

## The Anonymous Gaining the Name: Branding the Paan Wallas in India

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**Abstract:** The marketing of food brands remains competitive and highly lucrative. Any food industry can compete on the basis of numerous factors including brand recognition due to distinct packaging, product quality, traditional taste and authentic Indian flavor. Betel leaves are not only important in Indian culture but also have important nutritional benefits. Betel leaves are rich in fiber, vitamins like a, b and c and minerals like calcium, iodine, iron, and potassium. Phenol and Terpene like bodies are responsible for the strong pungent aromatic flavor of the leaves. One of the main benefits of a branded strategy is that when people find the company and seek company out, they are a more qualified lead. Once the company foundation is established, the company wants to gravitate towards branding to get more qualified leads and generate more inbound requests to do business with companies. Advantages of branding facilitate order processing, trademark protection, aids in segmentation, enhances corporate's image and branded goods are desired by retailers and distributors. The prices should vary on the basis of the type of paan and the raw materials used to manufacture it. Promotional options include print campaigns, television spots, and internet advertisements; promotional opportunities also include social networking sites, such as facebook and twitter, and text-based advertising for mobile phones. And now food industry has acquired new mask with a trend of downloading various applications on cell phones. For marketers, blending text messaging and app push messaging with other marketing channels like email or social media provides a way to reach your customers immediately, at the moment, and ask them to take action. That may be asking them to respond via text, redeem a mobile coupon code, or open your app.

**Keywords-** (Betel leaves,) (importance,) (history,) (ayurvedic benefits,) (branding,) (4 P's).

The food industry in India is forever changing to suit their consumer's palate, preference, and pocket. Any food industry can compete on the basis of numerous factors including brand recognition due to distinct packaging, product quality, traditional taste and authentic Indian flavor. The use of this evergreen perennial plant has been referred to in ancient texts like Astanga Hridayam, Charaka and Sushruta Samhita (Ayurvedic text books written by Vagbhata).

Just think about the last time in a grocery store: product's packaging is colorful and appealing, and it features all of the product's most important qualities. Food brand marketing goes beyond just packaging, however. Marketing reaches into advertising, so marketing professionals for food brands must find ways of using print and other media outlets, including the internet and mobile phone options, to get the word out and feature the product as effectively as possible.

### Introduction

The deep green heart-shaped leaves of betel vine are popularly known as Paan in India. It is also known as Nagaballi, Nagurvel, Saptaseera, Sompatra, Tamalapaku, Tambul, Tambuli, Vaksha Patra, Vettilai, Voojagalata in different parts of the country (CSIR, 1969; Guha and Jain, 1997).

The scientific name of betel vine is *Piper betel* L. It belongs to the family Piperaceae, i.e. the Black Pepper family (Gunther, 1952). The vine is dioecious (male and female plants are different), shade loving perennial root climber. There are about 100 varieties of betel vine in the world, of which about 40 are found in India and 30 in West Bengal (Guha, 1997; Maity, 1989; Samanta, 1994). The most probable place of origin of betel vine is Malaysia (Chattopadhyay and Maity, 1967). In spite of its alienness, the plant is much more popular in India than in any other country of the world since antiquity. This would be evident from the numerous citations laid down in the ancient literature, particularly the Indian scriptures. In these citations, significance of the leaves has been explained in relation to every sphere of human life including social, cultural, religious and even day-to-day life, which is very much relevant even these days. For example, a well-prepared betel quid is still regarded as an excellent mouth freshener and mild vitalizer routinely served on the social, cultural and religious occasions like marriage, Puja (religious festivals), Sraddha ceremony (religious function)<sup>1</sup>.

### Branding in food industries

The food industry in India is forever changing to suit their consumer's palate, preference, and pocket. All the players in the industry, thus, have to constantly adapt to the ever-changing trends and invent and re-invent themselves to stay in the league. The company's timely introduction of new products and line extension plays a major part in the buying behavior of consumers as well. A word of caution for the company though is that it should concentrate on its branding activities,

which will be its saving grace in the future. As the competition toughens the only thing to see a company through would be its ability to adapt to change, the share of space and share of voice in the market.

