

# Bisleri®



**JULY 08**

---

**BISLERI INTERNATIONAL PVT LTD GOA**

**Authored by: ESHAN DE SOUSA - 2113**

---

# **AN INTERNSHIP REPORT ON**

**“A COMPREHENSIVE ANALYSIS ON THE DEPARTMENTS OF  
BISLERI INTERNATIONAL Pvt. Ltd., GOA”**



**Submitted in partial fulfillment of  
MASTERS OF BUSINESS ADMINISTRATION**

**ACADEMIC SESSION: 2021-23**

Under the Guidance of

**Plant Manager**

Meghanath Pagi

**Submitted To:**

GOA BUSINESS SCHOOL

TALIGAO-GOA

**Submitted By:**

ESHAN DE SOUSA

MBA GENERAL

2113

---

## **DECLARATION**

I Eshan JOAO BATISTA DE SOUSA hereby declare that the project report entitled ‘A Comprehensive Study of the Departments at Bisleri International Pvt Ltd’ has been prepared by me during the period from 17<sup>th</sup> May 2022 to 08<sup>th</sup> July 2022; and is entitled to Bisleri International Pvt Ltd Goa, under the guidance of Mr. Meghanath Pagi, Plant Manager, BISLERI International Pvt. Ltd., GOA and Asst. Prof. Teja Khandolkar Faculty Member, Goa Business School, Panjim, Goa. The report is to be submitted to GOA BUSINESS SCHOOL, TALIGAO-GOA as partial fulfillment of the Internship of the 2<sup>nd</sup> term of the MASTERS OF BUSINESS ADMINISTRATION program.

Date: 08/07/2022

Signature .....

Place: Panjim Goa

Eshan De Sousa

---

## **ACKNOWLEDGMENT**

**I am honored to be attached with Bisleri International Pvt Ltd Goa. I extend my sincere gratitude to the management of “BISLERI International Pvt. Ltd., GOA”. I was helped by various individuals by means of constant support and complete guidance to which I am very grateful and would like to thank all of them.**

Firstly, I would like to thank my project guide and professor Mrs. Teja Khandolkar for helping me throughout the internship program by guiding me through various aspects without which it might have not been as successful.

I would like to extend my sincere gratitude towards Smita Kudchi (Human Resource executive) and Mitesh Pai (sales manager ) at Bisleri International Pvt Ltd Goa for granting me this opportunity to complete my internship at Bisleri. I also appreciate all the staff members whom I cannot thank enough for all the efforts that they have put in for helping understand and explore the working of various departments and for providing me with the required assistance and information throughout my internship.

## CERTIFICATE

**Bisleri.**

BISLERI INTERNATIONAL PVT. LTD.

Date: 12.07.2022

### TO WHOM SO EVER IT MAY CONCERN

*This is to certify that Mr. Eshian De Sousa a student of 2<sup>nd</sup> semester MBA (Masters of Business Administration) from Goa Business School Taligao-Goa has undergone training in various departments at M/S Bisleri International Pvt. Ltd. Verna Salcete – Goa from 16<sup>th</sup> May 2022 to 8<sup>th</sup> July 2022.*

*We wish him all success in the future.*

*For Bisleri International Pvt. Ltd.*

  
*Authorized Signatory*



CIN-U15540MH1984PTC127572

L-72, Verna Electronic City, Verna Salcete, Goa - 403722

Tel: +91 2887350/6690901, Customer care : 9921237676, Email: [customercare.goa@bisleri.co.in](mailto:customercare.goa@bisleri.co.in)

Reg. Off : Western Express Highway, Andheri (E), Mumbai - 400009

---

## **Table of contents**

### Contents

Executive summary.....	7
Company Profile .....	11
Industry Analysis .....	21
Porter's Five Forces Analysis Bottled Water Industry .....	21
PESTEL Analysis Bottled Water Industry.....	23
Company Analysis.....	25
SWOT Analysis Bisleri.....	25
VRIN Analysis.....	30
Department Analysis .....	31
Learnings .....	36
Conclusion .....	39

---

## **Executive summary**

The objective of the project “A COMPREHENSIVE ANALYSIS ON THE DEPARTMENTS OF BISLERI INTERNATIONAL Pvt. Ltd., GOA”. The report begins with the history of the company, their products and the introduction of the Bisleri company. This report also contains the company and industry analysis, Bisleri’s manufacturing process, Water Technology (Ultra Heat Treatment), future prospect, and government policies.

The Internship helped me observe and understand the overall Operations and Production Processes of BISLERI INTERNATIONAL PVT. LTD., GOA., and the following

- 1) The important factors which influence the location as well as the layout of the plant.
- 2) The different stages involved in the production process ie. right from the basic inputs of raw materials to conversion subsystems to the final finished output.
- 3) The functioning of the different departments in the Plant.
- 4) The different types of Machinery used in the Bisleri Plant.
- 5) How to manage the overall Operations of a Packaged Drinking Water Factory.

In this phase of the internship, I visited around 50 shops, retailers, and distributors, which helped me understand Bisleri’s distribution model, sales strategies, and customer concerns as well as business mapping to understand the depth of Bisleri’s reach. During this phase, I interacted with the smallest retailers to distributors, and supermart owners. Their concerns ranged from service related to other handicaps.

---

# INTRODUCTION



---

## **Packaged Drinking Water Industry**

Water everywhere, not a CLEAN drop to drink! Who would have thought that there will be a day when sanitation of available water would be more of a concern than availability of water itself? Hygiene is of great concern to everyone today, and this is evident with the surging rise in the consumption of packaged/bottled water. India has 17.5 percent of the world's population, 2.5 percent of the land mass and 4 percent of the world's water resources. These limited water resources are depleting rapidly while the demands on them are increasing. Drinking water supplies in many parts of India are intermittent. Transmission and distribution networks for water are generally old and badly maintained, and as a result, are deteriorating. India is one of the biggest and most attractive water markets in the world. The boom time for Indian bottled water industry is to continue- more so because the economics are sound, the bottom line is attractive and the Indian government hasn't planned well for the utilization of the nation's water resources. Corporate control over water and water distribution in India is growing rapidly. Most multi-national (MNC) companies view India as the next big market with a lot of potential and growth possibilities. There is a huge market being exploited by the packaged water industry, and it's growing at 40% per annum. The Indian bottled water industry is big by even international standards.

