“The Recent Controversy on Maggi: Myth or Reality- Case Study”

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INTRODUCTION TO THE PROJECT

The Project entitled “The Recent Controversy on Maggi: Myth or Reality- Case Study” deals with the study of the Maggi Brand that was launched in India in the year 1983, by Nestle India Limited, which became famous with noodles. Mainly, this project studies the Marketing and Promotional strategies that are adopted by Nestlé India Limited for Maggi over the years. And also to know about the market position of Maggi as a Brand, how they survived in the past, what all strategies they adopted to become a well known and well established brand and the recent controversy of Maggi and its effect in the market and on the consumers.

➢ OBJECTIVES OF THE PROJECT

• To understand the brand performance of Maggi product.

• To give views on the recent controversy on Maggi that what is the reality and what is the myth.

REVIEW OF LITERATURE

o Maggi samples sent for tests [TNN | May 31, 2015, 02.54 AM IST]

NOIDA: The food safety department in Noida took four samples of Maggi from different shops to check its quality during its routine quality check drive on Saturday.

S N Singh Yadav, district food safety officer, said his department has received an order from the UP health department to conduct a quality check on food items. “We picked up one Maggi sample, among other items, from Vishal Mega Mart in Bhangel.
The officials at the retail outlet informed us that they got the products from a distributor in Sector 7. We picked up three more samples from the distributor for checking," he said.

An official said that the samples have been sent to Lucknow for quality test in a government lab. The reports will be available next month.

Nestle India is heading for a legal trouble over safety standards of its Maggi noodles.
MUMBAI: In a couple of months when Nestle re-launches its Maggi noodles, it will have to fight on two fronts. On the one hand, it faces an uphill task over its noodles’ negative brand perception due to the controversy earlier this year. On the other, Nestle will have an equally major challenge from Baba Ramdev's Patanjali Ayurved, which is readying to roll out its own brand of Veg Atta Noodles at a huge discount to Maggi's product.

Patanjali Ayurved plans to launch its atta noodles for around 30% less than Maggi atta noodles' price prior to its withdrawal from the market. Patanjali aims to introduce its noodles in about a fortnight, well before Nestle can re-launch Maggi subject to a nod from the Bombay high court.

"Patanjali’s veg atta noodles will be priced at Rs 15 for a 70 gm pack. It will be a disruptor brand in the market with a superior quality. The product has received all concerned approvals and is ready to hit the shelves in about 10-15 days," said Aditya Pittie, CEO, Pittie Group, which is the Mumbai distributor of Patanjali products in general trade and is a pan-India distributor for the brand in modern trade.

BENGALURU: The controversy over Nestle's Maggi noodles refuses to die down in Karnataka. A week after health minister UT Khader said the government is thinking of lifting the ban, the instant noodles will be sent for another test.

While the NABC-approved lab in Bengaluru indicated that both lead and monosodium glutamate (MSG) levels were within permissible limits, the results from Central Food Technological Research Institute, Kolkata, showed the lead content is higher by 0.01 per cent in the samples sent by Karnataka.

Khader on Tuesday said the government has now decided to send the samples for the third time to another state for another round of testing. "Karnataka had never banned Maggi. It was only on the directions of the Centre and the Food Safety and Standards
Authority of India that we banned the product. Now since once of the readings (by CFTRI) have gone wrong, it needs to be looked into," he said.

**Ban lifted, Maggi-lovers rejoice on net**

LUDHIANA: The entire country seems to be celebrating the revival of Maggi, the two-minute noodles, after an almost six-month ban with Ludhiana residents eagerly waiting the time when their favorite noodles will be available in the city.

With the excitement reaching zenith, some citizens have opted for social networking sites to express their happiness over the news.

Palak Kochar, a 22-year-old BTech (computer science) student, has made a spoof of her engineering grades by posting, "Even Maggi noodles are superior to us. It has cleared all its failed tests within a year."

