



The packaged *atta* industry has been growing by 15% each year for the last five years. In great measure this shift is on account of the fact that brands like Nature Fresh are beginning to understand what the home-maker wants from her *atta* and are working to select blends of various strains of grain to meet her needs. Nature Fresh that comes from the house of Cargill India is going two steps further. It is setting up manufacturing units close to centres of procurement so fresh *atta* can be delivered to the market in the shortest time. And the other is to create custom blends for different regions of the country in recognition of their special taste preferences. No surprise then that Nature Fresh is now the fastest growing brand of packaged *atta* in the country.

Market

For the average Indian the *roti* – the *chappati* or the Indian flat bread – is not just another item on the table, it's the end result of all his hard work; it's an article of faith. So whatever else may be missing from the plate the *roti* must be on it. It's the cornerstone of the fundamental triad of life's needs – *Roti, Kapda and Makaan*.

Hot, soft and fluffy *rotis* are integral to the idea of homemade food. They lend to it the warmth and love that fills up every bit of a person's being. The perfect round *roti* is an icon of culinary achievement for the Indian homemaker and the *atta* or flour that she uses is an important part of this accomplishment.

Not prone much to experimenting – and, therefore, placing at risk the taste and feel of the *roti* the family is used to – the homemaker continues to tread the beaten path. This is one of the reasons why packaged *atta* accounts for just a little over 15% of the total wheat flour market.

In making *atta* most consumers in traditional and rural markets prefer to start with first purchasing the wheat. With great care – almost reverentially – the grains are washed and sun-dried before being taken to the local mill or *chakki* and ground into freshly milled *atta*. Another group of people prefer purchasing the wheat from the *chakki* itself and have it milled in front



of their own eyes. The pressure of modern and hectic life has not touched this audience and has done little to dent this age-old practice.

However, two key factors in modern, urbanised homes are causing a shift towards packaged *atta* – increasing health concerns and the need for flour to have consistent quality.

Nature Fresh, at the time of its launch in 2012, identified that the quality of the flour, and in turn the *roti*, hinged on the quality of the wheat and its processing. This was an opportunity for the brand to bring to bear its expertise in sourcing and processing and take on the old-fashioned *chakki atta*. The task ahead was to overcome the challenge of the market that called for a differentiated product that targeted the right segment



with the correct price point.

Nature Fresh was launched to take on this challenge and give the homemaker the *roti* she desired for her family.

Achievements

Nature Fresh accepted the problem the market had thrown at it. The first thing it did was to study the opportunities and understand the need gaps. Nature Fresh learnt, amongst other things, that in the traditional *chakki atta* consumers were not satisfied with the texture of the branded *atta* then available in

the market. The study had thrown up a window that needed to be explored. Diving deep into its experience it felt that the quality of wheat selected as well as its multi-layered processing could defeat the concern and meet the desired texture consistently.

Cargill leveraged its legendary skills in procuring the right grains and seeds – perfected over 150 years across the globe. Expert blenders then set about carefully selecting blends of various quality grains for perfect colour and texture. The results were astonishing. The soft and fluffy *rotis* that the housewife desired from packaged flour were at last possible with perfectly ground *atta* that was neither *zyada bareek*, nor *zyada dardara*.

Taking its consumer focus to the next level, Nature Fresh has managed to create custom blends for different regions of the country, keeping in mind the texture and colour each specific region prefers.

Following the success of the initial foray, Nature Fresh launched a premium variant – MP Sharbati – in the Delhi NCR market, targeted at the consumers seeking a sweet aroma and an even softer *roti*.

The exercise to delve into the mind of the housewife and to segregate the market preference-wise has been immensely successful. In 2014/15, Nature Fresh registered a growth

of about 25% and emerged as the fastest growing national *atta* brand in the country.

History

Nature Fresh is a very young brand. It was introduced in India by Cargill – one of the largest global food specialists – in October 2012. In the first phase of the launch Delhi and Bangalore, for their cosmopolitan population spread, were chosen as test markets. The initial launch turned out to be so successful that in less than a year, by August 2013, the brand was selling across close to 200 towns and cities around the country.