### **Market insights:**

Increasing health concerns, and unavailability of clean drinking water have led to the growth of the bottled water market in India. The market is expected to reach INR ~403.06 Bn by the end of 2023, from its current value of INR ~160 Bn, expanding at a compound annual growth rate (CAGR) of ~20.75% from 2018. Based on volume, the market is likely to reach ~35.53 Bn liters by 2023, expanding at a CAGR of ~18.25% from 2018 to 2023. The major bottled water brands operating in India are Bisleri, Kinley, and Aquafina.

Stock keeping unit (SKU)-wise segment insights: In India, bottled water is sold in four main types of SKUs – one-liter bottles, two-liter bottles, 500 milliliter bottles, 250 milliliter bottles, pouches, and

---

barrels of 15-20 liters. Among the different SKUs, one-liter bottles have acquired the largest market share of ~42% in 2018, followed by 500 milliliter bottles and 250 milliliter bottles.

**Market trends:**

Flavored bottled drinking water has become popular in India. Different kinds of flavored water containing fruit essence and artificial sweeteners like soda, cola, juice, and other sweetened beverages often act as a substitute to plain bottled water. At times consumers prefer flavored bottled water to normal bottled water. This shift is developing an opportunity to expand the product line of bottled water manufacturers in India.

Apart from individual sales, market players in India have recently inclined towards institutional sales through partnership with airlines, movie theatres, and hotels. Such partnerships are eventually increasing the penetration of the product in the market, followed by rise in the overall sales volume in India.

**Market drivers:**

India accounts for ~18% of the global population. In addition, the per-capita income of Indians witnessed a growth of ~8.6% in 2017. Moreover, increased awareness among the growing population about the importance of safe drinking water for maintaining good health, along with a sharp rise in per capita income is creating a demand for bottled water in India.

Tourists prefer bottled water to normal tap water. The rate of foreign tourists in India is expected to increase at a rate of ~6.7% during 2015-2025. This, in turn, is anticipated to boost the sale of bottled water in India.

**Market challenges:**

In recent years, a number of companies selling fake branded bottled water have cropped up in the market. These players do not maintain quality and hygiene standards, which in turn leads to health issues among consumers. As a result, consumers lose faith in bottled water, thus affecting the overall sales.

Nearly 67% of the population resides in rural areas. However, the rate of penetration of bottled water is significantly low in these regions. This, as a result, hinders the growth of the market in India

---

## **Company Profile**

The name that epitomizes mineral water today was first introduced in Mumbai in the early 60's. In 1965 Signor Felice ***Bisleri an Italian by origin***, came up with the idea of selling bottled water in India. His company Bisleri Ltd. offered mineral water in two variants - Bubbly and Still. In 1969 Parle bought over Bisleri (India) Ltd. and started bottling Mineral water in glass bottles under the brand name 'Bisleri'. In due course Parle switched over to PVC non-returnable bottles and finally advanced to PET containers.

Under the leadership of Mr. Ramesh J. Chauhan, Bisleri has undergone significant expansion in their operations. The company has witnessed an exponential growth with their turnover multiplying more than twenty times in a short span of 10 years. The average growth rate over this period has been around 40% with Bisleri enjoying more than 60% of the market share in the organized mineral water segment. Currently Bisleri has 11 franchisees and 8 plants across India, with plans of setting up 4 new plants on the anvil. The overwhelming popularity of 'Bisleri' and the fact that the company was the pioneer of the bottled water industry in India has made it synonymous to Mineral water and a household name. So naturally 'When you think of bottled water, you think Bisleri'.

### **Innovations at Bisleri**

The people at Bisleri value their customers & therefore have developed unique pack sizes to suit the need of every individual. They are present in Vedica glass bottles 750ml, Vedica Zen 500ml, and 1L, this was their premium range of bottled water. Apart from the Premium range of Bisleri bottled water(Vedica), they also make 250ml bottles, 500ml, 1L, 2L,5L, bottles which are the non-returnable packs , and 20L which are the returnable packs that go to distributors, hotels, and corporates. Till date the Indian consumer has been offered Bisleri water, however in their effort to bring to the customers something refreshingly new, they have introduced Bisleri Natural Mountain Water - water brought directly from the foothills of the mountains situated in Himachal Pradesh. Hence the product range now comprises of - Bisleri with added minerals & Bisleri Mountain Water.

---

The commitment of the company is to offer every Indian pure & clean drinking water. Bisleri Water is put through multiple stages of purification, ozonation & finally packed for consumption. Rigorous R&D & stringent quality controls has made bisleri a market leader in the bottled water segment. Strict hygiene conditions are maintained in all plants.

In their endeavour to maintain strict quality controls each unit purchases performs & caps only from approved vendors. The company produces bottles in-house. They have recently procured the latest world class state of the art machineries that puts the company at par with International standards. This has not only helped them in improving packaging quality but has also reduced raw material wastage & doubled production capacity. People can be rest assured that they are drinking safe & pure water when they consume Bisleri. Bisleri is free of impurities & 100% safe.

Enjoy the Sweet taste of Purity!

Apart from the mission to provide clean and safe drinking water, the company also take initiatives to keep our environment healthy. Being the largest brand of mineral water in the country, Bisleri always been extremely conscious of the nuisance PET bottles create, when not disposed properly. They have installed centres for recycling PET scrap at various places across the country. When it comes to PET disposal and recycling, they believe in going beyond the realms of their brand and accept plastic from all brands in the market. They endeavour to open more such centres every year, so that all Indians have access to recycling their plastic bottles and cleaning up after themselves. The PET bottles collected by them are crushed into fine PET flakes which are then used to create useful products like - Cloth fabric, Hand bags, Window blinds and other useful products.

---

## **VISION**

It is to be the dominant player in the branded water business where the second player is less than 20% of our business. Also, to expand and be a leader in the premium beverage category.

## **MISSION**

Its mission is to serve the customer. To have world-class quality, at the lowest production and distribution cost. This will make them an unbeatable leader and will have satisfied loyal customers.





## **VALUES**


They look for the best QUALITY to offer to want every person to have access to clean and affordable drinking water. And what drives them toward this goal is their PASSION to constantly move from “Consumer Satisfaction” to “Consumer Delight”.

They believe that a good LEADER controls the overall growth of a team. From treating all team members with dignity, and recognizing their strengths to constantly keeping them motivated. To come up with the best work, CO-OPERATION, effective communication within all team members and TRANSPARENCY in every action are required. Any success without INTEGRITY is as good as failure.

