



CHAPTER 5
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- 1) DOMESTIC MARKET**
- 2) EXPORTS**

DOMESTIC MARKET /EXPORTS

Nina Foods has been in this line for last 12 years and its marketing chain has vastly spread through domestic as well as foreign market. Initially it had been engaged in only mango pulp and it was sold in domestic market only, followed by jams, ketchups the buyer chain was strengthened in the following years. Finally at the advent of baby corn product, the company has never seen back. Since 1992 it has been engaged in cultivation and manufacturing at baby corn products. The other products were added to the existing products like sweet corn, Gherkin, Jalapeno etc. Gherkin is of cucumber breed whereas Jalapeno is of chilly breed used for pizza toppings. These new products are the outcome of a thorough market study in changing environment. The products have a strong domestic market and therefore the partners of Nina Foods decided to enter the international market. The exports of Nina Foods till date are as follows.

- 1) Pasteurized baby corn in sweet and sour recipe
- 2) Pickled baby corn in Acetic Acid
- 3) Pickled baby corn in vinegar These products were exported to France, Germany and Belgium.
- 4) Preserved baby corn in barrels (240 liters) to Russia. Russian taste prefers more acidic nature products as compared to European countries.

Besides a trial assorted product container has been sent to Canada. Through a hard research new product range is now being introduced. This includes –

- a) Preserved egg plant (brinjal)
- b) Preserved capsicum (red and yellow)
- c) Preserved cauliflower
- d) Preserved baby corn After the trial of these products.
- e) Processed beet root and

- f) Processed mix vegetable is also being tried and is successful and the company is hoping to export these two products in near future.

Exports of Indian food products are on a rise since last few years. Due to globalization and awareness among food industrialists and farmers. Our exports have increased considerably.

APEDA registration is useful for food industrialists. This institution provides subsidies, transport assistance, market guidelines etc. to the food industry. Exports can be through letter of credit or through documents through bank. Nina Food exports through the bank.

Though the flowery picture of export attracts many, actually it can prove to be a gamble especially when the industry depends on agro-based products. Now-a-days the stable IMF is still another pre-condition for safe exports. If global monetary conditions change frequently it is difficult for any industrialist to adjust to it forward booking can be a way out for this problem. But there again the banks are interested in only those industries which have turnover in crores.