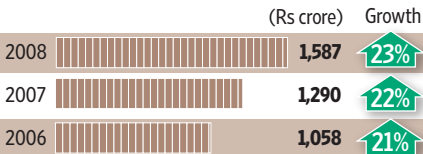


GROWTH RECIPE

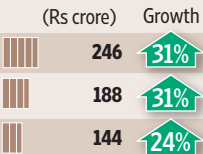
Cadbury India has raised its profits by reaching more retail outlets through a larger network of wholesalers.



SALES



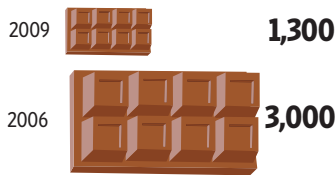
PROFIT



PERKED UP

- Chocolate, wafer and cream costs cut by tweaking recipe, allowing Cadbury to offer an extra 55% for Rs5. Component cost cuts were also needed to counter rising cocoa, milk and sugar prices.
- Packaging costs were cut by 20% with bulk sales via pouches instead of cardboard cartons. The dimensions of the new Perk were also changed to shrink the surface area that reduced packaging material for individual and bulk packs.

No. of distributors



No. of wholesalers

