



Paras Spices Pvt. Ltd., enjoyed a close-knit relationship with Nestlé. It started with making the ubiquitous 'Tastemaker' for the Maggi Noodles brand, earning them a reputation as a supplier of high-quality ingredients and class-leading blending tech, at scale. Nestlé, also a milk major, needed a partner to upgrade the quality of Indian milk by manufacturing a curated animal feed that was a complete diet for alleviating production stress besides being aflatoxin controlled – a notorious problem in dairy animal nutrition. This would prove to be a game changer, it would impact the very practice of dairy business and its viability in India. Paras were chosen to lead the charge. Paras Nutrition Pvt. Ltd. arrived on the firmament. Their brand of cattle feed was christened, '**ASEES**' – meaning, 'a blessing' – quite fittingly.

The year was 2012. The rest, as they say, is history.

asees®



बेहतर दूध बेहतर स्वास्थ्य... सालों-साल!

The dairy industry's A-HA moment

A CASE STUDY BY OBVEUS



THE PROBLEM

By the year 2020, after 8 years of steady uptake in the so-called 'Nestlé Markets' (in Punjab and Haryana), ASEES had the challenge of penetration beyond.

Our rate-of-growth was stagnating; we weren't quite pushing beyond 230 Cr.

This was in the face of resistance to adoption due to:

- The deeply entrenched and way cheaper offerings from the unorganised sector and the heavily discounted/incentivized local branded offerings.
- The high ground dominance of CARGILL range of feeds among the evolved farmers. Our feed had equivalence of quality with them, but we found few takers for our products at the same price.

ASEES's input costs could not justify discounting. We were right in the middle of a double whammy.

Our big problem was farmer awareness. And we needed to go deep into the hinterland with a new approach to communication. Also, a bold, future-facing point of view on dairy business; one that could re-imagine ASEES's role and form vibrant mutually rewarding relationships with the farmers – educating them, upgrading their skills, holding their hands and partnering them through the highs and lows of their trade besides giving them great products. We asked the fundamental question, 'What's in it for the farmers?' And we were prepared to do the hard lengths beyond the standard answers to that question.

That's where, OBVEUS ADVERTISING comes in. That's us, the voice behind this presentation.

Read on to immerse in how we squared up to the aforementioned challenges for ASEES.



बेहतर दूध उत्पादन



बीमारियों से लड़ने की ताकत



बच्चे जनने की काबिलियत

SOLUTION: Brand Repositioning

behtar dudh, behtar swaasthya... **saalon saal!**

A small change in the tagline. A complete turnaround in how the brand relates to its customers.

It asks the following questions to the farmers:

- How much is your investment in your dairy animal worth? Is it just a season or two of high milk production before premature onset of physical vulnerabilities?
- Is higher milk production the sole criterion of performance? What about sustained performance over the productive lifespan of the dairy animal? And what other critical boxes need to be ticked for it?

Year-on-year performance means THREE THINGS!

Higher and better quality milk production | Better Disease Resistance | Better Reproductive Ability

ALL THREE TOGETHER. NOT ONE CAN GO AMISS!

We voiced this code of farm profitability as the **3 PILLARS** of the ASEES brand. That's what we make the farmers aware about. That's what we claim we bring to them through our animal feeds – SUSTAINED HEALTH OF THE DAIRY ANIMAL OVER IT'S NATURALLY PRODUCTIVE LIFESPAN, DELIVERING BETTER FARM PROFITABILITY. In fact, our product is not just a feed, our product is farm profitability.

Next, how did we take it to the market?

SOLUTION: The Creative Campaign



Brand Theme Film



Product Film: Transit Plus



Product Film: Calf Booster



Product Film : MS 30

Spearheaded by 4 testimonial films

- Centred on the value proposition, expressing relatable farmer experiences of problems and solutions, in their own speak.
- Expunging trivial baits of discounts etc.
- Winding a farmer's rational and emotional commitment to the sustenance and viability of his business.
- We ensured that while the films worked hard at driving home the point, they were also memorable and entertaining.

असीस®

   @AseesFeed

दो दिन का मुनाफ़ा ? या बेहतर दूध सालों साल ?