### Why it's time to brand betel leaves (paan)

The difference between branded marketing and advertising is like the difference between shooting a bullet and throwing one. In a branded campaign, the company is creating a presence in company marketplace and on the web that's completely associated with the company name. When a company uses a branded approach, the company wants people to see the company and what the company is. The company wants them to see the resources company offer, the professionalism associated with the company brand. This marketing style is intended to separate company from company competition, define the company-specific brand and get people to move forward in working with the company because, well, it's company.

One of the main benefits of a branded strategy is that when people find the company and seek company out, they are a more qualified lead. Once the company foundation is established, the company wants to gravitate towards branding to get more qualified leads and generate more inbound requests to do business with companies. Unbranded marketing gives companies the opportunity to generate a much larger flow of leads to help grow company business. In an Unbranded strategy, the company makes offers in company marketing and on the Internet for people to find out more about the homes and real estate services that are available

to them in the company area, but without making mention from whom these services are available.

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1.Guha, p(2006), *betel leaf: the neglected green gold of India. Journal of human ecology.*, 19(2), 87-93.

It's important to not get discouraged when doing an Unbranded campaign because there are great new buyers and sellers (and good pipeline opportunities) lurking among the "stars" hounding company for company services.

### History of betel leaf

Betel leaf, scientifically known as piper betel is the nature's golden heart bestowed with a tremendous potential to prove itself as "green medicine". The use of this evergreen perennial plant has been referred to in ancient texts like Astanga Hridayam, Charaka and Sushruta Samhita (Ayurvedic text books written by Vagbhata). This leaf has acquired an esteemed position in the human society since the dawn of human civilizations. The reference of this wonderful leaf has been made in the most ancient historical book of Sri Lanka "Mahawamsa" written in Palli and in the great epic of India, Shrimad Bhagavatam, where it is mentioned that Lord Krishna had chewed paan a combination of betel leaves along with areca nut. This leaf is believed to have originated in central and eastern Malaysia but has gradually spread throughout tropical Asia and later in Madagascar and east Africa. Towards the 13th century, European traveler Marco polo recorded, betel chewing among kings and nobles in India. Over the period, revenue distribution systems were

introduced to support paan expenses of the royalty.<sup>2</sup>

French traveler nickel manager referred to Mughal emperor Shah Jahan allocating the revenue of Surat for meeting the paan expenses of his daughter. Ahom monarchy, who ruled Assam until the 19th century, created a band of specialized servants for preparing paan for kings and their visitors.

### Short biography of paan

Some 40 of the 100-odd betel varieties found in the world are grown in the country. More than 25,000 million leaves are produced every year on 40,000 hectares of farms across the country, barring a few northern and north-eastern states. Nearly 600 million people worldwide consume paan every day. Last year, India exported betel to 28 countries. Pakistan is the biggest importer of Indian betel. It is said a betel leaf trader in Kerala is more worried about the Indo-Pak relations than the spat between the states' Communist Party and the congress party at the centers. But in the past five years betel exports to Pakistan have dipped by half.

### Importance of betel leaves in Indian culture

A combination of betel leaves, areca nut, calcium hydroxide and catechu, called "katha" in Hindi is known as "betel quid" or plan and is routinely served in social, cultural and religious functions like marriages, religious festivals, etc. the basic reason behind its use in these ceremonies is that, apart from acting as an excellent mouth freshener and betel quid helps in the digestion to keep us active after food. Nutritionally, betel leaves are rich in fiber, vitamins like a, b and c and minerals like calcium, iodine, iron, and

potassium. Phenol and Terpene like bodies are responsible for the strong pungent aromatic flavor of the leaves. Phenol content serves as the index of the quality of the leaf.

Physio-chemical like tannins and alkaloids and enzymes like diastase and catalyze, make this leaf medicinally very important. Betel leaves have excellent wound healing properties, improve the digestion of food, cure constipation in small children.

