



## **Tasting the Taste for Refined Sugar among Sweet-Meat Industry Players in Bangalore- A Case Study Research**

**-For a Pioneer in Sugar production in India, Aug., 2010**

EID Parry's retail brand in the refined sugar category named 'Parry's Pure' wasn't building the volumes required to exploit the installed production capacity. It was imperative for the sugar major to explore possibilities with its existing institutional consumer segments for 'refined sugar'. As 50% of any sweet is sugar, Parry India zeroed in on Sweet-Meat industry to start with. With the purpose of capturing the 'sugar usage pattern and process' among leading sweet-meat manufacturers of Bangalore, this project was executed.

***What did it take for the BSBS student researchers to enter the kitchens of Kanti Sweets, KC Das, Nandhini Sweet, Asha Sweets and few other organised players in the industry? Who were the Senior Managers of EID Parry to whom the market insights were presented? Who were the leading sugar distributors of Bangalore present during the presentation? What is the first step to innovative product development or market entry?***

***.....Seek answers for all such questions from the first batch of BuSiBeeS.....***