

GEETA'S UNDERGOES BRAND REVAMP TO DRIVE GROWTH IN THE INDIAN CATEGORY

Renowned Indian food brand, Geeta's, marks the 20th anniversary of its hero and first ever product, Geeta's Premium Mango Chutney, the UK's best selling premium Indian Chutney (source: IRI Jan 2013), by unveiling an eye-catching new look across its extensive range of authentic premium products.

The vibrant new packaging has been designed to bring the essence of India to the consumer with the launch of a new vivid turquoise pack colour. Gold is intertwined to give an embroidered lotus effect to the turquoise design and adds a premium touch to the packaging, as well as unifying a look across the Geeta's ranges to build further brand awareness, identity and shelf stand out.

Geeta Samtani continues to play an important role within the business. As founder and namesake, she is integral at every stage from recipe creation to product development and packaging design. Geeta's

photograph has been given greater prominence on the front of pack as a symbol of her importance to the brand and as a real person that consumers can identify with. The brand remains committed to using the finest quality ingredients to create authentic Indian recipes that are loved by consumers and this is communicated via an updated strapline: 'The Real Flavour of India'.

The bold, new design retains the recognisable Geeta's name and logo in white, handwriting-style font set on red background. Products feature easy to use cooking instructions where applicable, along with serving suggestions and recipe ideas to inspire consumers.

Geeta's are also celebrating their 20th year by launching an innovative new range of easy to use curry pastes that serve two, set to include all the UK favourite Indian curry dishes. Flavours include Mild Curry, Korma, Tikka, Balti, Rogan Josh, Madras and Jafrezi, which together account for more than

75% of category sales (source IRI 2012).

The curry pastes will be presented in a convenient, premium foil pouch format that will appeal to a wider audience, and will be of particular interest to today's consumers who demand high quality combined with convenience. Sally Campbell - UK Category Manager for Geeta's commented "With the Indian grocery category proving static of late (IRI Grocery Outlets Nov 2012), Geeta's intention is to add value and innovation to the Indian sector. This new range from Geeta's also aligns with the current consumer trend of "eating in and more involvement in cooking" with the added feature of convenience. The recommended retail price for this new range of pastes has been set at 99p/unit and represents outstanding value to the consumer."

Anita Samtani, Marketing Director at Geeta's Foods and daughter of Geeta Samtani, comments: "We are very excited to be celebrating our 20th birthday with a new look for the brand and a new range of curry pastes. We love the vibrancy of the new turquoise colour which we are sure will enhance strong stand out on shelf, but remains loyal to our core values of authenticity, premium and



natural ingredients. For us, this is a marriage of old and new - a perfect balance."

As well as increasing on-shelf stand out, Geeta's new look aims to unite the product range with a consistent and easily recognisable brand identity,

with new additions to the range coming soon. The new look will be communicated across the brands packaging, website, social media channels and in-store POS from March 2013 as well as through an integrated PR and marketing activity.