## Product Portfolio of Bisleri

### One way packs: Produced in Goa

Stock keeping unit	Size	Price (in INR)	Remarks
	250 ml	<b>168 /-</b> per case case of 24 bottles	This pack size is intended for single consumer intake and is created for one time consumption. Generally targeted at larger gatherings. Helps save wastage of water.
	500ml	<b>240/-</b> per case case of 24 bottles	This pack size is also sufficient for 1 to 2 consumers for one time or two time consumption. It is sold through the retailers and hotels selling packaged drinking water.
	1 Ltr	<b>240/-</b> per case case of 12 bottles	This pack size caters to one or more than one consumers for multiple consumptions. It is also sold through similar channels as the 500 ml SKU.
	2 Ltr	<b>270/-</b> per case case of 9 bottles	This pack size caters to multiple consumers for multiple servings. Its sale constitutes to only 4% of the total sales of all the PDW SKUs and is sold through similar channels as the 0.5 and 1 Ltr SKUs.

Stock keeping unit	Size	Price (in INR)	Remarks
	5 Ltr	65 /- per can	The 5 litre pack is specifically designed for easy & spill-free pouring. The bottle is easy to carry with the handle, thus making it ideal for picnic and travel.

**One way packs: Outsourced from the nearest Bisleri plant**



**300 ml**

**168/- per case**  
case of 24 bottles

By launching this uniquely shaped 300ml bottle our aim is to reach out to more consumers with a handy packaged drinking water that also looks cute. Intended for single consumer use.



**250 ml**

**360/- per case**  
case of 24 bottles

Wanted to create a fresh approach towards highlighting Vedica as a premium brand for consumers and the hospitality industry. The aim was to bring the brand ideology to the fore and position the bottle as a perfect combination of health-conscious benefit and an elevation to the lifestyle of our consumers.



**500ml**

**800/- per case**  
case of 20 bottles

This pack size is also sufficient for 2 to 3 consumers for one-time or two-time consumption. Mostly supplied to the hotel industry.

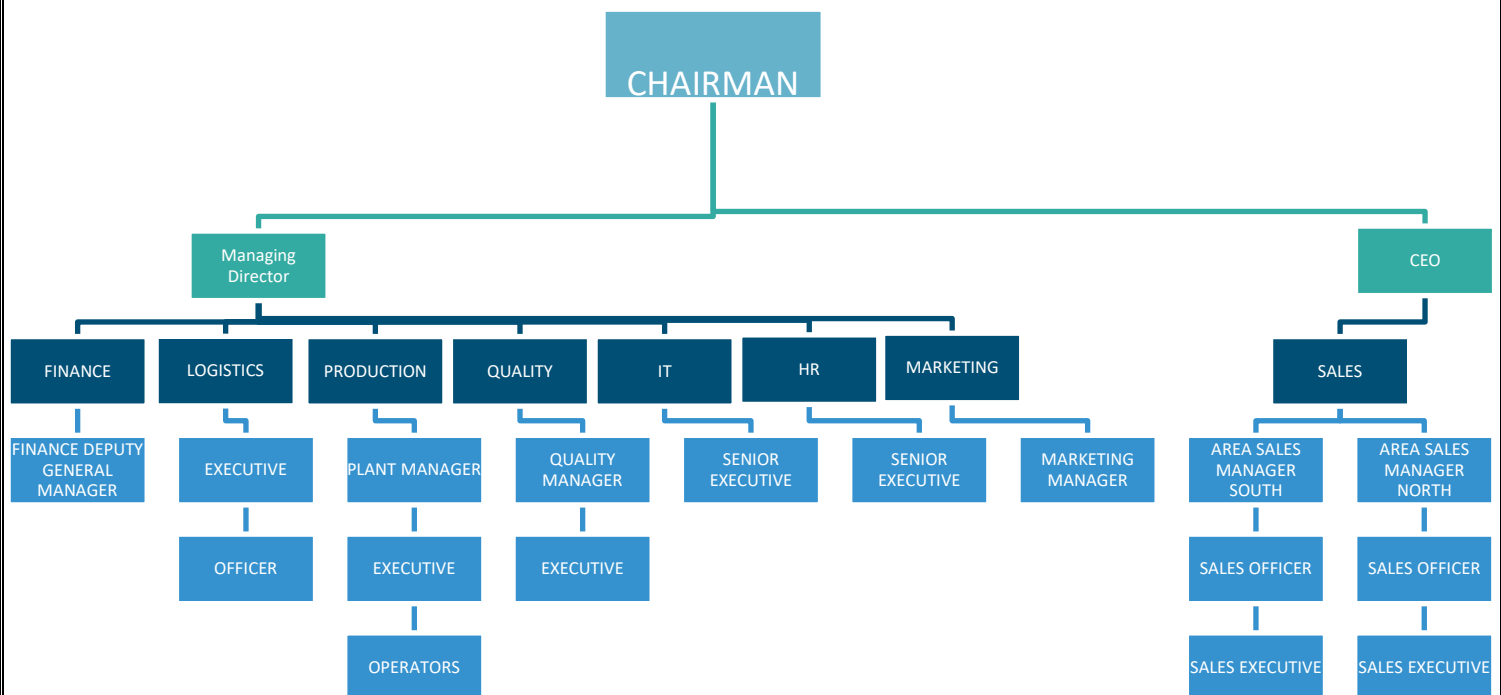
Stock keeping unit	Size	Price (in INR)	Remarks
	<b>1 Ltr</b>	<b>720/- per case</b> case of 12 bottles	This pack size caters to two or more consumers for multiple consumptions.
	<b>750ml</b>	<b>4200/-per case</b> case of 12 bottles	This pack size caters to only the premium segment of the market. Its made of glass and therefore targets the hotels and corporates
	<b>250ml</b>	<b>20/- per bottle</b>	Fonzo is targeted at the age group from 15-35, male and female. The company aims to corner 25% of its business through carbonated fruit drinks over the next two years. Currently, fizzy drinks account for only 5-7% of Bisleri's sales volumes.
	<b>600ml</b>	<b>35/- per bottle</b>	Fonzo is targeted at the age group from 15-35, male and female. This is a bigger SKU pack size of 600ml for 1 or 2 consumers.



