



# Dukes

A WORLD OF MESMERIZING TASTE

*A renowned brand for over two decades in the competitive Biscuit and Confectionery market, with its diverse range of products made from innovatively developed recipes and authentic ingredients, while simultaneously conforming to the highest quality standards, Dukes has been spreading happiness and sweetness across the country and abroad*

**A** formidable and popular brand in the world of biscuits and confectioneries – Dukes was conceptualized as a visionary dream of Mr. Ravinder Kumar Agarwal and has been rising the popularity charts under his quintessential leadership. Endowed with a deeply ingrained entrepreneurial spirit owing to his business family background, Mr. Agarwal established Ravi Foods Pvt. Ltd. with Dukes as its flagship brand.

The varied products under the Dukes banner comprised

wafers, biscuits, chocolates and other confectionery items, however, it was his innovative thinking, out-of-the-box strategies and disruptive brand positioning that enabled him to propel the core strength of his product portfolio and capture a market that was nascent, a segment where there was a huge gap, and turn it into a lucrative business opportunity. Owing to his foresight, he could foray into the world of wafers when the big players were still fighting for a bite of the biscuit market.

Dukes' Waffy was not just another wafer but a well-loved

brand, designed to win over the hearts of the consumers and grab a sizeable market share owing to its outstanding quality which brought consumers back to the stores, time and time again.

### STREAMLINING SUCCESS

In order to leverage on the loyalty of his customers towards Dukes' Waffy, and to give it a boost, Mr. Agarwal and his team devised an ingenious marketing plan of creating a buzz through insightful communication and high innovative visibility.

Within no time, Waffy started flying off the shelves and soon its sales sky-rocketed. Realizing a need gap in the wafer market at a national level, Waffy was launched on all India basis and it proved to be a huge success.

### INNOVATIVE PRODUCTS; INSTANT APPEAL

As a young brand that could feel the pulse of its consumers, and was aware of the increasing influence of global cuisine and a diversified Indian palate,



Waffy frequently resorted to innovation. Not restricting itself to classic flavours like Vanilla and Chocolate, it created flavours that were unique – Dark Waffy was an instant success and seasonal flavours like Mango and Cheese added more appeal. Moreover, its unique range of Wafer Roll Tins was very well received by the consumers.

No wonder from an annual turnover of Rs. 25 crores, Dukes as a brand grew to Rs. 1500 crores. With each step and each new product, Dukes is soaring towards the dream of being the top brand in India, and is promising even more spectacular treats to its loyal consumers.