Raghav Mishra, 18, is elated on the news of lifting of ban on Maggi. He is eagerly awaiting the noodles to be back on the shelf. He posted, "Raghav ko Maggi se door rakhna mushkil hi nahi , namumkin hai."
While some are posting their status on coming back of Maggi, others are sharing their dance videos showing their reactions on lifting of the ban. There are also made-up videos on Bollywood songs that have Maggi instead of actors.

The net is abuzz with several jokes on how the return of Maggi has even increased hope for the unmarried girls. As told by 25-year-old Ashmita Chadda, "With Maggi banned, I had deleted my hobby listed as cooking (as I could only cook Maggi) on my social networking site, while with the latest update I have altered my hobby status back to cooking."

Albeit the excitement, city residents are of the view that had the ban been lifted a few days earlier, the festive spirit would have been manifold for them.

"I won’t mind gifting a pack of Maggi noodles as Diwali gift to my friends and relatives," said Akshay Chopra, a resident of BRS Nagar.

- Nestle's Maggi noodles found safe by govt-approved lab

[PTI, New Delhi Updated: Aug 05, 2015 19:17 IST]
The FSSAI-approved laboratory of Central Food Technological Research Institute (CFTRI) has found Maggi noodles to be in compliance with the country's food safety standards.
CFTRI had tested five samples sent by Goa Food and Drug Administration (FDA) when **Maggi was banned** in June in the wake of findings in Uttar Pradesh and other states that the instant noodles brand had lead levels beyond permissible limits.

"CFTRI finding shows that samples are in compliance with the food safety standards as per the Food Safety and Standards Rules, 2011," Goa FDA director Salim A Veljee told PTI.

Goa FDA had sent the Maggi noodles samples to Mysore-based CFTRI for retesting of the safety of instant noodles after FSSAI expressed apprehensions on state FDA's initial report, which had found lead within permissible limits.

In June this year, Nestle had to take Maggi off the shelves, after few states decided to ban the noodles. FSSAI had also banned Maggi instant noodles terming them "unsafe and hazardous" for human consumption.

FSSAI had also said that Nestle violated labeling regulations on taste enhancer 'MSG' and ordered company to submit compliance report on its orders.

Meanwhile, Nestle India's new chief Suresh Narayanan had said that bringing the instant noodles brand back to the market is his top priority as he sought to strike a conciliatory note with authorities.

![Maggi Noodles](image)

**RESEARCH METHODOLOGY**

Qualitative method will be used in the study. Qualitative method strives on understanding data through giving emphasis on determining people words and actions. This project titled as mentioned involves the study of Marketing & promotional strategy of Nestle Maggi Noodles and the
difficulties it faced during the years, is completed by collecting data from the below mentioned two sources:

**Sources of Data collection**

- **Primary source**
  
  The primary data used in this report include the questionnaire in which the consumer/customer data is collected regarding their views towards Nestle Maggi noodles. For primary data, I proceeded with the drafting of the questionnaire. The questionnaire method was used-

  a) To get first and relevant and unbiased information

  b) Questionnaire provides versatility and solutions can be obtained by just asking the questions.

  c) Questioning is usually faster and cheaper.

  d) Moreover, there is more control over data gathering activities.

- **Secondary source**

  This will include data collection from various websites and books. It also includes data from company and other referral sites and sources. Secondary data was also collected personally by me, which the company has furnished for the general public. The secondary data was gathered with the help of various magazines, newspapers, journals, brochures and also through the internet.

**LIMITATIONS**

Every attempt will be taken to obtain the error free and meaningful result but as nothing in this world is 100% perfect I believe that there will still the chance for error on account of following limitations-

1. Respondent's unavailability.

2. Time pressure and fatigue on the part of respondents and interviewer.
(3) The project undertaken needs a lot of secondary data so the availability and precision of this data forms the major limitation as the biasness has to be minimized.

(4) The results and conclusions of the project cannot be generalized in all area of an organization.

(5) There was a shortage of time and resources for the functioning the operation.

(6) The data in this study is maximum taken from the primary sources so, these data is not fully exact.

