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Question -

Choose a well-known company and discuss how market research might have played a crucial role in its success. Include specific examples of how the company utilised market research to make informed decisions.

Aspect	Details
Founded	2019
Founders	Anish Basu Roy & Sagar Bhalotia in Bengaluru
Service Area	India,Omnichannel and exports to Gulf,Australia.
Funding	Seed ~\$1.2M (2020); pre-Series A \$2M in May 2023 from 9 Unicorns, others
Product Range	Popped chips (50% less fat, no cholesterol/trans-fat), dips, centre-filled cookies, chocolates
Technology Used	Food-tech popping process (not fried/baked) enabling lower fat content
Acquisition	Acquired by Reliance Consumer Products Nov 2024 for ₹28 crore (~\$3.5M)

Story Of Establishment

- In 2019, two friends, Anish Basu Roy and Sagar Bhalotia, saw a problem. Most snacks in the market were either too oily or full of artificial stuff. They wanted to create something better—a snack that was tasty yet healthy. That's how Tag2 Foods was born in Bengaluru, India.
- They started with a simple idea: popped chips—not fried, not baked, but made with a special popping technology that used less oil and gave 50% less fat. The chips were crunchy, delicious, and had no cholesterol or trans-fat. This made them perfect for young, health-conscious people who still loved snacking.
- At first, they sold in a few stores, but soon their snacks reached over 22 cities and even went international—to places like Dubai, Australia, and the Maldives. They also launched cookies, chocolates, and gourmet dips, all with a fun, modern twist.
- Tag2 got support from investors too, raising over \$2 million to grow their dream. Their unique brand caught attention, and in 2024, Reliance Consumer Products bought the company.
- From a small idea to a big success, Tag2 Chips became a crunchy story of smart choices, bold moves, and tasty health.

HOW MARKET RESEARCH PLAYED A CRUCIAL ROLE IN TAGZ CHIPS?

- Market research played a big role in the success of TagZ Chips. Before starting, the founders studied what young people wanted—tasty snacks that weren't full of oil or harmful ingredients. They found that most chips in India were fried and unhealthy, but there was rising demand for healthier options.
- They also looked at global trends, like the popularity of popped chips in Western countries, and brought that idea to India. Surveys and feedback helped them decide on flavours, packaging, and pricing that would appeal to Gen Z customers.
- By understanding where people shopped—online and in modern stores—they focused on modern trade and e-commerce first. They also learned from competitor brands and made sure their products stood out.

Thanks to this smart research, TagZ was able to create a unique snack that filled a market gap—and people loved it.



WHY DID YOU CHOOSE THIS PRODUCT/SERVICE?



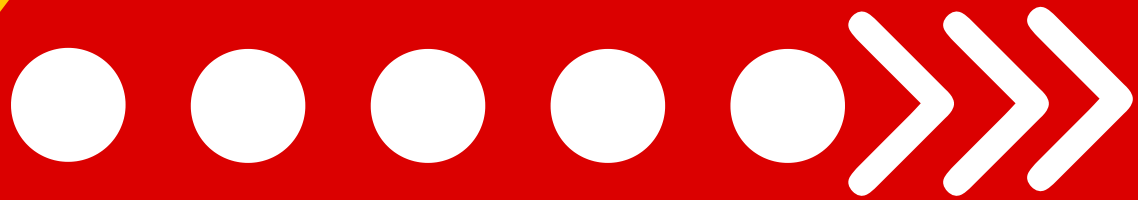
- I chose TagZ Chips because they offer something different and healthier. Most chips are fried and oily, but TagZ uses a special popping method, which means less fat and no cholesterol.
- I liked that they care about taste and health, which is rare in snacks. Their bold flavours, cool packaging, and fun attitude made them stand out. Plus, they're an Indian brand thinking globally. It's inspiring how they started small and grew big with smart ideas.
- TagZ feels modern, youthful, and responsible—just the kind of brand I enjoy supporting and learning from.

HOW DID YOU FIRST HEAR ABOUT THE COMPANY/PRODUCT?

- I first heard about TagZ Chips when I was watching Shark Tank India. Their pitch instantly caught my attention because they talked about making chips that are not fried or baked, but popped—something I had never heard before.
- The founders were confident, passionate, and explained how their snacks are healthier but still tasty, which really impressed me. The Sharks were also interested, and it made me curious to try the product myself.
- After the episode, I looked them up online, saw the cool packaging, and decided to try it. That's how I discovered TagZ and became a fan.



Analysis of the marketing strategy and technique they have used?



- Targeted Gen Z and Millennials: Focused on young people who want tasty but healthier snacks.
- Fun and Bold Branding: Used cool packaging, trendy designs, and catchy names to grab attention.
- Social Media Marketing: Strong presence on Instagram and other platforms with fun posts and influencer tie-ups.
- Health-Focused Messaging: Promoted chips as “50% less fat” and “not fried” to appeal to health-conscious buyers.
- Shark Tank Exposure: Gained huge popularity after appearing on Shark Tank India, boosting brand trust.
- E-commerce First: Sold through Amazon, Flipkart, and their own website before entering retail stores.
- Unique Product Variety: Offered international flavors and quirky combinations not found in regular chips.
- Customer Feedback Driven: Listened to customers and improved products/flavours based on their suggestions.
- Cool Brand Voice: Spoke in a friendly, youth-like tone that made the brand feel relatable.
- Pop Culture References: Used humour and trending topics to connect with the audience.



THANK YOU

GUILT-FREE SNACKING FOR THE
MODERN GENERATION