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2.Pradhan(2013), *the golden heart of nature: piper betel*, *Journal of Pharmacognosy and Phytochemistry*, 1(6).

It's fresh juice is very useful in pulmonary afflictions like bronchitis, coughs and cure nervous disorders. The analgesic and cooling properties of betel leaves make it effective reliever of headaches. Betel leaves are applied to enhance lactation and get relieved from arthritis and rheumatic pains. Currently, scientists are interested in analyzing the effects of various components of betel leaves like anti-diabetic activity, anti-microbial activity, gas protective activity, anti-oxidant activity radioprotective activity. The betel leaf essential oil is valued in Ayurveda as being stimulating, carminative, aromatic, warming, antiseptic and even as an aphrodisiac. It has several medicinal applications among the natives, being especially used to harden the gums, preserve the teeth, and sweeten the breath. In perfumery, it blends well with lavender, tea tree, eucalyptus, rosemary, and cardamom.

Chewing paan or betel leaf could help fight a form of bone marrow cancer, a group of Indian researchers say. The research was carried out by the Indian institute of chemical biology (IICB),

The Institute of Haematology and Transfusion medicine, Kolkata, and Piramal life sciences, Mumbai.

In this study, it has found that the compound Hydroxychavicol (HCH) is the major component of the alcoholic extract of the betel leaves and it might contribute, at least in part, to the observed anti-CML activity of the leaf extract<sup>4</sup>.

### **Bitter aspect of betel leaf**

Harmful effects of betel paper studies have shown that the harmful effects are mainly due to the additional ingredients added in a betel quid, which make it attractive like tobacco, making the chewing of betel quid a habitual action. Excessive chewing for long periods of time can lead to problems like dental caries, the recession of gums, oral sepsis, deposition of black tartar, cancer etc<sup>4</sup>.

### **Literature review**

Hatch and Schultz (2003) stated that businesses began shifting their focus from product brands to corporate branding. The brand equity concept has been mentioned in more than one of the previously analyzed models.

Kotler (2000) mentions branding as "a major issue in product strategy", as the brand was only part of the product, the communication strategy worked towards exposing the brand and creating the brand image.

Aaker & Joachimsthaler (2000) mention that within the traditional branding model the goal was to build the brand image; a tactical element that drives short-term results. Kapferer (1997) mentioned that "the brand is a sign -therefore

external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact" (p. 28). Urde (1999) presents brand orientation as another brand building model that focuses on brands as strategic resources. DE Chernatony (1999) suggests passing from brand management to identity management by placing special importance on the internal aspect of brand building. P.Guha, (Betel Leaf: The Neglected Green Gold of India), J. Hum. Ecol., 19(2): 87-93 (2006) The fresh leaves of betel vine are popularly known as Paan in India, which are consumed by about 15-20 million people in the country.

*3.G.Palaniappan, betel(2012), betel leaf: the green gold of India, Facts for you- a magazine for business & economy.*

*4. chewing betel leaf may help fight cancer. (Indo-Asian News Service) / 19 September 2012.*

It is cultivated following the traditional methods in India on about 55,000 hectares with an annual production worth about Rs 9000 million. On an average about 66% of such production is contributed by the state of West Bengal. There is a menacing wastage of the leaves during storage, transportation and the glut season. Moreover, the surplus leaves, if not disposed of properly may cause environmental pollution and health hazards. Such wastage may be minimized by various ways and means like extraction of essential oil from the surplus betel leaves. This oil may be used as an industrial raw material for manufacturing medicines, perfumes, mouth fresheners, tonics, food additives etc.

Sripradha Saveetha (Betel Leaf – The Green Gold), Journal of. Pharmaceutical Science &

Research (Vol.6(1), 2014, 36–37). Betel leaf (Piper betel) is known for its vast medicinal properties. Piper betel is a mouth freshener, cardiac tonic and possess various other activities such as antifungal, antioxidant, carminative, digestive, antiplatelet, CNS depressant, antipyretic, anticarcinogenic, anti-inflammatory, immunomodulatory antithrombotic activities.

