

Indian Refrigerator Market



Brand: Mehta Solutions
Product Code: case315
Weight: 0.00kg

Price: Rs500

Short Description **Indian Refrigerator Market**

Description **Case Study 7**

Indian Refrigerator Market

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems are exchange for old "bring your old refrigerator and take a new one with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

- Godrej 30%
- Videocon 13%

- Kelvinator 12%
- Allwyn 10%
- Voltas 5%
- Whirlpool 27%
- Daewoo 1%
- L.G 1%
- Others 1%

Questions

- 1. Could the refrigerator market be segmented on geographical base planned by Electrolux?**
- 2. What would be the marketing mix for rural market?**
- 3. Would 125 L and 150 L models be an ideal choice to launch in rural market?**

Details

- 1. Case study solved answers**

- 2. pdf/word**

- 3. Fully Solved with answers**