असीस मानते हैं कि, एक लाभदायक डेअरी फ़ार्म की तीन विशेष उपलब्धियां होती हैं:



बेहतर दूध उत्पादन



बीमारियों से लड़ने की ताकत



बच्चे जनने की काबिलियत

सिर्फ कुछ दिन दूध बनने से काम नहीं चलता. दूध उत्पादन बना रहना चाहिए साल दर साल. पशुओं में कजरोट्री, बीमारी, और पैरासिटीजों जैसी मुश्किलें दूध को बढ़ा सकती हैं। इनसे संच और पशु स्वास्थ्य विज्ञान को जोड़कर हमने बनाई है असीसी फीड. सामग्री फीड है मुकाबले असीसी फीड और पैरासिटीजों की उम्र और गिरावट के अनुसार उसे सही पोषक तत्व प्रदान करने, हर पशु को दूध पशु रहना और पैरासिटीज से लड़ पाता है. बीमारीयों से लड़ पाता है, बच्चे जनने की क्षमता रखता है, और बेहतर दूध उत्पादन से आपके व्यवसाय में बेतकालीनता लाता है।

बेहतर दूध, बेहतर स्वास्थ्य... सालों साल!



 @AseesFeed

[illegible]

Asees Customer Care No. ☎ 81460-0777

असीस

ASEES CALCIUM
DISCOUNT
OFFER!!

ASEES NUTRIMAGG
CALCIUM & MAGNE
की सहायता पर
₹ 100
का का डिस्काउंट!!

आपको विशेष डिस्काउंट
केवल आसानी के साथ ही मिलेगा

1. 100 रुपये का डिस्काउंट

2. 100 रुपये का डिस्काउंट

3. 100 रुपये का डिस्काउंट

4. 100 रुपये का डिस्काउंट

5. 100 रुपये का डिस्काउंट





केवल पर पैसा खर्च करें, असानी प्राप्त करें

असानी डिस्काउंट पर आपका पैसा





© AseesIndia





asees

AFLA-TOXIN CONTROLLED

QUALITY ASSURANCE

[illegible]

The marketing mix included focussed POS, OOH, and PRINT initiatives besides BTL and social media.

SOLUTION: **Farmer Outreach**

WALK THE TALK! We ditch the 'say it and forget it' approach.

We aimed to get animal health hyphenated to farm profitability, underscoring what we meant in a farmer-friendly dialogue and ensuring that it sunk in.

- We took our message of the three critical pillars on the roads, to the farms, to farmer co-operatives, and expos.
- We highlighted the **remunerative advantage of aflatoxin-controlled milk**.
- We did entertaining **street plays and skits** to present our value proposition.
- We invited **farmers to factory visits**.
- We created an **ASEES HELPLINE** where in-house vets answered farmers' questions, irrespective of whether they were our customers or not. Our vets are also available for **free farm visits** in events of emergency on the farms.
- We became ambassadors of better profitability through better farm management. We conceptualised, produced and sponsored a **farmer engagement show on PTC NEWS**.
- During Covid and the recent epidemic of limping disease, we **educated farmers on bio-security measures**.
- **Local Milking & Animal Health competitions** became ASEES domain, projecting them as the brand's proof-of-performance.

असीस

असीस मिल्क थ्योर
सुपरपावर+ के क्या लाभ हैं?

अधिक जानकारी के लिए असीस फ़ीड
हेल्पलाइन नंबर पर कॉल करें
81460-07777

asees®
असीस डेअरी फ़ार्म
HELPLINE
SEASON 3

★ ★ ★
80.7
★ LITRES ★
दूध उत्पादन का
एशियाई रिकॉर्ड !!

DFA 2024 में किल्लू डेअरी फ़ार्म की गाय ने रजिस्टर्ड
एच एच एडवर काउंटेराई के तहत एशिया में प्रशिक्षित
सर्वाधिक दूध उत्पादन का रिकॉर्ड असीस फ़ीड और
सर्वोत्कृष्ट भ्रूण पोषित ड्रस गाय और उन्नतकाट डेअरी
विकास भी सुग्रील मेहरा जी को दमारी लक्ष्य लक्ष्य बनाया।