Stock keeping unit	Size	Price (in INR)	Remarks
	250ml	20/- per bottle	Spyci is targeted at the age group from 15-35, male and female. The company aims to corner 25% of its business through carbonated fruit drinks over the next two years. Currently, fizzy drinks account for only 5-7% of Bisleri's sales volumes.
	600ml	35/- per bottle	Spyci is targeted at the age group from 15-35, male and female. This is a bigger SKU pack size of 600ml for 1 or 2 consumers.
	250ml	20/- per bottle	Limonata is targeted at the age group from 15-35, male and female. The company aims to corner 25% of its business through carbonated fruit drinks over the next two years. Currently, fizzy drinks account for only 5-7% of Bisleri's sales volumes.
	600ml	35/- per bottle	Limonata is targeted at the age group from 15-35, male and female. This is a bigger SKU pack size of 600ml for 1 or 2 consumers.

## Organizational structure at Bisleri Goa

The company follows the decontrolled structure. The chairman and the founder of the company control and direct all the organizational processes. So the company moreover has a CEO-controlled structure. The company follows centralized decision making which is taken by the chairman himself



---

## **The Bisleri story**

**1949-** The Parle group founded by the late Shri Jayantilal Chauhan starts manufacturing soft drinks

**1951-** Parle group launches **GOLDSPOT**, an orange-flavored soft drink

**1965-** Bisleri is launched in Mumbai

**1969-** Parle buys Bisleri Ltd. from an Italian entrepreneur, Signor Felice Bisleri. Bisleri originated in Italy from a spring called Angelica in a town called Nocera Umbra.

**1971-** The Parle group launches Limca, a lime-flavoured aerated drink that delivers its name from "nimbu-ka" (of lemon)

**1974-** The Parle group launches Maaza, a mango-based drink

**1978-** The Parle group launches Thums Up a cola flavoured aerated drink

**1991 -**Bisleri 20 Litre is introduced as an economy pack for home and office

**2000-** Launch of Bada Bisleri, a 1.2 litre pack

**2006 -** Bisleri changes its design and packaging from blue to green, thus differentiating itself from the competition.

**2006-** Bisleri launches Natural Himalayan Spring Water

**2009 -**Bisleri launches limited edition celebration bottle, available in 250ml and 500ml. It ushered in the festive season of that year.

**2010 -** Bisleri launches limited edition range of bottles with "Celebrate Cricket", labels, available in 250ml and 500ml.

**2011 -** Bisleri launches the 'Stay Protected', campaign with the message PROTECTS THE ONE YOU LOVE'and Home-sized pack of 15 litres is introduced as an ideal pack for home use.

**2011 -** Bisleri launches Club Soda

**2012 -** Vedica Reinvented

**2013 -** Bisleri launches "Kiss to Drink", campaign to promote 500ml bottle and encourage every individual to buy and kiss their own 500ml Bisleri bottle

**2016 -** Bisleri launches four fizzy soft drinks - Spyci, Limonata, Fonzo and Pina Colada

**2016 -** Bisleri launches 'Rockstar', 300 ml, bottle of mineral water

**2017 -** Bisleri introduces regional language labels, for mineral water  
**2018 -** Bisleri launches world's first vertical manufacturing plant for mineral water

---

**2018 - Bisleri Launches, 'Har Paani Ki Bottle Bisleri Nahi' campaign to create awareness among consumers that not every packaged water bottle is Bisleri**

**2019 - Bisleri Launches Spyci, Limonata and Fonzo, refreshing beverages with a unique combination of tasty fruit juice and refreshing fizz, in a new avatar**

**2020 - Bisleri launches Bisleri@Doorstep Delivery service. A new convenient platform for consumers to place an order online and receive delivery at home**

**2021 - Bisleri enters the hygiene segment, launches Hand Purifiers in 3 refreshing fragrances - By The Bay, Hello Sunshine & Lovely**

---

## Industry Analysis

### Porter's Five Forces Analysis Bottled Water Industry

#### **Buyer power**

In the Indian bottled water industry, buyer bargaining power is high since there are many bottled water lines and many alternatives to consider. There are no significant switching costs on the buyers. For instance, price difference between Bisleri and Aquafina is so insignificant that buyers can switch the products at almost no cost. Brand loyalty is also currently diminishing giving consumers a higher bargaining power. The idea that bottled water represents the choice of purity and good health greatly influences consumers decision to buy. On a global perspective, the fact that bottled water is the fastest-growing beverage category in the world ensures buyer volumes, which is the case in the India translates to high bargaining power. In general, the Indian bottled water industry can be said to possess a high customer buying power.

#### **Threat of new entrants**

In the Indian bottled water industry, the threat of entry of new competitors is low owing to the fact that existing competitors are currently large dominating companies who already own a huge market share of the industry, leading to a stiff defense on market share. This in turn makes it hard for new entrants in the market to easily break even. In the UK market share is split among giant companies in the food and beverage industry that have developed brand recognition and loyalty and have achieved low-cost production and distribution capabilities that cannot be matched easily. It is also expensive to initially develop the infrastructure to produce the product. In the strength of the above reasons The UK bottled water industry is therefore considered to have a low threat of new entrants in relation to Porter's five forces.

---

### **Threat of Alternative Products**

The global beverage industry is faced with alternative products and the UK bottled water industry is no exception. The threat of substitute products is high with numerous bottled and non-bottled products that can easily substitute bottled water existing in the market. Consumers are seeking healthy drinks with no sugar and zero calories as matter of choice between good and bad health. Examples include soft drinks such as coke zero and diet soda; tap water also poses as a threat to bottled water with many people trusting the tap water to be clean and cheap. Switching costs to alternative products is minimal; this in turn gives an edge to alternative products. The threat of alternative products is therefore high in this industry (INSEAD, 2012).

### **Industry Rivalry**

Defense of existing market share, availability of alternative products and insignificant switching costs together with the high bargaining power of the consumers creates rivalry among the industry players. As pointed out in the Mintel report there still is room for growth in the industry thus competition is high. Players put emphasis on their Branding, marketing and distribution strategies to beat completion. Considering the above, industry rivalry comes out as high and reactionary to existing market conditions (Lloyd, 2012).

### **Supplier power**

Supplier power in this industry is low. Firstly as the Mintel reports indicates availability of alternatives and competition has led to discounting at high levels, Secondly with water being basic and readily available the supplier bargaining power diminishes. In the UK, the cost of switching from suppliers is in minimal and there exists multi-sources of supply making the supplier power low (Armas & Sutherland, 1999).

---

## PESTEL Analysis Bottled Water Industry

### **Political Factors:**

The political factors in the Bottled Water Industry, PESTLE Analysis can be explained as follows:

Bottled water industry has many manufacturing units and distribution ware houses which needs lot of permissions and political connections. Some states have different conditions and rules to establish manufacturing plants. The governments change frequently. So, the companies should have political connections which have an impact on the operations of the company. There are a lot of campaigns against plastic bottles so the companies in the bottled water industry should always be careful with these political decisions. The decisions made by the government based on the security of the packaged bottled water are also important for the company. The policies taken by the government during the pandemic has a major impact on the sales the bottled water.

