

# EVEREST

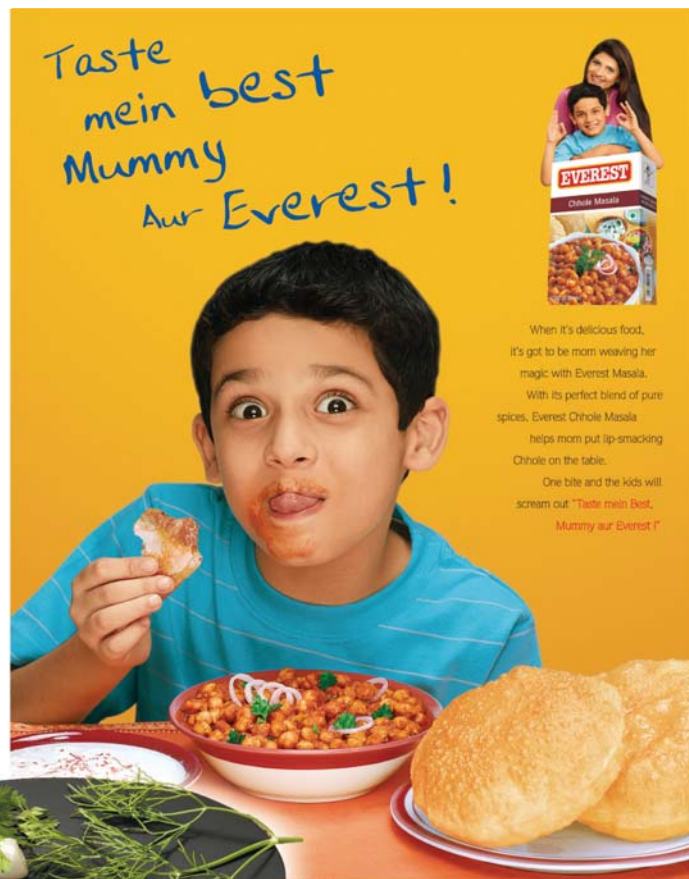


When it's delicious food, it's got to be mom weaving her magic with Everest Masala. With its perfect blend of pure spices, Everest Pav Bhaji Masala helps mom put lip-smacking Pav Bhaji on the table. One bite and the kids will scream out, "Taste mein Best, Mummy aur Everest!"

cultural cuisines, housewives are looking at packaged spice blends. The closer these blends are to the way they were made at home, the greater is the respect the brand commands. The market for spice blends is growing at between 10% and 12% every year (Source: internal estimates).

### Achievements

The largest brand of spices in India, Everest, maximises on its



When it's delicious food, it's got to be mom weaving her magic with Everest Masala. With its perfect blend of pure spices, Everest Chhole Masala helps mom put lip-smacking Chhole on the table. One bite and the kids will scream out, "Taste mein Best, Mummy aur Everest!"

### Market

There are few things that permeate Indian life as completely as spices. They spring everywhere around us in our cuisine, luxuries, beauty care, medicines, even our arts and history. The aroma, colour, taste and texture of spices pervade our senses, wellbeing and life. With astonishing varieties growing in different regions of the country, Indian spices have innumerable and distinctive blends that nourish richly varied cuisines and cultures.

Throughout history, the world has been enamoured of India's spices. From ancient Phoenicians and Romans, to the more recent Turks and British have voyaged, explored and battled to reach India's black pepper fields, cardamom valleys and saffron-growing mountains. Even today, the major part of the world's spice supply comes from India.

Not so long ago, spices were chosen, measured, pounded and mixed at home. The problem was compounded by the fact that proportions were typical to regions, sometimes to the cuisine itself and often to individual homes. But now, with less available time and the urge to experiment with cross-



understanding of this history and intricacy of spices. Years of research into the spice tradition, unravelling secrets of blends and maintaining purity are all paying handsome dividends. Year after year, Everest maintains its position as India's largest selling spice brand. It holds the highest share in the national market, a fact confirmed by independent syndicated studies (Source: ACNielsen, All-India Store Audit Report 2005/06). In a country where home-made spice blends have been a norm, Everest has shaped

the preference for packaged varieties. Today, it is the leader in its category.

More than 20 million households use Everest spices regularly. The brand is stocked by 400,000 outlets in more than 1000 towns across India. The brand has also built the highest dealer penetration in its category with an efficient C & F agent-distributor-retailer-consumer model for product distribution. The company's sales have more than doubled in five years between 1998 and 2002; industry estimates indicate that Everest's market share has increased by 9.5% during that same period.

Everest is a major exporter to the US, the Middle East, Singapore, Australia, New Zealand, East Africa and other countries, where non resident Indians trust Everest to give them the taste of home.

The brand's success lies in its incessant quest for achieving perfection. Towards this end Everest has opened several fronts simultaneously; it has constantly revisited regions to ascertain market wants; within the markets it has endeavoured to zero in on favourite and emerging recipes and to create appropriate and authentic spice blends for them.