**ANALYSIS AND INTERPRETATION**

**MARKETING MIX**

The marketing mix and the 4Ps of marketing are often used as synonyms for each other. In fact, they are not necessarily the same thing.

"Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy.

The 4Ps are:

- Product (or Service).
- Price.
- Place.
- Promotion.
PRODUCT MIX

Definition:
A product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experience, events, persons, places, properties, organizations, information and ideas.

Maggi Noodles Product in India

Nestle unleashed Maggi Brand in India almost 25 years ago in 1983 with launch of its traditional 2 minutes Noodles in its Masala, Tomato and Chicken flavors, followed by its Curry flavor some years down the line.

Maggi was launched in India at the time when instant Noodle was not that well known a category.

Products of Maggi Noodles;

A. MAGGI – 2 Minute Noodles
B. MAGGI Vegetable Atta Noodles
C. MAGGI Cuppa Mania
D. MAGGI Vegetable Multigrainz Noodle

○ MAGGI 2-Minute Noodles
It is one of the largest and most loved food brands that defines Instant Noodles in India. Continuing to spread joy as it has done for the last 25 years, your favorite MAGGI Noodles is as tasty as ever and even provides essential nutrients for all stage of your life. With the goodness of Protein and Calcium, MAGGI Noodles is available in 4 delectable flavors – Masala, Chicken, Tomato and Curry.

○ MAGGI VEGETABLE ATTA NOODLES:
An offering that exemplifies “Taste Bhi Health Bhi”, MAGGI Vegetable Atta Noodles is tasty because it is loaded with everyone’s favorite MAGGI Masala and healthy because it now has more real vegetables and is packed with the power of fiber.
o **MAGGI CUPPA MANIA:**

Each offering of MAGGI Noodles has been developed keeping in mind the Indian palate and what you like. Since in today's fast-paced busy life, multitasking is a reality, you need something that fits with your rushed lifestyle – a product which is tasty and healthy, is convenient to prepare and eat and also satiates your hunger. MAGGI Cuppa Mania is a combination of all the above! In an easy to carry on-the-go Cup format, MAGGI Cuppa Mania comes in two mouth watering variants – Masala Yo! And Chilly Chow Yo! Packed with real vegetables and the goodness of Calcium.

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o **MAGGI VEGETABLE MULTIGRAINZ NOODLES:**

MAGGI, the pioneer and creator of 'Taste Bhi Health Bhi' has another great tasting offering in its popular range of MAGGI Noodles. MAGGI Vegetable Multigrainz Noodles offers you the multi-'gun' (benefits) of Ragi, Corn, Jowar and Wheat. It is a
source of Protein, Calcium and Fibre, and has added vegetables. Available with a delicious Spice Remix tastemaker.

**PRICE MIX:**

**Definition:**

Price of the company’s product is considered as one of the 4 P’s in the marketing. It is the most important aspect for any company in terms of decision making as it directly affects the sales and profit of the company.

These are the prices listed below that are set by the company for different flavors of MAGGI Noodles.

<table>
<thead>
<tr>
<th>MAGGI 2 MINUTE NOODLES</th>
<th>PACK SIZE(gm)</th>
<th>PRICE (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masala</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>Masala</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>Masala</td>
<td>200</td>
<td>20</td>
</tr>
<tr>
<td>Masala</td>
<td>400</td>
<td>38</td>
</tr>
<tr>
<td>Masala</td>
<td>600</td>
<td>54</td>
</tr>
<tr>
<td>Masala</td>
<td>800</td>
<td>72</td>
</tr>
<tr>
<td>Chicken</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>Curry</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>Tomato</td>
<td>100</td>
<td>10</td>
</tr>
</tbody>
</table>
As we talk about Maggi, it is very popular all over the world and its main customers are children and youngsters. As we know that the price of Maggi Noodles is not very high, but there are so many competitors in the market, so the company can’t set the different price from the competitors. Company is having a tough competition with Sun Feast Yippee Noodles.