### **Economic Factors:**

Below are the economic factors in the PESTLE Analysis of the Bottled Water Industry:

Due to the pandemic, the consumers didn't travel and didn't dine out much. The disposable income also becomes low. The government has taken policies to improve the economy which will be a great booster for the economy and aids to improve the company's performance in the bottled water industry. The transport costs also increased due to increase of the diesel and petrol which is key for the supply chain and distribution of the bottled water to the destinations. This may increase the costs for the company. But the company can't increase the price as the price may decrease sales.

### **Social Factors:**

Following are the social factors impacting Bottled Water Industry, PESTLE Analysis:

The change in patterns of the consumers towards bottled water has improved a lot. Before more consumers used to carry bottles with them. But the use of bottled water increased. People also increased their traveling, dining out, and spending on entertainment. In the bottled water industry, companies also

---

provides the package according to the needs of the consumers. Consumers also become health conscious instead of buying a soft drink, some people are preferring to bottled water.

### **Technological Factors:**

The technological factors in the PESTLE Analysis of Bottled Water Industry are mentioned below:

Due to industrial revolution, production techniques are changing a lot. The development in the supply chain and the production process makes the companies in the bottled water industry gain some competitive advantage. As there are a lot of campaigns on sustainability, and climate change, there is a need of improvement in the new process where the technology is needed to reduce the carbon footprint

It also increases the efficiency of the process of harvesting the rainwater and other processes

### **Legal Factors:**

Following are the legal factors in the Bottled Water Industry, PESTLE Analysis:

The companies in the bottled water industry have to deal with a lot safe and security, it has to follow many regulations and tests to qualify for sale. Companies have to ensure all the quality tests are conducted and should pass those tests to avoid any legal actions. It also should follow all the rules for establishing the plants for manufacturing and permissions for the transport are key for the business. The labor rules also should be followed carefully.

### **Environmental Factors:**

In the Bottled Water Industry PESTLE Analysis, the environmental elements affecting its business are as below:

Bottled water companies like Bisleri, Kinley, etc use lots of plastic which is a key element of climate change. So, the companies make a conscious effort to keep our environment safe and healthy.

The companies focus to create awareness amongst consumers and take bottles for exchange and recycle them to reduce waste. It also aims to harvest the rainwater by building and restoring check dams. Most plants deal with water and plastics so it is important for them to ensure sustainable practices.



---

## **Company Analysis**

### SWOT Analysis Bisleri

#### **STRENGTH**

1. **QUALITY STANDARD:-** Every bottle of BISLERI is put through a rigorous Multi stage purification processes

for mineral water. For example: - When people go to buy the mineral water many of them ask for BISLERI, even though they get other brand.

3. **LARGE RANGE OF PRODUCTS:-** 40 Marketing of Mineral Water-Bisleri BISLERI offers a large range of products which attracts consumer of all categories. For example: - 1 litre or 500 ml pack is useful for individual buyers, 12 litres or 20 litres is useful for organization. Therefore it attracts large number of customer.

4. **MARKETING:-** BISLERI is promoted by an aggressive print & TV. TV is backed by Hoarding & point-of-sale material. Every interface with the customers is used as an opportunity to reinforce. For example: - All vehicles used for supply have been painted in light green, bear the BISLERI logo & sport catchy baseline like “drink and drive”.

5. **DISTRIBUTION SYSTEM.** With little belief in the distributor system, the company leverage its large fleet of truck to supply bottled water directly to retailers through a system called ‘Route Selling’ where the driver of the truck is trained to be a service person. This ensures that water supplied is fresh and bottles are in good shape. BISLERI has more than 80,000 outlets in the country.

6. **EXPERIENCE OF MR.CHAUHAN (M.D OF BISLERI)** From the vast experience of marketing Gold Spot and Thums Up, Mr. Chauhan knows that distribution plays a crucial role in the successful marketing of bottled drinks. He knows that making fresh water available within a particular period of time is crucial for its success. He is pursuing a multipack and multi- price strategy.

---

7. BULK – SEGMENT IS USEFUL FOR HOUSEHOLDS ALSO:- Households in certain parts of the country spend a huge amount of money on fuel in order to purify the water. They are supposed to buy the impure water and then they have to spend money to purify it. For instance the water scarce south people spend large some of money to buy water and still more to purify it. The 12 litre product is hit in various cities of south. 42 Marketing of Mineral Water-Bisleri

8. GROWING POPULARITY:- The popularity of BISLERI is increasing rapidly day by day. People in the market when it comes to mineral water a person goes to any shop and asks for BISLERI as his/her first preference. BISLERI is seeing a growth of almost 50% per year. With the small pack being popular among individuals user its bulk pack is also generating the huge demand which is capturing the market for BISLERI. Today 60- 70 % of total income of BISLERI comes from its bulk segment and the company is planning to increase it up to 80%.

9. THE BREAK AWAY SEAL:- Keeping in mind the consumers need to recognize a genuine product that cannot be tampered with. The unique cap has been patented and cannot be duplicated. This technical strength ensures that the consumer will only get a high safe product when they will drink BISLERI.

## **WEAKNESS**

1.METHOD ADOPTED FOR DISTRIBUTION:- THE ‘ROUTESELLING’ policy adopted by BISLERI for distribution is more expensive than more commonly followed method of appointing distributors in different towns. This reduces the profit of the company. The dealer margin is reduced due to this. Therefore not many dealers keeps BISLERI in many areas. Indirectly this is reducing the coverage of Bisleri.

2. REUSE OF BOTTLE BY LOCAL SELLERS AND ILLEGAL MANUFACTURERS:- Market research conducted by BISLERI revealed that the other overriding concern for this set of buyers is the tampering of seal and the reuse of bottles. Many have witnessed used bottles being refilled at railway stations. This deteriorates the brand image of BISLERI. For example: - local sellers fill the bottle of

---

BISLERI with impure water and the bottles are purchased by illiterate customers as BISLERI water but they buy water of low quality. In this way brand of BISLERI gets affected.

3. **FAULTS IN PRODUCTION:-** Tests conducted by various authorities shows that it contains pesticides. In 2002 the 2cm long insect was found in the bottle of BISLERI. This has affected its sales and reputation. The license of its two factories one at Noida and other at Bangalore has been cancelled because of fault in production.

