

Wagh Bakri bags five Abby awards at GoaFest

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Ahmedabad: Ahmedabad-based tea processor Wagh Bakri has bagged five Abby Awards, considered as Oscars of advertising industry in India at GoaFest, one of the biggest media events in the country. It also won the campaign of the year award at Golden Mikes Awards Exchange for Media. The advertisement, that emphasises on rebuilding relationships, is in audio and video format and was first aired during US president Barack Obama's visit to India in January, ear-

lier during the year.

"Such advertisements increase the brand image and helps in brand building, apart from increasing the sales," Parag Desai, executive director (sales, marketing and international trade) said. "People spend more time on digital media and this is causing a rift in their relationships. The advertisement makes the audience realise the importance of the people close to them," he added. The company bagged Gold award for Radio Craft Voice Performance Garmahat, silver award for Radio Craft Production theatrical, silver award for Radio Craft Writing Garmahat, bronze award for Radio jingle Beverages Garmahat and a bronze award for Radio Craft Original Music theatrical. Apart from the above awards, Wagh Bakri Tea



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PARAG DESAI, executive director, Wagh Bakri



Lounge has also won campaign of the year at the Golden Mikes Awards Exchange for Media.

The company had spent Rs5 crore for the campaign alone, the same amount it had spent for its entire advertisement budget. The company now plans to double the advertisement budget to Rs10 crore. The group has footprints in 11 states and 30 countries and is now planning to expand it in northern states and abroad. "Europe and Rus-

sia are facing difficult economic activities. So we are going slow on our export plans," he said.

Exports constitute close to 3% of its annual sales worth Rs950 crore and growing at about 15% annually. It plans to increase its share in the premium segment from 8% as of now to 12% in three years. It is a market leader in Gujarat, Rajasthan and Madhya Pradesh and has significant presence in Maharashtra and Goa. The company re-

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cently forayed into the markets of Delhi, UP & Hyderabad.

Wagh Bakri operates six tea lounges in Delhi, Mumbai and Ahmedabad offering over 45 flavours. It plans to open five more by May 2015 in Delhi (Rajouri Garden), Surat, Pune, Vadodara and Mumbai, taking the total count to 11 by second quarter of 2015.