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On the product front Everest has striven to upgrade technology, improve production techniques, conduct research and create friendly and modern packaging. It has spent

considerable time and effort in improving the distribution network so that the brand is on the shelf in the shortest possible time and what consumers buy is the freshest product. Its levels of activity are always at a high so that competition is forever challenged and almost always finds itself a pace or two behind. It has also outpaced competition by bringing in more blends and introducing new tastes to different regions. In a way, Everest spice blends bring the palates and people of India closer together.

Everest Masala has won the Superbrand status twice in succession (2003 and 2006) and also won the Consumer Reaction award twice in a row, in 2004 and 2005.

## History

Vadilal Shah founded Everest Masala in post independent India. He foresaw the shift in people's taste and habits and accurately predicted that paucity of time and the urge to experiment with cuisines would necessitate the arrival of the pre-blended spice market. Vadilal Shah desired to create a brand that would bring together the nation's best flavours, in their original form. It was a hard task he set out to achieve; for blends were often home secrets, apart from being complex in nature and varying from region to region. The sheer permutations and combinations of options suggested that it was a daunting undertaking.

Vadilal Shah spent many years experimenting with extracts and powders and mixtures till he was certain that the country would accept blended spices from Everest as readily as its pure spices. Everest Garam Masala, Tea Masala and Kesari Milk Masala were first launched in Bombay in 1968. Their success encouraged Everest to look at brand extensions and launch a succession of new developments and



formulations. Today, Everest has 34 blends available in the market; each is a household name and each adds a very special touch and aroma to cooked food.

## Product

Everest spices come in two forms: pure spices and blended masalas. The basic ingredients are always sourced from regions where they are grown and are packaged in a way that allows them to retain their true flavour and aroma. To create blends, Everest invests extensively in researching traditional and authentic cuisines, evaluating cultural preferences and quite simply following the evolution of changing tastes. The blends in the market which bear the Everest legacy are a proud reminder that in an effort to capture and package the delights that make Indian cuisine so agreeably international, the brand has left nothing to chance. The range available in the

market includes Kesari Milk Masala, Garam Masala, Super Garam Masala, Royal Garam Masala, Sabji Masala, Sambhar Masala, Pav Bhaji Masala, Chhole Masala, Biryani/Pulao Masala, Tea Masala, Jaljira powder, Jirala, Pani Puri Masala, Meat Masala, Tandoori Chicken Masala, Chicken Masala, Chaat Masala, Kitchen King and Rasam Powder.

The Everest range of basic spices meets most needs in the kitchen with turmeric powder, red chilly powder, coriander powder, black pepper powder, dry ginger powder, dry mango powder, kasuri methi powder, cumin powder, white pepper powder and the recently introduced saffron.

## Recent Developments

Saffron is the stamen of poppy flowers. Hundreds of dry stamens make a gram of saffron. It is this that makes saffron so expensive and also attractive for adulterators. The truth is that pure saffron is rare to find even in Kashmir where poppy is extensively grown. When Everest recently introduced saffron, hand picked from the best harvest, it was the trust that people had in the brand that worked in its favour. At the same time, Everest also grew in image due to this launch; saffron enhanced the brand's reputation of trust and purity even further.

Two other exciting launches in 2006 have helped further extend Everest's lead over competitors. Super Sambhar Masala was launched in mid 2006 to bring the original taste of the South to homes in other parts of the country; soon after Everest Shahi Garam Masala was launched so that the hot and tangy cuisine of Bengal could travel.

Exciting additions like these follow from Everest's eagerness to draw valuable market insights and evolve continuously.

## Promotion

Everest's unique selling proposition has been led by its philosophy that the brand must strive to be the perfect blend of pure spices. To support and further this promise the company exerts itself to source the finest raw materials, create brands that are as unique as they are authentic and to evolve packaging that will retain freshness and aroma, longer.

On the communications front Everest has successfully used the mother-child relationship to its advantage. The emotional cue, 'Ma ke hathon ka swad', is a take-off from the well-researched and understood fact that most children, when they grow up, continue to



remember the taste of food, mother cooked.

The woman in her various avatars – mother, daughter and wife – is at the centre of Everest's communications. Her role is strategic. She delights in cooking for her husband and draws great satisfaction in watching her children grow as they relish the dishes she doles out. To pay tribute to this exceptional woman, Everest developed a pay off line, 'Taste mein best, Mummy aur Everest'.

## Brand Values

Everest stands for aroma, purity and consistency. Perhaps, these are the most important reasons why the brand enjoys a high level of loyalty with its consumers. Quite simply, over the years, people have come to trust the Everest brand to provide them with the 'perfect blend of pure spices'. Or, indeed, help in creating 'food like mama made'.

[www.everestspices.com](http://www.everestspices.com)

## THINGS YOU DIDN'T KNOW ABOUT

### Everest

- > Vadilal Shah is the founder of Everest Masala. He started his career as a shopkeeper in a 200 square foot shop.
- > Everest was the first masala company to introduce masalas in small sachets.
- > The first product to be launched by Everest was Milk Masala.
- > 1,850 million packets of Everest are sold each year. That's almost 60 packets every second.