G.N. Khadke<sup>1,\*</sup>, K. Hima Bindu and K. V. Ravishankar (Development of SCAR marker for sex determination in dioecious betel vine (Piper betel L.), Current Science, Vol. 103, no. 6, 25 SEPTEMBER 2012, Out of the 35 tested primers, three primers showed co-segregation from gender. Two primers, viz. ISSR-10 and UBC-852 produced male-specific bands of size 459 bp and 1250 bp respectively. ISSR-23 amplified a female-specific 636 bp fragment. These primers were validated in the individuals of the bulks and showed a consistent sex-specific expression. A sequence characterized amplified region (SCAR) was developed from the primer ISSR-23, which amplified fragments from the genomes of females, but not the male ones. This new SCAR marker will be valuable in determining the sex type of betel vine plants.

M Mahfuzul Hoque, Shemona Rattila, M Asaduzzaman Shishir, M L Bari, Y Inatsu, and S Kawamoto Antibacterial Activity of Ethanol Extract of Betel Leaf (Piper betel.) Against Some Food Borne Pathogens, Bangladesh J Microbiol, Volume 28, Number 2, December 2011, pp 58-63. Experimental findings revealed that the ethanol extract of betel leaves potentially inhibit the growth of these foodborne pathogens. Minimum inhibitory concentration (MIC) was ranged from 0.625% (w/v) to 0.75% (w/v).

Ethanol extraction of betel leaf showed the highest MIC values for *E. coli* ATCC 25922 (0.625 mm), *Vibrio cholera* ATCC 6395 (0.625 mm), and *Staphylococcus aureus* ATCC 25923 (0.625 mm). It was revealed that the antibacterial activity was high at around neutral pH and at moderate temperature. The highest temperature (100.C) and the pH (10.0) treated ethanol extract showed a little less active than the maximum activity at moderate temperature and at neutral pH, suggesting that the ethanol extract of the betel leaf was to some extent high temperature and high pH tolerant. The ethanol extract of betel leaf might have a potential application as the natural food preservative to improve the microbiological safety of the foods.

Piyush Srivastava (May 30, 2013), Mail today, Lucknow, betel leaf cultivation has been brought under the Centre's Rashtriya Krishi Vikas Yojana (RKVY), about one-and-a-half years after Rahul Gandhi made a promise to the Chaurasiya community in Uttar Pradesh. The congress vice-president have learnt to convinced the center to bring the farming of betel leaves under the RKVY- a special additional central assistance scheme to meet the needs of farmers and evolve a strategy to rejuvenate agriculture.

Ramalakshmi, K.Sulochanamma, G.Jagan Mohan Rao, L.Borse, B.Raghavan, B. (2002) Impact of drying on qualities of betel leaf (*Piper betel* L.). *J. Food Sci. Technol.*, 39 (6): 619-622 (2002). The quality of betel leaves (*Piper betel*) after drying by 5 different methods was investigated. The methods of sun, shade, solar, mechanical and microwave drying needed respective drying times of 8, 48, 5, 3 h and 10 min, to lower the moisture content of the betel leaves from 80.0 to

5.0%. Qualities of dried products were assessed by determining moisture content, volatile oil, chlorophyll and color properties. Using microwave and mechanical drying, despite the drying times being quicker, there were appreciable losses of volatile oil (50%) and chlorophyll (75%) compared to fresh betel leaf. Dried products made from solar dried leaves, followed by shade and sun-dried leaves possessed the best quality parameters, suggesting that solar drying was the most suitable method although it took more time compared to mechanical and microwave drying.

