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Lahori Zeera

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Saurabh Munjal, a Punjab native, is a key figure behind Lahori, a rapidly growing beverage company, capitalizing on the demand for healthier drink alternatives. Lahori's success is centered around "LAHORI ZEERA," a natural refreshment drink inspired by its key ingredient, rock salt. Munjal, a co-founder and CEO, draws on his business background to navigate the shift away from alcoholic and sugary drinks. Born into a family of entrepreneurs, Munjal's early exposure at the dinner table nurtured his entrepreneurial skills.

He studied at St. Stephens School and earned a B.Com from Punjab University, followed by an MBA from the Management Development Institute of Singapore. Munjal's leadership has been instrumental in Lahori Zeera's success and its impact on the evolving beverage industry.

Nikhil Doda was the co-founder and chief operation officer (COO) of Lahori zeera. He is taking care about the product development and sales distribution.

Saurabh Bhutna was the co-founder and chief Business officer (CBO) of Archian Foods Pvt Ltd.

Lahori Zeera Soda, inspired by traditional Indian flavors, quickly became a popular choice, offering a unique alternative to tea, coffee, and colas. Enriched with natural ingredients from Indian kitchens, it resonates with diverse palates seeking authentic tastes

. This carbonated beverage, with varieties like Lemon, Ginger, Garlic, Tamarind, and Mango, is not just refreshing but also aids digestion. Manufactured by Archian Foods Private Limited, it stands out as a cooling soft drink, perfect for the summer season.

Our cutting-edge facility produces an impressive 5 million bottles daily, equipped with the latest machinery for top-notch efficiency. We exclusively source the finest raw materials, ensuring certified quality standards.

Modern and hygienic practices are seamlessly integrated into every aspect of our processes. The plant guarantees cleanliness and a high standard of hygiene throughout. The utilization of cutting-edge technology ensures premium-quality products in every batch, reflecting our commitment to excellence.

In 2017, Lahori Zeera introduced its logo with the tagline "Soda Chatpata Masala Maarke," which was later modified to "Soda Masala Maarke" in 2018. Facing issues with duplicates, they rebranded as the original Lahori Zeera in 2021 and finalized with "Lahori Zeera - Desi Hi Changa" in 2022. The company's mission is to bring authentic flavors from various Indian states to people across the country. Currently, their product is primarily sold in the northern regions, with a strong presence in Punjab, Haryana, Delhi, and western parts of UP. They have initiated pilots in 8+ states and distribute through 500+ distributors.

Competitors include PepsiCo, Appy Fizz, Rasna, Xotik Beverages, and Campa Cola. Lahori Zeera closed its last funding round on Jan 10, 2022, securing funds in a series A round with investors Verlinvest and Chimam Lal Doda. The company, producing over 20 lakh bottles daily, received a 15-million-dollar investment from Verlinvest in 2022. In FY 2021, Lahori made Rs 80 crore in sales, and in FY 22, it reached over 250 crores in income, projecting a turnover of around 300 crores in 2023 and anticipating revenue of 1000 crores in the coming years.

With profitability in EBITDA and PAT, Lahori Zeera aims to expand beyond its current market and become a pan-India brand. Plans include setting up two manufacturing units in the West and East, covering the entire country and targeting 130 crores consumers in the next two years.

Market research involves understanding regional characteristics, tastes, and cultural nuances to



align products with diverse preferences across India. Adapting products ensures they cater to varied consumer choices nationwide. Strengthening the distribution network is crucial for efficient product reach, ensuring accessibility throughout India.

This comprehensive approach enables the company to actively cater to the dynamic Indian market. Strategic partnerships with distributors and retailers enhance market presence, providing access to established networks and increasing product visibility. These alliances bring synergies, fostering mutual growth and accelerating the company's expansion.

Overall, forming strategic partnerships is a key move to leverage existing networks and enhance market reach. Brand positioning involves effectively communicating the distinctive value proposition and unique selling points of the beverage company to connect with a broader audience.

This entails crafting a clear and compelling message that highlights what sets the brand apart from competitors. By consistently delivering this message across marketing channels, the company aims to create a unified and recognizable brand image that resonates with consumers in different regions. Building a consistent brand identity helps establish trust, recognition, and loyalty contributing to the success of the brand as it expands its presence across diverse markets. Utilizing a digital presence involves harnessing the power of online platforms to connect with a nationwide audience.

By establishing an e-commerce presence, the beverage company can directly sell its products to consumers across India, enhancing accessibility. Social media platforms serve as valuable tools for building brand awareness and engagement. Through strategic use of platforms like Facebook, Instagram, or Twitter, the company can create a dynamic online presence, share engaging content, interact with customers, and leverage digital marketing strategies to reach and connect with a wide range of potential consumers, contributing to the overall growth and visibility of the brand.



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