One advantage of the company is that noodle’s packets are available in different sizes comparing with the brand called Top Ramen.

**PLACE (DISTRIBUTION) MIX:**

**Definition:**

Place refers to the location where the products are available and can be sold or purchased. Buyers can purchase products from physical markets or from virtual markets. In a physical market, Buyers and Sellers can physically meet and interact with each other whereas in a virtual market buyers and sellers meet through internet. Thus with the ease and options you can make your product or service available to the customers will have an effect on the sales volumes.

**Physical distribution of Maggi Noodles**

To keep up with the growing trends in the Noodles sector, an intensive dealer – distributor network is required. Maggi has a well established distribution network.

**Maggi Distribution Network**
Thus from the chart it can be said that the distribution network is well spread almost everywhere on India, as it is easily available in Local stores, Retail stores etc.

But in order to strengthen the distribution, NIL should expand its market to Rural India with products targeted to the market. Thus this can be one of the way by which they can increase its volume of sales, so major focus should be done on this market as well.

**PROMOTION MIX:**

**Definition:**

Promotion refers to the various strategies and ideas implemented by the marketers to make the end users aware of their Brand. Promotion includes various techniques employed to promote and make the Brand popular amongst the masses.

Promotion can be through any of the following ways:

**ADVERTISING:** It is a form of marketing communication used to promote or sell something, usually a business's product or service. Print Media, Television, Radio, Billboards, Hoardings, Banners are effective ways of promoting the brand.

**SALES PROMOTION:** Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions are varied. For example, free gifts, discounted prices, Joint promotions, free samples, Vouchers and coupons, Competitions and prize draws, Finance deals etc.

**PERSONAL SELLING:** Personal selling occurs where an individual salesperson sells a product, service or solution to a client. Salespeople match the benefits of their offering to the specific needs of a client. Today, personal selling involves the development of longstanding client relationships.

**PUBLIC RELATIONS:** Public Relations (PR) is a single, broad concept. It is broad since it contains so many elements, many of which will be outlined in this lesson. Public Relations (PR) are any purposeful communications between an organization and its publics that aim to generate goodwill.
INITIAL STRATEGIES OF MAGGI

Maggi has faced a lot of hurdles in its journey in India. The basic problem the Brand faced in the Indian Psyche. Initially Nestle tried to position the Noodles in the platform of convenience targeting the working women. However, the sales of Maggi was not picking up despite of Heavy Media Advertising.

To overcome this, NIL conducted a research. NIL’s promotions positioned the noodles as a ‘Convenience Product’, for mothers & as a ‘Fun’ product for children. The noodles tagline, ‘Fast to cook Good to Eat’ was also keeping with this positioning.

➢ Print Ads

Maggi does not focus heavily on print media during its launch time since its initial target audience was Mothers and Kids. But later on some advertisements in the Print Media were used to highlight the convenience factor of Maggi.

➢ Events and Experiences

The online Maggi recipe challenge, wherein innovative recipes with Maggi Noodles as a base are invited. Winning entries are compiled into an e-cookbook which is published online.

➢ Sales Promotion

a. Maggi was distributed free in Schools and offices to promote trial.
b. Return gifts on empty packs.

➢ Public Relations
a. THE MAGGI CLUB: The children under 14 were invited by Press Advertisements and distribution of leaflets to become a member of Maggi club by sending logos cut from 5 empty Maggi wrappers.

b. Benefits offered to Maggi clubbers are various games like Snap Safari, Travel India etc.

c. Some special privileges were given to regular members time to time.

d. The company also organized Maggi school quizzes and sketching.

ANALYSIS AND INTERPRETATION

Q1. What comes first in your mind when you hear the word MAGGI?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noodles</td>
<td>81</td>
</tr>
<tr>
<td>Fast Food</td>
<td>11</td>
</tr>
<tr>
<td>Snacks</td>
<td>8</td>
</tr>
<tr>
<td>None of these</td>
<td>0</td>
</tr>
</tbody>
</table>

**Interpretation**

Out of 100 people, 81 agreed that when they hear the word MAGGI, the first thing that comes in their mind is Noodles, and remaining 19 said Fast food and snacks, comes in their mind.
Q2. Which product of Maggi do you prefer most?

