

CASE STUDY ON MAHASHIAN DI HATTI' (MDH)

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ABSTRACT

India is acknowledged as natural abode of spices and has a long and rich past of trading with ancient civilizations of Rome and China. Nowadays, Indian spices are the most adored and preferred globally, because of their exquisite aroma, texture and taste. India has the largest domestic market for spices in the world. India is the world's largest producer and exporter of spices of the 109 varieties listed by the International Organization for Standardization (ISO), as the country produces and exports about 75 varieties of spices. The US is the major importer followed by China, Vietnam, the UAE, Malaysia, Saudi Arabia, the UK, Germany, Singapore and Sri Lanka. Exports to the US stood at US\$ 351.6 million followed by China at US\$ 335.39 million in 2012-13.

The current case study attempts to study the impact of spice market competition with reference to MDH vs other competitors such as 'Catch', 'Everest', 'MTR' etc. Also a close look at the brand MDH will give insightful inklings on leadership issues, strategies of advertizing and branding and placing of the products under Brand MDH 'Glocally' (Globally + locally).

KEYWORDS: Indian Spices, Competition, Marketing, Advertising Strategy, Succession Planning