In a very short span of time, the brand had made rapid inroads into the homes and hearts of its consumers. Homemakers across the nation had started saying yes to the perfect *rotis* promised and delivered by the brand. Its commitment of consistent quality, today, stands vindicated – thanks in great measure to Cargill's experience in sourcing and processing raw material.

Product

Nature Fresh flour is made from the finest quality wheat grains. It's available in two variants – Sampoorna Chakki Atta and Sampoorna Sharbati Atta.

Nature Fresh prides itself on its selection of high quality, natural ingredients that are correctly processed to produce *atta* that is just the right texture – neither too fine, nor too coarse. This ensures that the *rotis* turn out softer and fluffier. The bran ensures that the *atta* retains the natural dietary fibres that make the end product easy to digest and provide optimum nutrition to the consumer.

Nature Fresh *atta* is made from 100% wheat and does not contain any *maida* (bleached flour). The Sampoorna Sharbati variant is a more premium offering made from superior quality wheat grains found in the Madhya Pradesh region.

Recent Developments

The Indian growth story is of increasing urbanisation and a growing middle class. This progress, unfortunately, comes with a price tag that ends with life-style



contemporary times and have adapted their way of life accordingly. They want to lead an active lifestyle and are, therefore, constantly running against the clock. They look at branded products as an easy assurance to stay healthy and not fall behind.

When looking for easy ways of managing health, they often cut down on their diet rather than controlling

the quality of what goes into it. Nature Fresh promises them the best of nature that gives them the right nutrition and maintains their energy levels so they are able lead an active life.

No one can take life on an empty stomach. That's why the brand's promise of *bhook badha de* (whets the appetite) in the TV commercial resonated with the cosmo-aspirers. It featured an interesting story of a homemaker whose Nature Fresh *atta* is not just a hit with her own household but even manages to create a fan out of a neighbour.

Delivered by popular film actress Divya Dutta, the promise clicked with its target audience, even those who were wary of packaged *atta* and not sure of its palatability. Various trade partners and consumer promos augmented its mass media communication.

Nature Fresh has always made an effort to continuously reward its loyal consumers not only through excellence in products but also with various promotions from time to time. In an earlier effort it had tied up with Catch Masala and in the more recent promotion with Del Monte ketchup to bring more value to its buyers.

Brand Values

Nature Fresh values the importance of being active and to live life to the fullest. It understands the importance of purity and quality of ingredients in the same way that it understands the technique with which they are processed for consumption.

As India is witnessing a trend towards more of the population working and a larger consuming class, it is also seeing a larger number of lifestyle ailments. In this context, Nature Fresh will always work towards innovation and value-addition to create products that cater to the demands of a contemporary lifestyle.

Things you didn't know about NATURE FRESH

- ▶ Cargill has more than 150 years of global experience in wheat selection and processing
- ▶ Nature Fresh optimises the bran level to ensure that consumers get the same taste as their favourite *chakki atta*
- ▶ Nature Fresh is the fastest growing packaged *atta* brand in the country



and food-related ailments. Poor eating habits cultivated because of work-related pressures and environmental degradation have resulted in a host of health issues. In its own way, Nature Fresh has striven to offset the negatives of a high-pressure life through its promise of delivering nature's best. The brand accepts that while it cannot control eating habits it can offer the right nutrition to people and help them take on life's challenges.

While Nature Fresh is already producing different blends to suit the diverse preferences of various regions, more work is being done to better fine-tune the blends and create

formulations that deliver even

more consumer delight.

In an endeavour to ensure that only nature's best and freshest is delivered to consumers, more manufacturing units are being set up close to centres of procurement. This will further reduce the time it takes for the flour to reach consumers once it has started its journey from the wheat fields.

Promotion

Nature Fresh is sharply focused on the cosmopolitan aspirers, especially women, who seek to be in tune with