<table>
<thead>
<tr>
<th>Product</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noodles</td>
<td>75</td>
</tr>
<tr>
<td>Sauces</td>
<td>10</td>
</tr>
<tr>
<td>Soups</td>
<td>11</td>
</tr>
<tr>
<td>Pazzta</td>
<td>4</td>
</tr>
</tbody>
</table>

Interpretation
Out of 100, 75 people prefer noodles, 10 sauces and remaining 14 soups and pazzta. It shows that the popularity of Maggi Noodles is much more than the other products of Maggi

Q3. Are you aware of the recent controversy on Maggi?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>91</td>
</tr>
<tr>
<td>NO</td>
<td>9</td>
</tr>
</tbody>
</table>
Interpretation

Out of 100, 91 people were of the recent controversy, and 9 of them were not aware of them. It can be interpreted that almost most of the people were aware of the controversy.

Q4. Do you think is there any internal rivalry behind this controversy or not?

<table>
<thead>
<tr>
<th>YES</th>
<th>69</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>31</td>
</tr>
</tbody>
</table>

internal rivalry

<table>
<thead>
<tr>
<th>YES</th>
<th>70</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>20</td>
</tr>
</tbody>
</table>
Interpretation
Out of 100, 69 people think that there was an internal rivalry behind this recent controversy and others think that it was just a misconception nothing else.

Q5. What do you think, after the recent controversy, can company will be able to regain its Market Share?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>56</td>
</tr>
<tr>
<td>NO</td>
<td>44</td>
</tr>
</tbody>
</table>

Interpretation
Out of 100, 56 people believed that the company will be able to regain its Market Share and 44 of them said that the company will not be able to do so. It can be interpreted that people still have faith in this brand and is hoping that Maggi will be able to regain its Market Share.

Q6. After the Ban on Maggi, to which product do you switched?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yippiee Noodles</td>
<td>45</td>
</tr>
<tr>
<td>Wai Wai</td>
<td>30</td>
</tr>
<tr>
<td>Top Ramen</td>
<td>15</td>
</tr>
<tr>
<td>Others</td>
<td>10</td>
</tr>
</tbody>
</table>
Interpretation
Out of 100, 45 people switched to Yippiee Noodles and the second most preferred product is Wai Wai by 30 people. 15 of them switched to Top Ramen, and 10 to other products. It can be interpreted that after Maggi, Yippiee and Wai Wai is preferred by the consumers. Therefore they are one of the biggest competitors of Maggi.

Q7. Do you think recent controversy on Maggi affected the other products of Maggi brand?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>51</td>
</tr>
<tr>
<td>NO</td>
<td>49</td>
</tr>
</tbody>
</table>
Interpretation

Out of 100, 51 people said that recent controversy had affected the other products of Maggi and 49 said that it does not affected the other products of Maggi. It can be interpreted that somehow the recent controversy had affected the other products of Maggi.

Q8. Do you believe that Controversy was true?

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>19</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>81</td>
<td></td>
</tr>
</tbody>
</table>

Interpretation
Out of 100, 81 people don’t believe in the controversy of Maggi Noodles, and 19 believe it to be true. It can be interpreted that Maggi’s loyal customers still have faith in it and prefer to trust Maggi even after the controversy had taken place.

Q9. Do you perceive Maggi Noodles, now as a healthy product?

<table>
<thead>
<tr>
<th>YES</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>25</td>
</tr>
</tbody>
</table>

**Interpretation**

Out of 100, 75 people considered Maggi Noodles as a Healthy Product and other 25 said it is not healthy. It can be interpreted that most of the people even after the controversy consider Maggi Noodles to be healthy and have faith in it.