4. **PRESSURE BY GOVERNMENT AUTHORITY:-** After insect was found in the bottles, FDA (Food & Drug Adulteration) has cancelled the production of BISLERI. Afterwards it was allowed to resume it but in this period its customer were moved towards other products. It is constantly under check by various authorities.

5. **NOT MEETING THE DEMAND OF THE CUSTOMER:-** In certain parts of the south in our country, big bottles of BISLERI are in huge demand but the company is unable to meet the demand of the consumers. This is affecting the demand for the product. So People are forced to use other brands of mineral water.

## **OPPORTUNITY**

1. **FAST GROWING FIELD:-** The best beverage for India in the new millennium seems to be water. In recent years, the bottled drinking water market has been witnessing high decibel level of activity, with a host of new entrants. The bottled water 47 Marketing of Mineral Water-Bisleri market which worth Rs. 1000 crore is expected to be Rs. 5000 crore by 2010. This will increase a lot of scope for bottled water market.

2. **BISLERI CAN UTILISE ITS DISTRIBUTION CHAIN:-** With BISLERI becoming a generic name for bottled drinking water. If company can manage the distribution chain of the product to make it available where the consumer needs it the most, the company may well succeed in his gamble with water.

---

For this the company can connect it with dealers and other distributors who will market the products for them all around the world.

3. EXPANSION IN EUROPE:- The launch of BISLERI in the European market on 4th September, 2003 has created a lot of scope for BISLERI in the field. This will also compensate the deterioration of image; BISLERI has suffered after insect was found in the bottle. It will silence the critics and it will also increase the faith of the customer for the brand. It will create an international brand image and the quality will increase.

4. LAUNCH OF PREMIUM PACK:- The company also has its premium product range. This is prepared keeping 5-star hotels and other premium customer. This pack will be sold at Rs. 20 per litre. This will give a tough competition to the EVIAN, the biggest player in the premium water range which sells its 1 litre water at a hefty of Rs.85 per litre.

5. CHANGE OF IMAGE:- The company has changed the colour of the product. It has changed from blue to green. By changing the colour, the company has provided a new product to the consumers; they will be getting a new and a refreshing product.

6.INCREASE IN PRODUCTION:- BISLERI is eyeing the Market and is in the process of increasing the production by setting new plants in new states in India. Currently Bisleri has 135 plants all over India and still looking forward to expand in more states of india. This will increase the production capacity of the company.

## **THREAT**

1. MARKET IS EYED BY THE BIG PLAYERS:- The growth of the market indicates the need for the mineral water. Due to this the heavy weights are eyeing the market. Coke, Pepsi, Britannia, Nestle, Auswater—is keen on raising their stakes in this market. With the cut throat competition between Coke and Pepsi, BISLERI is not safe.

---

2. ENTERING OF NEW PLAYERS:- To get some share in the market many new players are entering in the market. Among them major names are Godrej, which is launching its product AQUA-PURE and Tata-Tea is looking forward to but Himalayan, this will increase the competition, Also Britannia which is distributing EVIAN is planning to launch its own brand. There are also new entrants ATCO with BRILLIANT water, DS FOODS with CATCH are also coming. Even Hindustan lever is planning to enter into the market. This is give a tough competition to the current water brands including BISLERI.

3. WATER FILTER MANUFACTURERS:- 50 Marketing of Mineral Water-Bisleri BISLERI is not only getting competition from mineral water maker but is also facing a tough competition from various water filter manufacturers such as Eureka Forbes (Aqua guard). They have been marketing there purifiers in the market which has decreased the sales of bottled water supply to homely customers.

4. ILLEGAL MANUFACTURERS:- Company is facing a tough competition from illegal manufacturers in the rural areas. The illegal manufacturers provide water at a very cheaper rate then the branded manufacturers. There are 1000's of illegal manufacturers which are providing the water at a very cheaper rate. This is a serious problem for branded manufacturers. This companies also use the fake name of branded bottled water i.e. BISLERI and supply their products in the market.

5. STRONG DISTRIBUTION CHANNEL OF THE OTHER MANUFACTURERS:- Analysts feel that BISLERI'S break away seal will not at all be effective the company having strong distribution channel will only survive. This rings the warning bell for BISLERI because among other players Kinley and Aquafina are having a strong distribution network of Coke and Pepsi. Nestle will be banking on its chocolate distribution network. Even though the BISLERI has a strong network but its concentration on bulk segment can lead to improper network. For example: - A chemist who is selling the 1 litre pack may not sell the 20 litre pack. This could disturb the network.

6. NEW GOVERNMENT POLICY:- For preparing 1 litre of mineral water 3 litre of ground water is required. Government was not charging tax on the extraction of the ground water. Now by introducing the new policy government is going to impose tax on the extraction of the ground water, this will increase the production cost because of which the companies will be forced to increase the price which all consumers' of all categories can not afford.

---

## VRIN Analysis

**The company has a motive always to beat its competitors and gain competitive advantage. VRIN analysis will help in assessing all that a company gives which differentiates it from its competitors.**

**Valuable-** The purification process of Bisleri is a valuable resource for it. Ozonization and micron filtration is included in its process to purify the water. The transport facility of Bisleri is regarded as a valuable resource. It has large fleet of trucks to supply the bottles and make the product available. More than 75 vans are there in Mumbai to carry the bottles from the manufacturing plant to its distributor.

**Rare-** Bisleri is launching water in fruity flavor which is rare. The peach and green apple flavor water will be available to its customers. This rare combination makes it unique. Natural mountain water which is also launched by Bisleri is rare. The green packaging of Bisleri is also rare. The distribution network of Bisleri is also rare as its bottles are available in all its stores.

**Hard to imitate-** The bottle of Bisleri have a seal which has a patent, which is hard to imitate.

**Non substitutable-** There are substitutes for water but water is the sole agent for thirst quenching. So we can say that for the company the product itself is non substitutable.