Singh, K.K., Balasubrahmanyam, V.R. and Kochhar, V.K.: Effect of different packing methods, temperature conditions, treatment with chemicals on the senescence and storage behavior of betel (*Piper betel* L.) leaves. *J.Plant. Crops*, 18 (1): 23- 28 (1990). ABSTRACT The fresh leaves of betel vine are popularly known as Paan in India, which are consumed by about 15-20 million people in the country. It is cultivated following the traditional methods in India on about 55,000 ha with an annual production worth about Rs 9000 million. On an average about 66% of such production is contributed by the state of West Bengal where it is cultivated on about 20,000 ha encompassing about 4-5 lakh Boroj employing about the same number of agricultural families. There is a menacing wastage of the leaves during storage, transportation and the glut season. Moreover, the surplus leaves, if not disposed of properly may cause environmental pollution and health hazards. Such wastage may be minimized by various ways and means including extraction of essential oil from the surplus betel leaves. This

oil may be used as an industrial raw material for manufacturing medicines, perfumes, mouth fresheners, tonics, food additives etc. The leaves are nutritive and contain anticarcinogens showing promise for manufacturing of a blood cancer drug. Some disputed reports also claim that chewing betel leaves excessively may cause oral cancer. The agricultural, industrial, economic, medicinal and allied potentialities of the crop are discussed.

### Famous "paan brands" in Delhi

Pandey paan was established in 1943. It has served all leading political Indo-Asia News Service, which includes all presidents since 1947. Great quality of sweets and sada paan is available for our customers as they like it. Till date it serves the superior variety of betel leaf, washed with filtered water.

It provides wide choice of about 50 varieties of sweet paan in dry fruit, fresh fruit, and berry, chocolate along with 15 varieties of sada paan. Product sweet paans, Madhuri honey sweet paan, butterscotch sweet paan, 4th idiot sweet paan, overtake sweet paan (less sweet / sandal fragrance), diet sweet paan, sweet paans with sweet berries, wild blueberry sweet paan, blackberry, sweet pan, strawberry sweet paan, raspberry sweet paan, crane berry sweet paan, sweet paan with fresh fruit pina golden sweet paan, kiwi sweet paan, custard apple sweet paan, red cherry sweet paan nutty butty sweet paan, brownie walnut sweet paan, honey with almond sweet paan roasted cashew sweet paan, anjir sweet paan, raisin sweet, chilgoza sweet paan, pista sweet paan, paans with special dry fruits(winter special), chiggy whiggy minty

sweet paan, chiggy whiggy nutty sweet paan, pleasures of chocolates, chocolate with caramel sweet paan, chocolate with Irish coffee sweet paan, chocolate crunchy sweet paan, chocolate with mint sweet paan (blaster 200), black forest sweet paan (weekend special), choco nuts sweet paans, choco with walnut sweet paan, choco almond sweet paan, choco cashew sweet paan, choco groundnut sweet paan. Few famous paan shops in New Delhi:-

1. Pandey's paan shop (north avenue, New Delhi-01)
2. Prince paan & chaat corner ( 29, m block market, greater Kailash I, New Delhi-48)
3. Basant paan Bhandari (near mush add chowk, Sarai kale khan, Nizamuddin)
4. Garib paan Bhandari (near Shangri-la-hotel, staff gate, Janpath, New Delhi-01)
5. Yamu's panchayat (7 r-block market, part I, greater kailash, New Delhi-48)

### How to brand a paan in India

When it comes to paans Pandey's paan shop is a name trusted across the NCR. It is a name associated with high quality and traditional taste. The brand name came from the owner's forefathers and one thing is clear, the name has been chosen on a purely personal basis.

For paans, brand core values should be quality, taste, variety, traditional and very Indian.

As far as the paans are concerned, it is the undisputed leader in the organized sector. Its position in terms of pricing should be premium

yet affordable. It enjoys top of the mind recall and awareness in its target audience which could very easily be subverted if the company does not bring into place strong branding strategies immediately. As a result, marketing strategies start by looking closely at four significant elements.

**Step 1: Product-**Identify the product clearly. Product identification reflects looking beyond the obvious and seeing the options for seeing the product's special qualities and pulling them out for others to see. Instead of seeing just paan, the marketing professional should see a product as a desert. The company should consider the price conscious nature of consumers in India. The prices should vary on the basis of the type of paan and the raw materials used to manufacture it. The cost of packing also has an impact on the price.

