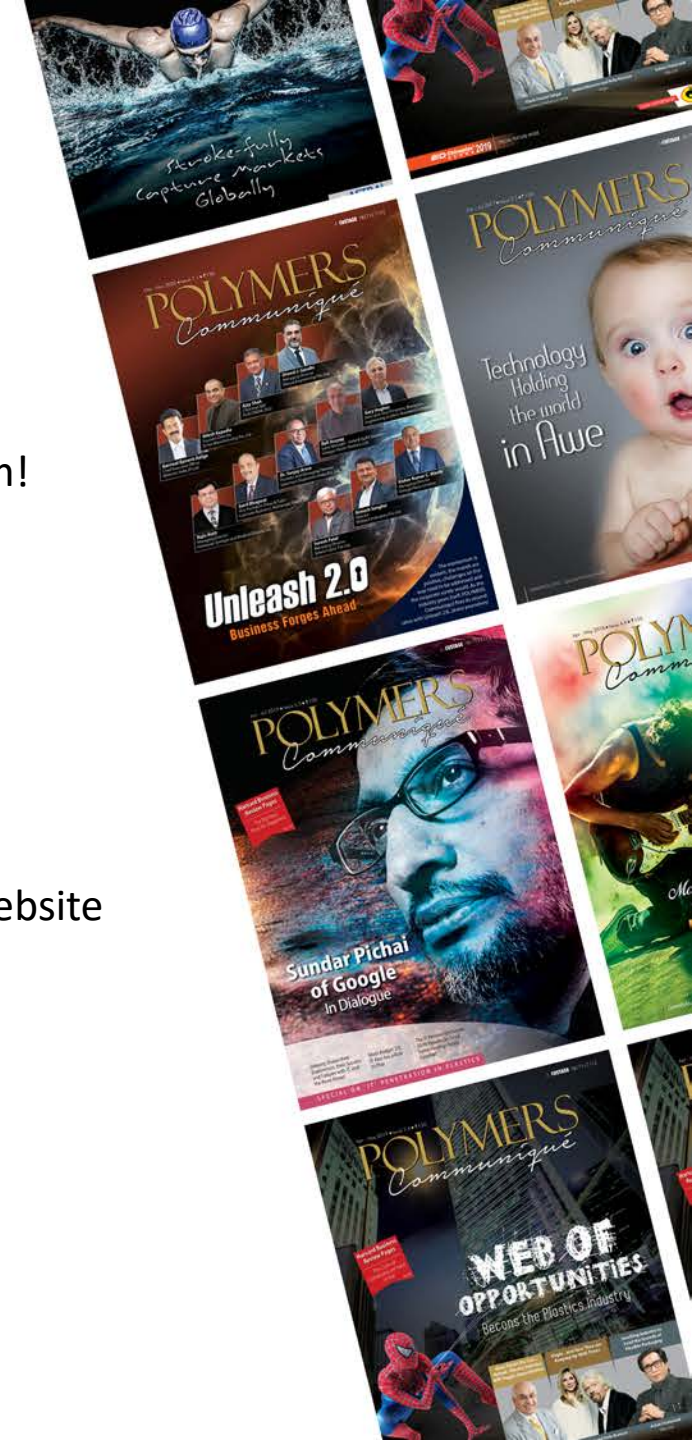
BRAND GRAFFITI

- Stella Artois has been using the same logo since 1366 – making it the world's oldest logo; Twinings Tea – 230 years old.
- The original and highly recognisable logo of Twitter only cost \$15! The owners brought the logo of iStock from a logo; Nike - their famous swoosh logo cost them a groundbreaking \$35.
- Symantec spent over A BILLION dollars on their re-design and re-branding campaign.



PRINT MEDIA AND BRANDING – A CRUCIAL CONNECT

- Trade magazines, one of the strongest brand building tool, has weathered the digital storm!
- Trade media is the backbone of any business sector
- Readers are profiled – you can be sure of the right audience
- You are seen as a trusted expert
- An audience that consumes B2B media is not only loyal, but according to data from the website Bizfluent.com, trade publications inspire purchasing decisions.
- Audiences tend to have a more favourable opinion of companies that advertise in trade publications and would recommend the company's products and services to others.



Thank You!



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