असीस

ASEES
CHAMPION

Helpline No. 81460-07777 | www.aseesfeed.com | info@aseesfeed.com



भैंसों का करो विकास
अच्छी सेहत और
संभाल के साथ

जानिये रविवार शाम 6:30 बजे
प्रीमियर थो PTC NEWS पर

asees®
असीस डेअरी फ़ार्म
HELPLINE
SEASON 2



ਪਸ਼ੂ ਰਹੇ ਤੰਦਰੁਸਤ...
ਕਰੇ ਹਰ ਬਿਮਾਰੀ ਦਾ ਸਾਹਮਣਾ

asees® | ਅਸੀਸ ਹੈ ਬਿਹਤਰ ਪੋਸ਼ਣ ਦਾ ਵਾਅਦਾ

ਬਿਹਤਰ ਦੁੱਧ...
ਬਿਹਤਰ ਮੁਨਾਫ਼ੇ ਦਾ ਵਾਅਦਾ

ਪਸ਼ੂ ਹਰ ਸਾਲ ਜੰਮੇ ਇਕ ਵੱਡੀ
ਲਿਆਵੇ ਸੁਨੇਹਾ ਬਰਕਤ ਦਾ



ਅਸੀਸ®

ਬਿਹਤਰ ਦੁੱਧ

ਬਿਹਤਰ ਸਿਹਤ

ਬਿਹਤਰ ਪ੍ਰਜਨਨ ਸ਼ਕਤੀ

ਅਸੀਸ®

ਬਿਹਤਰ ਦੁੱਧ,
ਬਿਹਤਰ ਸਿਹਤ...
ਸਾਲੋਂ ਸਾਲ!

asees®
MILK-TOXIN CONTROLLED

ਭਾਰਤ ਭਾਰਤ ਤੇ ਪਹਿਲਾ
ਅਭਿਆਸਾਤਮਿਕ ਨਿਰੀਖਿਤ
ਯੂ ਯਾਗ

ਅਸੀਸ®
ਜਿੰਗਾ 10
ਲੂਪਟਾਪਰਟ+
ਜਿੰਗਾ 30

Call Helpline 81460-07777
@Aseesfeed | www.aseesfeed.com

Better Milk. Better Health... for Years Together

asees® • SINCE 2012

ਅਸੀਸ®

NUTRITION THAT
DELIVERS®

Ca Cr Zn Bt Ds Cu M Mn

Powerful, concentrated formulas, packed with essential minerals and nutrients.



LIVE 

<https://www.facebook.com/watch/?v=740424263557592>

<https://www.facebook.com/watch/?v=699866083889138>

<https://www.facebook.com/share/v/rk6jZc6xcscyGydc/?mibextid=CygPv5>



Calcium and More



Aflatoxin:



Asees Helpline Show :

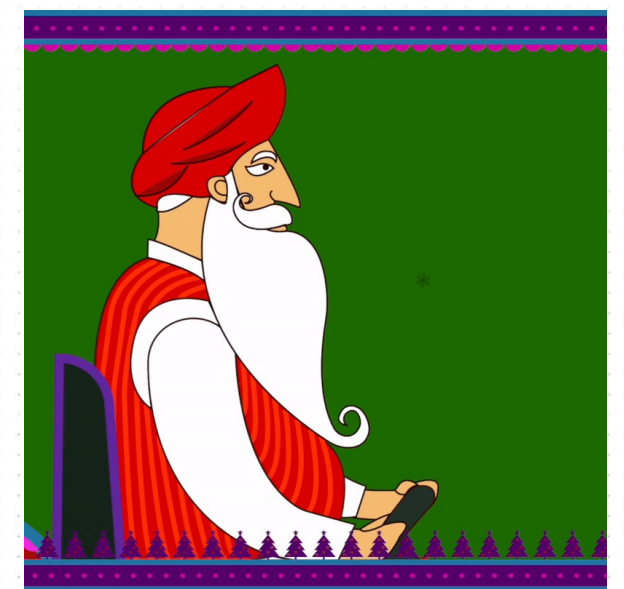
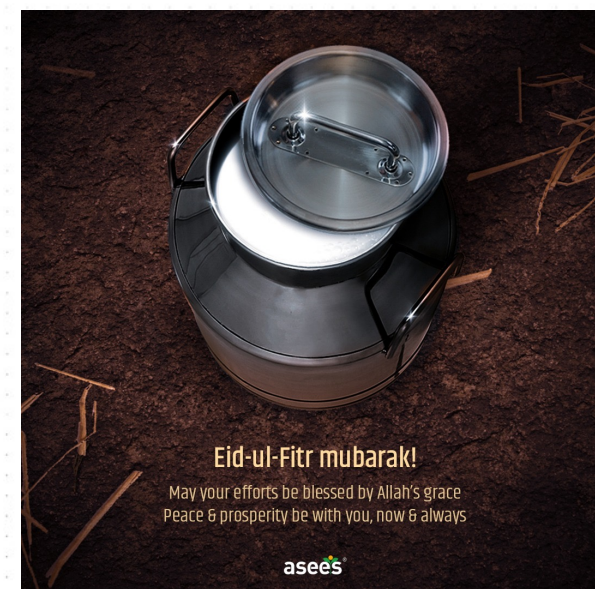
SOLUTION: Create a tribe of 'Profitable' Dairy Farmers

