

EVEREST



ingredients in foods for the kings.

The spread and use of spices led to the development of literally hundreds of local cuisines, resulting in a spate of spice blends that were, not so long ago, chosen, measured, pounded and mixed at home. The problem for anyone attempting to replicate them was compounded by the fact that proportions were typical to regions, sometimes to the cuisine itself and often to individual homes. As markets progressed, the era of cross-cultural experimentation dawned and led families to try new fares at home. In turn this resulted in the emergence of entrepreneurs willing to re-create these blends.

In this space Everest has taken centre stage.

Achievements

The replication of successful spice blends has three stages. The first requires a deep understanding of the history and chemistry of spices. The second requires years of research into unravelling exact proportions. The third is to select a source of fresh supplies and hand-pick the raw material. None is a simple task.

Everest's finest achievement is possibly that in a country where 'home-made' is seen as an

adjective for top quality it has been able to shape the preference for packaged spices.

The operation that Everest runs is a multi-pronged, well-oiled machine that picks, blends, packages and ships out to millions of homes in cities across India the freshest, most aromatic blend of spices. Supporting the company is an efficient C&F agent-distributor-retailer-consumer distribution model. Over the years, Everest has increased its market penetration resulting in a sharp increase in the company's sales.

The brand is a well-accepted feature in the shops and shelves of several international markets – especially in those countries with a large proportion of resident Indians. These include the US, the Middle East, Singapore, Australia, New Zealand and East Africa, amongst others.

The brand's success lies in its relentless pursuit of 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.

On the product front, Everest has striven to upgrade technology, improve production techniques, conduct research and create attractive and modern packaging. It has spent considerable time and effort in improving the distribution network so that the brand is on shelves 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 step 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.

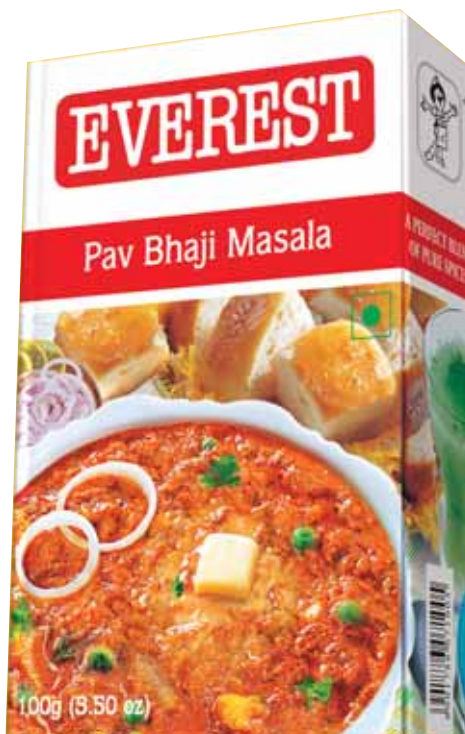
Everest Masala has the proud distinction of

Market

Nature has been kind to India. It has given this country a climate that is conducive to growing spices. Centuries ago they grew wild in the southern peninsula while in the rich, verdant valleys of Kashmir grew crocus flowers whose stamens, now famously known as *zafraan*, imparted a rich flavour and colour to food. As word spread of these mysterious condiments, bounty hunters turned up on India's shores.

Spices have been the soul of Indian cooking for time immemorial. Ancient sages, too, were possibly mystified by them, for they undertook their study in great detail. In their search they discovered that spices were not just food embellishments, but nature had artfully endowed them with properties that were beneficial for both the mind and the body. This was the beginning of a long and continuing affair their extracts have had with beauty care products, rejuvenating and healing medicines and aromatic oils.

Later still their blends, discovered by painstaking trial, would become secret





having been accorded the Superbrands status three times in succession (2003, 2006 and 2009); it has also won the Consumer Reaction award given by Bharti Vidyapeeth Institute of Management Studies and Research and DNA twice in a row – in 2004 and 2005.

History

Vadilal Shah is the pioneering face of Everest Masala. It was he, who foresaw in post-independent India, the shift in people's tastes and habits and accurately predicted that paucity of time and the urge to experiment with cuisines would necessitate the advent of the pre-blended spice market. Vadilal Shah desired to create a brand that would bring together the nation's best flavours. It was a hard task, for blends were kept secret and were complex in nature, varying from region to region.

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 42 blends available in the market; each is a household name and adds a very special touch 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, Shahi Biryani Masala, Tea Masala, Jajjira powder, Jiralu, Pani Puri Masala, Meat Masala, Tandoori Chicken Masala, Chicken Masala, Chaat Masala, Kitchen King and Super Rasam.

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

Recent Developments

Saffron is the stamen of crocus flowers. Hundreds of dry stamens make a gram of saffron. It is this that makes saffron so precious – and attractive for adulterators. It is also the reason why most people are circumspect in buying this very expensive condiment and look with a great deal of suspicion when it is whipped out from under the counter. Everest was successful in introducing saffron for two reasons. The first was that consumers had an abiding faith in the brand; and the second was that the product it brought to the market was the pick of the harvest.

Several other exciting launches in recent years have extended Everest's lead over competitors.

Its Super Sambhar Masala brought the original taste of increasingly popular southern dishes to homes in other parts of the country; its Shahi Garam Masala allowed the hot and tangy cuisine of Bengal to be re-lived in non-Bengali homes; the ubiquitous egg curry was given a fresh appetising taste by researching a favourite old recipe, while Everest's Fish Curry Masala enveloped fish in a fine new blend of spices.

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 blends 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 pine for and remember with nostalgia 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 payoff 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

Things you didn't know about Everest

- Vadilal Shah, the founder of Everest Masala, 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
- 3705 million packets of Everest are sold each year. That's almost 705 packets every second

