



HERITAGE FOOD BRAND · BRAND STRATEGY · GROWTH

# A century of trust. We built *the next chapter.*

How Core Ideas transformed a 100-year-old Pune mithai and namkeen brand from a beloved local institution into a modern, multi-channel Indian heritage brand — ready for the next generation.

CLIENT	SECTOR	ENGAGEMENT	SCOPE
Iconic Pune Mithai Brand	Heritage Food & FMCG	Ongoing 4th generation · Family business	Brand · Product · Retail · Exports

## 01 THE SITUATION

A 100-year-old brand deeply respected across Pune for authentic mithai and namkeen — but stuck at the same revenue level for 30 years. The fourth generation, five family members working together, had the conviction to scale but needed a clear plan, professional marketing foundations, and a partner to help build without losing what made the brand irreplaceable.

100 years	Of legacy, trust and quality — the foundation everything was built on
30 years	Of stagnant growth — same revenue, same stores, same customers, no forward movement
Zero	Modern trade presence, export capability, digital footprint, or packaged product range



## A century of love. *Thirty years of standing still.*

Three decades of stagnation had left the business exposed: an ageing customer base, no presence beyond the store counter, and other family factions using the same brand name with near-identical logos and inferior products — creating genuine confusion in the market.

### THE THREATS

- 30 years of stagnant revenue with no growth path
- Core customers ageing — a 5–10 year clock ticking
- Other family factions diluting the brand name and reputation
- No modern trade, packaging, digital, or export presence

### THE STRENGTHS

- 100+ years of authentic recipes and deep community trust
- Fourth generation — educated, forward-looking founders
- Unmatched product quality that loyal customers defended
- Maharashtrian diaspora globally hungry for the real thing

## Don't fight for the name. *Own the legacy so completely it becomes yours.*

### CORE IDEAS — THE STRATEGIC DECISION

*"Other family factions can use the name. They can't replicate the quality, the story, or the connection. Make the real brand so visible and so loved that customers always know who they're buying from."*

### THE MOVE THAT CHANGED EVERYTHING

#### **We added the founding year to the logo. Subtle in design — aggressive in communication.**

Other family factions operated under virtually identical names and near-identical logos. Rather than fighting legally, Core Ideas recommended embedding the founding year directly into the logo — then backed it with a laser-focused branding and communication campaign across every touchpoint: packaging, digital, in-store, and PR. This small addition achieved three things at once: a clear visual differentiator customers could instantly recognise, an undeniable claim to the original lineage, and a living proof of authenticity no other family faction could replicate. The legacy was now visibly, historically, and emotionally owned.

Expansion reinforced the claim — but on our terms. Modern trade shelf space. Packaged products. Online presence. Exports to the Maharashtrian diaspora. **Make the authentic brand available everywhere it mattered, without the overhead of physical expansion — and let a century of quality do the rest.**



## Six moves that took a local icon *to the world*.

<p><b>01 Vision, strategy &amp; growth roadmap</b></p> <p>Set a clear vision from 100 to 1000. Aligned the founding family on shared goals, built a mid-to-long term plan, and drove execution at every stage.</p>	<p><b>02 Brand identity, logo &amp; packaging</b></p> <p>Added the founding year to the logo — then amplified it aggressively across all touchpoints. Season-specific products and retail-ready packaging that protected margins and claimed shelf presence.</p>
<p><b>03 Modern trade &amp; retail shelf</b></p> <p>Secured modern trade shelf space ahead of any other family faction with packaged snacks and gifting ranges — growing retail presence without the overhead of new stores.</p>	<p><b>04 Export to Maharashtrian diaspora</b></p> <p>Opened export channels to reach Maharashtrians across the globe who had been craving authentic Pune mithai for decades — turning nostalgia into a revenue stream.</p>
<p><b>05 Digital &amp; younger customer acquisition</b></p> <p>Built online presence from scratch. Attracted younger customers through storytelling and product innovation. Even customers burned by other family factions converted — because we spoke to them.</p>	<p><b>06 Emotional connect &amp; legacy positioning</b></p> <p>Turned 100 years of heritage into a living brand story. Built deep emotional connection with traditional loyalists while making the brand aspirational for the next generation.</p>

### THE INSIGHT THAT DROVE EVERYTHING

#### **Our core customer will stop coming to the store in 5-10 years. We acted before that happened.**

Rather than waiting, Core Ideas helped the brand reduce store dependency — going online, into modern trade, and into export — improving margins while future-proofing the business against a timeline most family businesses ignore until it is too late.



## From Pune's best-kept secret *to an Indian international brand.*

### Local → Global

Multi-store, multi-channel brand with international export presence — transformed from a single-city counter

### Diaspora exports

Maharashtrian communities globally reached — customers who had been waiting decades for the authentic product

### Modern trade ready

Packaged range on retail shelves — legacy claimed and staked before any other family faction could

### New generation

Younger customer base built online — reduced store dependency, improved margins, future-proofed revenue

## What a strategic partner does *when legacy meets ambition.*

This wasn't a rebranding exercise. It was a complete business transformation — navigating multi-generational family complexity, protecting a century of equity from dilution, and building an entirely new growth engine. Core Ideas hand-held the founders at every stage: vision to execution, packaging to export, digital storytelling to retail negotiation. **Four years of continuous presence, and still going.**

#### FOR FOUNDERS & BUSINESS LEADERS

Legacy is an asset — but only if actively managed. The strategic challenge is the same whether you're a century-old heritage brand or a modern founder: protect what makes you irreplaceable, build what makes you scalable, and act before your customers change before you do.

### Building something that needs more than marketing?

We work with a small number of clients at a time. If the fit is right, let's talk.

**START THE CONVERSATION**

connect@coreideas.in · +91-7030611330