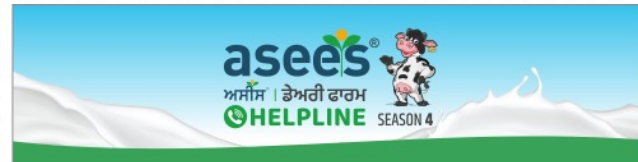
We forged a continuous, always-on dialogue through our website and social media.

- We rigged an entire website to serve as an encyclopaedic resource of knowledge for the farmers. There is much more than just the products there – interactive query and solution provision, selecting appropriate product by application, and contemporary knowledge on better dairy management.
- Our social media handles on Facebook, Instagram, and YouTube became conduits of farmer-brand dialogue with rich, day-to-day communication on products, farming best practices, and more.
- We created catchy campaigns and creative spreads that educated and entertained too.
- We followed up with astute spends and performance marketing evals to derive the desired bang for the buck across Facebook, Instagram, and LinkedIn handles.
- We have achieved target journeys across the funnel -- from **awareness** building, to ultimate **conversion**, to brand **advocacy**.

304 K FOLLOWERS ON FACEBOOK, AND COUNTING!







ASEES HELPLINE SHOW on PTC NEWS to answer farmers' queries

The 3 Pillars of Dairy Business



1

More & Better Milk Production

[Know How](#)


2

Better Health

[Know How](#)


3

Better Reproduction

[Know How](#)

Useful Calculators for Cows & Buffaloes

Know your animal better, understand its needs, and find the right ASEES product and dosage for it. With our easy-to-use calculators, your answers are just a few clicks away!

→ [ASEES Feed Products](#) → [ASEES Feed Supplements](#) → [Ideal Body Weight](#)



ASEES FEED WEBSITE

www.aseesfeed.com

SOLUTION: The packaging becomes the first ad!

We redesigned the packaging with the ASEES value-core intrinsic to thought synergy across all its product offerings. The look and feel had to ooze international pedigree of a quality brand, while ensuring colour-codes for easy identifiability by even the literacy short buyers.

We have managed to not only look the part, we haveve also raised the bar vis-à-vis the CARGILL packaging language.



THE OUTCOME: ASEES starts to mean its name!



Well, the needles moved rightwards.

- Farmers hyphenate ANIMAL HEALTH with FARM PROFITABILITY. They view it as a sum of milk production, disease resistance, and reproductive capacity – importantly, the critical role of a feed in delivering those attributes. The brand is recognised as an ally of dairy farmers and enjoys admiration of partners in the milk and milk product supply chains.

A stagnating brand, at approx. INR 230 Cr
has grown over 300% since 2020, till date.

- We are growing beyond Punjab and Haryana, including markets in Himachal Pradesh, Jammu Kashmir, UP, and Rajasthan.
- A new manufacturing facility has been opened in Haryana to augment production from the Mogha unit in Punjab.

GRATITUDE

While this presentation has extolled the role of the advertising agency, OBVEUS, it by no means is their exclusive mouthpiece. This is a collective labour-of-love. The tour de force numbers are thanks to the highly determined promoters, distribution personnel, product innovation staff, and the indefatigable veterinarians. They have made this brand an unshakeable asset.

OBVEUS is privileged to call ourselves as small part of TEAM ASEES.

And thank you too, for giving this a patient read!

Let us know if you'd like to peruse more inspiring case studies from our workbook.
We are also attaching our profile with this presentation.

TEAM OBVEUS hopes we have fanned some possibilities in your mind over how we can collaborate. Have a splendid day ahead!

The warmest regards,



Making brands stand up and be counted
Strategy / Marketing / Engagement breakthroughs
Media-neutral ideas. Multimedia expressions

OBVEUS ADVANTAGE LLP
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