**Step 2: Price -** Create an appropriate price range for the product. No matter how much a company loves a product and how valuable the company believes that product to be, nothing is worth more than a consumer is willing to pay for it. As a result, marketing professionals must spend time considering market research on customer response to price and on competitor pricing for similar products. In addition, the marketing professional must take into account distribution costs. All the elements must be considered for the cost.

**Step 3: Promotion -** Develop a promotional strategy for the product. Marketing professionals must get a product out to the public through the various means available. Promotional options include print campaigns, television spots, and

internet advertisements; promotional opportunities also include social networking sites, such as facebook and twitter, and text-based advertising for mobile phones.

**Step 4: Place -** Determine the role of location in the marketing strategy. The location should reflect the place where the product is manufactured, the place where it is stored and the place where it is distributed. These elements, while they might seem tedious at first, play a significant role in the marketing strategy, because the marketing professional must consider how to move the product from one location to the next and how much this is going to cost the company. The products should distribute all over the country and outside country also. A strong distribution network is to be developed to ensure the widest possible reach for its products in India as well as overseas. From the manufacturing unit, the company's finished goods are passed on to the carrying & forward (c&f) agent. C&f agents pass on the products to distributors, who ship them to retail outlets. Apart from the exclusive outlets owned by the company, it can offer its products through retail outlets such as supermarkets, sweet shops, provision stores, bakeries and ice cream parlors. The products can also available in public places such as railway stations and bus stations that account for a sizeable amount of its sales. Salespersons of c&f agents and distributors go to the retailers of their areas and bring order daily. Orders within Delhi and the places near Delhi (like Meerut) should be delivered within 24 hours. Orders outside Delhi should be delivered according to the distance. It should take 24 hours to 72 hours. Every distributor and the c&f agent

have a fixed day in a week to give an order. There should be proper storage, which should be managed by its own staff.

### Physical movement of the goods

The product promotion had been low key until competition intensified in the dessert foods market. The company can start with 'profile advertising' for promoting its products. Attractive posters, brochures, and mailers should be designed to enhance the visibility of the paan brand to increase the visibility of the brand, The company can place its hoardings in high-traffic areas such as train stations and bus stations. Special brochures should be designed for those customers who want to know more about paan products. The brochures should describe the products and give information about the ingredients used to make those products. Mailers can also be sent to loyal customers and important corporate clients as a token of appreciation for their patronage. Packaging is an important aspect of any product promotion. Since paan is impulse purchase items, attractive packaging with different colors influences purchases.

### Conclusion

Successful brands will be able to create better sales opportunities for retailers. The customization of brand labels in the form of logos and tag lines can personalize a customer's shopping experience that can lead to higher customer loyalty. As an example, Supervalu's Wild Harvest organic food line offers its customers healthy food options at low prices with an elegant package design that rivals that of more exclusive national brands.

Branding can be either private label product or manufacturer or producer. Private label products are brands owned or sponsored by a retailer or supplier and made by a contract manufacturer. Since manufacturers' brands have large advertising expenditures built into their cost, a retailer with a private label is able to buy the same products, presumably at a lower cost, and sell them at a lower price and/or at a better profit margin.

With more control over pricing, retailers are able to advantageously display their own brands for maximum impact. A grocery store can quickly reduce the price of its own private label brand in order to meet or beat a competing store's price. Or it can create a special point-of-purchase display and/or give its brand dominant shelf space and create customer loyalty reward programs in order to boost sales. It is the retailer who designs the manufacturing, packaging and marketing of the products to build the relationship between the products and the store's customer base.

For marketers, blending text messaging and app push messaging with other marketing channels like email or social provides a way to reach their customers immediately, at the moment, and ask them to take action. That may be asking them to respond via text, redeem a mobile coupon code, or open your app.

A Proper understanding of the market, product, consumer product experience or after sales service will ensure the repeat purchase effective distribution is a pre-condition of any sale. Remember "never underestimate your customers, customers are smart".

"Any unfair interaction affects the brand. Each and every small communication is important."

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