

Parag Milk Foods plans to enter new segments and expand brand portfolio

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Parag Milk Foods (P) Ltd, India's largest private dairy with a portfolio of popular brands - Gowardhan, Go, Pride of Cows and Topp Up announced their new corporate identity and unveiled their new logo.

Parag Milk Foods has exciting plans to expand into newer milk segments and extend their brand portfolio to drive the next phase of growth. This strategic move is intended to bring all their brands together under the new umbrella corporate brand, helping to build a stronger brand connect and recall with the parent company.

Speaking about this strategic move, Devendra Shah, Chairman, Parag Milk Foods (P) Ltd said, "It has been a fantastic journey so far which has spanned over the last two decades. We have matured and evolved as a company and have always stayed at pace with the changing dynamics of the market and understood the pulse of our consumers. This journey started with launch of Gowardhan brand, which was targeted towards traditional value-seeking house-wives, followed by the introduction of Go brand, targeted towards youth & kids for direct consumption products. A niche brand, Pride of Cows was introduced with a unique proposition of Farm to Home concept targeted towards taste connoisseur. Finally we forayed into dairy based beverages with the launch of ToppUp, a brand targeted towards consumers on the move seeking quick nourishment and fulfilment.

Shah continued "While we have had strong double digit growth in the past, our future plans are exciting enough with accelerated growth rates of 50%, over the next few years. This will happen with venturing into newer categories and adding new brands in our portfolio.

As a marketing organisation, we have realised the need of connecting this brand portfolio with the parent organisation. This builds a sense of confidence in the consumer's mind and that is what we endeavour with this new corporate identity. It speaks of who we are as a company: multidimensional, inventive, dynamic, modern, and bold. With an amazing portfolio of dairy brands, we have a steadfast commitment to delivering exciting, quality products to the Indian consumer, and our new identity is reflective of this promise and the many exciting new developments to come. The New Year rings in a new wave of

excitement and challenges and we are looking forward to it.”

The launch of the updated logo and new brand identity was developed by Strategic Brand Consultancy firm Scion. “As Parag’s brand partner, we have been closely involved in the development of Parag’s multi-brand story. The new corporate branding system supports and reaffirms the purpose, values and culture that have been at the foundation of the company. The bold and vibrant logo with a splash of milk forming a star as its central graphic element, celebrates the company’s culture of passion and a culture of innovation. The brand expression “Ideas for a new day” captures the brand promise of making milk moments inspiring and enjoyable - a promise that is deeply rooted in the heritage of the company and has been fundamental to its success,” asserted, Ramesh Rao, MD, Scion.