Q10. When you heard that Maggi is going to be Re – Launched, what was your first Reaction?

| Extremely Happy | 71 |
| Happy           | 17 |
| Not Happy       | 8  |
| Not at all Bothered | 4 |
INTERPRETATION

Out of 100, 71 people were extremely happy, 17 were Happy and 8 were not happy and 4 of them were not at all bothered. It can be interpreted that most of the people were happy after hearing the news of Maggi’s Re-Launch.

Q11. After the recent controversy of Maggi, do you still prefer to buy it after its Re-launch?

<table>
<thead>
<tr>
<th>YES</th>
<th>81</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO</td>
<td>19</td>
</tr>
</tbody>
</table>

Interpretation
Out of 100, 81 people will still buy Maggi Noodles after the Re-Launch and 19 will not prefer to buy it. It can be interpreted that most of the people are still eagerly waiting for the product to be once again sold in the market and are ready to purchase it. It shows that the recent controversy did not had an extreme impact on the loyal customers.

CONCLUSION AND RECOMMENDATIONS

After analyzing all the Reports studied from the newspaper, Online Magazines, TV reports, and the survey held on Maggi and studying the marketing mix of Maggi, it can be concluded that the controversy of Maggi did not affect the loyal customers of Maggi Noodles. The Bombay High Court set aside the countrywide ban on Nestle’s Maggi instant noodles, saying the national food regulator had acted in an “arbitrary” manner and not followed the “Principles of Natural Justice” while banning the product.

"It has been brought to our attention that the Supreme Court website has posted that the Food Safety and Standards Authority has filed a case against Nestle India Ltd and Others. We have not been served a notice about this and are not yet aware of its content. However, we would like to reiterate that Nestle India is confident of the quality and safety of MAGGI Noodles and so we will defend ourselves vigorously," a Nestle India spokesperson said.

In June, the FSSAI had banned Maggi noodle products saying it was "unsafe and hazardous" for consumption after finding lead levels beyond permissible limits. The company had withdrawn the instant noodle brand from the market.

Nestle India said on May 21, “We do not add MSG to our Maggi noodles sold in India and this is stated on the concerned product. However, we use hydrolysed groundnut protein, onion powder and wheat flour to make Maggi noodles sold in India, which all contain glutamate. We believe that the authorities’ tests may have detected glutamate, which occurs naturally in many foods.” FSSAI-approved testing methods for MSG only test for glutamic acid, which is a component of several foods, including hydrolised vegetable proteins. “Tests in India are not as sensitive as those in
developed countries, where individual sources of every component can be identified,” Dr Annapure said.

The court, however, ordered Nestle India to conduct fresh safety tests on five samples of each variant of the noodles at three independent laboratories in Punjab, Hyderabad and Jaipur which were accredited with National Accreditation Board for Testing and Calibration Laboratories (NABL) before re-launching it. It was said that if the lead content is within the permissible limit of 2.5 ppm, only then company will be allowed to sell the product in the market. On November 9, the Indian arm of Swiss company re-launched Maggi noodles in India, five months after they were banned for allegedly containing lead beyond permissible levels.

In between, RamDev also introduced Patanjali Atta Noodles. The taste was nice but still in the end, people will continue to eat Maggi because nothing can beat the taste of Maggi and nothing can satisfy the hunger of Maggi. In my opinion, this controversy was just a myth, nothing else. Let’s just hope that Maggi Noodles can regain its Market share once again and just wish all the luck for the company. Yes, Somehow very few people got effected by this incident otherwise people are still in love with Maggi Noodles and after its Re-Launch people are eagerly waiting to buy it after the 5 months Ban lifted from it.

To gain the market share as it was before the controversy, the company should go for damage repairing activities-

✓ Company should organize campaigning in different part of the country.
✓ Company should use the recent court’s verdict in their advertisement to build confidence in the mind of consumers.
✓ Company should focus on rural market through free sampling and improvement in distribution channel.

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• http://www.marketingteacher.com/sales-promotion/
• https://www.nestle.in/Brands/MAGGIVegetableMultigrainzNoodles
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