



Tata Sampann Brief for Hackathon

Purpose:

- We exist to turn everyday Indian staple foods into power foods to make Indian households 'Nutrition Sampann'.
- We believe that real health and fitness comes not from senseless subtractions, but by enriching the nutrient value of foods eaten everyday.
- Our approach is to bring consumers products that are at the intersection of modern science and traditional Indian wisdom, thereby positioning ourselves as experts in the science of Indian wisdom.

Target Audience:

- We are talking to the progressive homemaker; she is someone who would prefer to put her faith in wholesome food as a nutrition builder, while at the same time being open to experimentation with new tastes and recipes.

Problem Statement

Tata Sampann products are available on various E-Commerce platforms (Amazon, Bigbasket, Grofers etc.), our own website tatanutrikart.com, offline retail stores and supermarket chains etc. We have followed an omnichannel strategy, creating multiple destinations for consumers to sample our brand.

The challenge we face, however, is that there are more number of consumers who are *wanting to buy* Tata Sampann products, as compared to those who are *able to buy* it. To counter this, the following solutions can be worked upon.

Expected Deliverables:

1. A 'Hello Sampann' platform that brings together all the multiple destinations where our brand is available – thereby enabling customers to have easy access to Tata Sampann products

The user will call a certain number and be asked to enter an input. Say, pin code or area name. He is then given (either on call or sent via SMS) a list of closest outlets where Tata Sampann products are

available. He should also be told about the various Ecommerce platforms that deliver to that area, along with offers running.

2. An algorithm to bring down the cost of acquisition across platforms

Identifying & reaching out to the right audience helps in minimizing wastage in advertisement expenditure. How can we use the data available across platforms and identify consumer profiles (from past purchase history, patterns, behaviours), in order to target only those people who would be most likely to purchase our products? This will help us bring down the cost of acquisition significantly (~75-80%).

3. Live dashboard of a community of micro-influencers

A smart program with a database of micro-influencers and content generators within the fields of nutrition, health and food and recipes - allowing us to shortlist micro-influencers based on criteria we input (eg, location, number of Twitter followers, type of content posted, etc.). It should also be a functional system, running a live dashboard with names of the shortlisted micro-influencers along with the work they've done for us, allowing us to see their performance at a glance.

4. Innovative salesmen training solutions

Designing an interactive module content for training salesmen on how to do an efficient sales call. It should be a situational and response-led module, asking for inputs and accordingly giving the salesmen directions on how to proceed. Ideally, they should be able to access this from the palm-top that they carry with them for order-taking.