---

## Department Analysis

### Production Department

BISLERI manufactures its own products and has its own manufacturing unit which includes various machines, the whole manufacturing process is carried on by BISLERI at its plant. The whole manufacturing process is divided into different parts and it consists of different activities like water purification treatment, blowing of the bottles, filling of the bottles, packing of the bottles, etc. Water comes from two sources, groundwater, and water that is supplied by the government. Water is stored in a 30,000 L tank. The first step performed in the process is Ozonization, which kills the bacteria in the water. The next process is sand and carbon filtration, first, the water is filtered in a sand filter tank and then the water is sent to a carbon filter tank, this process removes any kind of sand or muddy particles from the water up to 30 microns. The next step performed is reverse osmosis, in this process, the water travels through pipes to a shell which ensures the minerals and salts are removed. The next step is mineralization, in this process, the water travels to 3 tanks labeled Mineral Water, in these tanks, vital minerals like potassium and magnesium are added to make the water healthy, the next step is Micron Filtration, in this process the water travels through 3-micron filters one at a time, which removes smallest particles up to 0.45 microns. The next step is Re-Ozonization, this process is performed at the end after all the above steps are performed in order to maintain the quality of water, hence the water is re-ozonized.

#### **Production Process at Bisleri Goa**

##### **1. Blowing :**

In the blowing department the preforms, obtained from the preforms department are blown to form bottles. There are a total of 2 fully automatic blowing machines which are directly connected to the filler. Preforms are available in various sizes according to the size of bottle

##### **2. Filling :**

---

At the filler, these bottles are straightened up and gradually lifted to the filling valves which open only when a bottle is placed under them. The filling is then done systematically through gravity. The bottles are directly loaded onto the conveyor belt, first, the bottles are passed through UV light to kill the bacteria, then the bottles are cleaned by pure water, then the bottles are filled to the desired quantity. The water dispenser fills the bottle till the desired level of water is filled which is checked by a sensor

3. **Capping :**

The bottles are passed to the capper from the filler through the conveyor belt. The caps are produced in the cap department. HDPE and LLDPE which are in the form of granules are emptied into the hopper of the injection molding machine with a colorant and the caps are produced of the characteristic green color of Bisleri. The caps that are produced are automatically packed into cartons.

4. **Labelling:**

From the capping section, the bottles are directly sent to the labeling section. All Bisleri bottles are labeled on a hot melt reel feed BOPP labeling machine. This machine allows each individual bottles to be spaced out and fed to the labeling station where precisely cut labels with a strip of hot melt glue at the leading and trailing edge, get rolled around the bottle. These labels are fed into the machine in a roll form too.

5. **Coding :**

The labeled bottles are then passed to the coder. The sensor first senses the bottle and then the price, manufacturing date, batch number are printed by spraying machine on the bottle itself, then the bottles pass through a screen of white light where workers manually check all the bottles for any defects. The code exactly contains Date, Time and Quality Checkers initials.

6. **Packaging :**

Lastly they are packed in cartons and stored in the warehouse ready for transportation to its destination.



---

All the waste bottles are separated send to the recycling department for recycling where they are cleaned, grinded to a coarse powder which is again used in the manufacturing process, thus reducing wastages and being environmentally friendly.

### **Logistics Department**

The first step in the logistics department is the Loading process. It is mainly divided into 3 ways- **Distributor** dispatch **Corporate** dispatch, and **Route stock**. Sales team/ distributor submits orders for next day dispatch to sales coordinator. Once the order is punched in ERP finance approves the order. The logistics team then can see the approved orders for the next day's dispatches in ERP. According to the approved orders and vehicles available, manual planning has been done. According to the planning done, loading slips have been made for each customer and each vehicle mentioning the SKU (stock keeping unit) wise quantity to be dispatched, and accordingly ERP generates loading slips. Using the **FIFO** system load has been loaded. On completion of loading, physical counting and verification of load by logistics officer and driver is done. The loading slip is then handed over to the billing person. According to the loading slip, he verifies the loaded slip with the order approved in the ERP. Generates invoice for the same and gives 3 copies of the invoice to the driver. Out of the 3 copies 1 copy each at the exit of the plant to security, Distributor and Distributor Acknowledgement. In case the amount exceeds RS 50,000, he generates an E WAY bill.

### **SALES AND MARKETING DEPARTMENT**

The first step of a sales executive is to do a pre-sales check, he makes a sales plan to keep in mind the consumer's extra demand. Before going to the market for daily sales, he checks the bills and stock load. The next important step is stock check and growth mapping, the sales officer checks the stock physically at every shop and notes down the stock which is empty and fast-moving, and then informs the shop owner about the same and convinces the shop owner to purchase more than the usual stock he purchases. The next step is presentation, the sales officers are well-groomed and self-confidence while talking, this

---

will impress the customers and will in turn give you respect. The next step is Determining the Order, comparing the stock sold on the previous days and forecasting on the basis of everyday consumption, how much stock will be needed for the shop. The next step is merchandising, The sales officers physically put sticks and banners of Bisleri at the counter or anywhere at the front side of the shop. The next step is that the sales officer arranges the stock in the shop in such a manner that it is visible to the consumers as soon as they enter. The next step is Records and Administration, the sales executive is responsible to give the daily sales account to the Area Sales Manager towards the end of the day.



### **Quality Department**

In endeavor to maintain strict quality controls each unit purchases pre-forms & caps only from approved vendors. This has not only helped BISLERI improve its packaging quality. You can be rest assured that you are drinking safe & pure water when you consume BISLERI. BISLERI is free of impurities & 100% safe. Enjoy the Sweet taste of Purity! Rigorous Research and Development and stringent quality controls have made BISLERI market leaders in the bottled water segment. BISLERI has always been committed to offering every Indian pure and clean drinking water. Hence BISLERI water is put through multiple stages of purification, and Ozonisation and is hygienically packed for final consumption. The machines which are used for the blowing and filling of the bottles are also cleaned twice a month. All the tanks are also cleaned by the use of chemicals. There is an online monitoring system where the batches of bottles are shown and once the batch crosses a certain limit, an alarm is heard. Every day thousands of bottles are passed through the monitoring system. Moreover, in case there is a problem regarding the batch, for example, the cap seal of a particular bottle is not there or labeling is not done properly, the system records

---

that and immediately the production is halted. This is followed as per the Bureau Standards and if any mistake occurs then the whole batch is discarded. This shows that the whole batch is replaced and stopped which indicates high-quality control. Even practically every 2 days testing and sampling of the water and its bottles are done in the market and in their Quality Department to check in case anything is wrong or not. In fact, there is a quality checker under the quality department for the final checking done of the water before it is entered the market. There is also a warehouse where the bottles are kept for 48 hours to allow the ozone to settle in them. This helps in the prevention of any germs or harmful chemicals and also purifies the water. The cost of quality undoubtedly is very efficiently taken care of in BISLERI, there are times when the cost of quality increases i.e. in the rainy seasons the cost increases because the water is purified twice than the normal seasons as sometimes the water might be dirty due to the rains, bisleri doesn't take any risks and does not compromise with their quality.

