



VIZANAR

ALCOBEV & FMCG ADVISORS LLP

VIZANAR

NEW PRODUCT DEVELOPMENT PROCESS



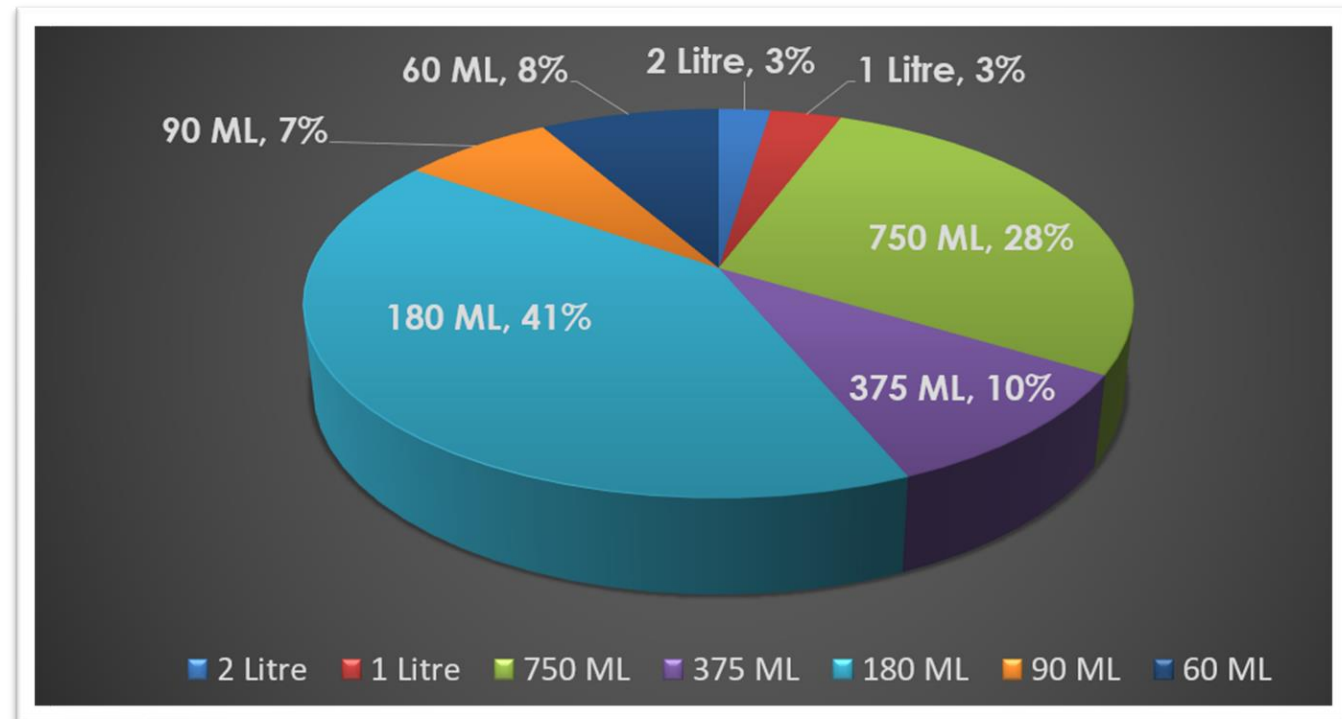
VIZANAR'S NEW PRODUCT DEVELOPMENT PROCESS

1 NEED & ECONOMIC ANALYSIS	2 BRAND NAME DISCOVERY	3 AGENCY BRIEFING & KRA's
4 PACKAGING DEVELOPMENT	360° APPROACH	5 BLEND DEVELOPMENT PROCESS
6 PROTOTYPING PACKAGING ELEMENTS	7 TRADE & CONSUMER FEEDBACK	8 PRODUCTION SOPs

1.NEED & ECONOMIC ANALYSIS


- a) IMFL Industry Analysis
- b) Competitors Analysis
- c) Economic Analysis: Estimating Volumes,
Cost and Revenues

- a) Crossline Brand / s Reference
- b) Working Capital Details
- c) Cost Spend efficiencies
- d) Summary Financials




2. BRAND NAME DISCOVERY

- a) Multiple Brand Name/s Identification
- b) Selected Brand name TM Search
- c) Brand Name Research – for a good fit
- d) Trademark Registration



Government of India
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
Controller General of Patents Design & Trade Marks
Public Search of Trade Marks



INTELLECTUAL
PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS
CIRCULARS | PRACTICE | INFORMATION

Class Details | Well Known Marks | Prohibited Marks | Vienna Code Classification | International Non-Proprietary Names(INN) | Help |

Total No Of Matching Marks : 11INP Records Found : 0Search Type : Wordmark

Click on Show Details to display

International Non-Proprietary Names(INN)

No Record found

Matching Trademark(s)

Sl. No.	Document	Image
<input type="checkbox"/> 1	Wordmark: Goldbond's Amaze Proprietor: GOLDBOND BLENDERS AND DISTILLERS PVT LTD Application Number: 5018817 Class / Classes: 33 Status: Registered Show Details	
<input type="checkbox"/> 2	Wordmark: Goldbond's Applause Proprietor: GOLDBOND BLENDERS AND DISTILLERS PVT LTD Application Number: 5018836 Class / Classes: 33	

Record No. : 1 | Application Number : 5018817

Word Mark	Goldbond's Amaze
Appl. No.	5018817 Class : 33
Appl. Date	25/06/2021
Proprietor	GOLDBOND BLENDERS AND DISTILLERS PVT LTD
Journal No.	2009-0 Journal Date : 19/07/2021
Status	Registered
Used Since	Valid Upto : 25/06/2031
Goods & Services Description	ALCOHOLIC BEVERAGES (EXCEPT BEERS)

3.AGENCY BRIEFING & KRA's

- a) Graphic Agency Selection & Written brief
- b) Listing KRA's
- c) Defining deliverables & Timelines
- d) Activity Chart



4.PACKAGING DEVELOPMENT

- a) Listing Packaging elements
- b) Graphic Agency's Proposals re.

- Bottle design options
- Label design options
- Caps design options
- Shipper Cartoon design
- Sealing tape design

- c) State Excise & FSSAI Compliance
- d) Decisions on graphic proposal /s



5.PROTOTYPING PACKAGING ELEMENTS

- a) Packaging Prototypes:
 - Digital & 3D formats
- b) Label & Carton – digital printing
- c) Bottle 3D print
- d) Bottle in Acrylic – with colour
- e) Glass bottle mould development
- f) Printers Proof – of packaging elements



6.BLEND DEVELOPMENT PROCESS

- a) Brief on Blend parameters
- b) Blend Cost Parameters
- c) Blend Evaluation/Research - Internal & External
- d) Blending SOPs



7. TRADE & CONSUMER FEEDBACK

- a) Dealer Shelf Testing
- b) External & Internal Research
- c) Factoring Feedback
- d) Resolving any packaging issues



8.PRODUCTION SOPs

- a) Bottling Line Trails
- b) Transportation road test
- c) Blending and Packaging SOPs
- d) Dispatch to Market / s



SELECT PRODUCTS DEVELOPED DURING UNITED SPIRITS TENURE



SELECT PRODUCTS DEVELOPED DURING UNITED SPIRITS TENURE



SELECT PRODUCTS DEVELOPED BY VIZANAR



SELECT PRODUCTS DEVELOPED BY VIZANAR



THANK YOU !