### **Human Resources Department**

There is one single HR senior executive at Bisleri Goa, who handles the business objective for the Branch and derives priorities for the HR function. Another important role is to coordinate with corporate teams driving recruitment of critical positions across the branch through sourcing on-job portal, mapping, and head hunting. Derive induction and onboarding for new employees. To drive timely completion of performance management process by seeking alignment with the HR Head at the head office. To drive employee engagement initiatives. One of the main responsibilities is to maintain contract labor and increase productivity by optimizing manpower. Another important function is to respond effectively to any queries from government bodies such as the department of Factories, Labour, etc. To prepare effective reports for timely review and analysis.

### **Finance Department**

The main role of the finance department is to finalize accounts of the region, with tax audits. Maintaining books of accounts (preparing balance sheets and tax audits). Handling Tax at Bisleri Goa. To forecast monthly, quarterly and annual results, approve or reject budgets. He is also responsible for conducting risk management. To allocate resources and manage cash flow. To consult board members about funding options. One of the most important responsibilities is to recommend cost-reducing strategies.

---

## Learnings

During the Sales route, where I visited shops in Mapusa, Panjim, Arpora, Anjuna, etc.,. The sales officer shared his phone with me on which I could check the offers that are up and running and can be provided to the retailer, stock available with them as well as could book post orders on them. Bisleri has a dynamic sales route that can be customized on the basis of demand in the region, per SKU demand, avoid overlaps and reduce per ml transportation costs. The same can be controlled over the app developed by Bisleri.

The App-based system is useful wherein an app is provided to both the Sales executive as well as be open for download to the retailers. This has 3 utilities:

### **On the sales executive end ( I worked with the executives and experienced the below-mentioned)**

- Can keep a real-time check on the stock
- Can load the SKUs on the basis of their demand by the retailers. This reduces extra load.
- Will quicken the process as they will proactively know where to deliver.
- Dynamic route mapping will further reduce the transportation costs

### **On the Sales manager's end-**

- The managers can keep a real-time check on the sales executives' performance
- There can be a concern portal wherein the concerns of the retailers can be taken online
- Can have a real –time picture of the sales going on
- Will be able to efficiently manage the inventories
- A dedicated database of the loyal retailers will be created

---

## On the retailer end-

- Will get their orders as and when required
- Can voice their concerns directly to the sales managers
- Will get to know about the latest offers related to the product

Another major learning was in the Logistics Department wherein I got to learn the loading process, settlement of routes, empty unloading process, sales return process, receipt of trading goods, production handover to logistics, stacking norms, physical stock counting, marketing inventory management, asset management control, draining of expired stocks.

In the loading process. Once the order is punched in ERP finance approves the order. The logistics team then can see the approved orders for the next day's dispatches in ERP. According to the approved orders and vehicles available, manual planning has been done. According to the planning done, I was in charge of making loading slips for each customer and each vehicle mentioning the SKU (stock keeping unit) wise quantity to be dispatched, and accordingly, ERP generates loading slips. Using the **FIFO** system load has been loaded. On completion of loading, physical counting and verification of load by logistics officer and driver is done. The loading slip is then handed over to the billing person. According to the loading slip, he verifies the loaded slip with the order approved in the ERP. The billing person taught me to generate an invoice for the same and give 3 copies of the invoice to the driver. Out of the 3 copies 1 copy each at the exit of the plant to security, Distributor, and Distributor Acknowledgement. In case the amount exceeds Rs 50,000 I had to generate an E WAY bill.

For the settlements of routes, a manual loading slip is made and stock is loaded in the vehicle. My duty was to help the salesman to prepare settlement sheets which tells us how much of the stock loaded in the truck was delivered and how much has to be returned to the plant. The route settlement made is given to accounts. The Empty unloading process is the process where the 20L empty jars are bought back to the plant from the Distributors, retailers, and corporates. I was in charge of checking the damaged, dirty jars and sat with the quality team to make a report on the same, the jars which had come damaged or smelly from the inside were debited to the distributors/retailers/corporates.

---

For the sales return process, the vehicle/truck is parked at the unloading point at Bisleri. The logistics officer made me physically count the stock and give him a report on the same, he then makes the sales return slip for the same mentioning the SKU-wise quantity with batch no. Then the good stock is taken back and the damaged stock is kept separately. The sales return slip is given to the officer to make entry into the ERP software.

The production handover to logistics is where the production produces stock and stacks it according to the stacking norms. The stock was counted by me in front of the production supervisor as per rows and pallets. Then the same quantity counted by me was written in the production handover book, Then the handover note is given to the logistics officer. While I was doing the physical counting I had to ensure if there were any kind of leakages/damages to the bottles/jars and that the same are kept separately, accordingly, the stock is replaced, and had to check if they were stacked in the proper manner. It is important to note that day to days entries have to be updated in the handover book and the logistics officer has to be informed of the same.

Asset management control is also very crucial at Bisleri, tracking periodic maintenance, when the service of a particular vehicle is due and following up on the same, applying the methods to minimize breakdown of vehicles such as continuous inspection, listening to drivers complaints about the vehicle and try to solve them as soon as possible. For example, when I was working at Bisleri Goa truck's front windshield broke in transit, I had to call the workshop, make an appointment for the vehicle, call the insurance company, ask for the claim, and give the necessary details they ask for. Once the repairs are done, generate approvals for the payment of the party, once approved the payment is cleared by the finance team

---

## Conclusion

Throughout my internship, I could understand more about the definition of each department be it Logistics, HR, Finance, Production, etc, and prepare myself to become a responsible and innovative employee in the future. During my training period, I realize that observation is a main element to find out the root cause of a problem. Not only for my project but for daily activities too. During my project, I cooperate with my colleagues and operators to determine the problems. Moreover, the project indirectly helps me to learn independently, discipline myself, be considerate/patient, self-trust, take initiative, and the ability to solve problems. Besides, my communication skills are strengthened as well when communicating with others. During my training period, I received criticism and advice from engineers and technicians when mistakes were made. However, those pieces of advice are useful guidance for me to change myself and avoid making the same mistakes again. Apart from that, I also developed my skills through various programs that I had done at Bisleri Goa. In sum, the activities that I had learned during industrial training really are useful for me in the future to face challenges in a working environment. Throughout the industrial training, I found that several things are important:

- Critical and Analytical Thinking
- Time Management
- Goal Management
- .Colleague Interactions