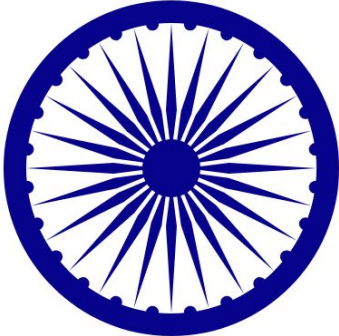

Impossible Foods

Expansion into India



Caroline Pecard, Dania Herrera, Micah Materre, Pip Paris



Impossible Foods

- ❖ Founded in 2009 by Patrick O. Brown
- ❖ Produces plant-based meat alternatives to replicate the taste of animal-derived meat.
- ❖ Mission: to create delicious, nutritious, and sustainable meat alternatives from plants, for better health for humans, animals and the planet.



India



- ❖ India's population is 1.44 Billion people
- ❖ An estimated 40% of the Indian population is vegetarian
- ❖ Even Indians who do eat meat, do so infrequently, with less than 30% consuming it regularly, although the reasons are mainly cultural
- ❖ Beef is illegal in India

Market Overview

Impossible Foods' meat substitute brand, is recognized by 64 percent of meat substitute consumers in the U.S., with Generation X being the generation most familiar with the brand. The brand's plant-based products are used by 30 percent of U.S. meat alternatives consumers.

Strengths

Provides plant based meals for those that do not consume animal products or beef

Created with less harmful ingredients. less land, water and greenhouse gases than beef.

Has their own unique product line and market position strategy that focuses on sustainability and dietary choices

Has many partnerships with restaurants and franchises all over the world such as, White Castle, Burger King, Jewel, etc.

Received many investments that can be used for R&D development

Opportunities

The plant based food market in Asia-Pacific is expected to grow 11.9% from 2022-2030

Countries like China and India are expecting rising incomes and a growing middle class, leading to an increase in demand for sustainable food options

Partnering with food chains and local brands in India

The market for vegan products is growing due to increased awareness of veganism with 26% of the population being vegetarian

Impossible foods can continue to contribute to form partnerships with restaurants to increase their reach

Weaknesses

Especially in India, beef has a stigma

Although Beyond Beef is successful in India (Competitor)

Impossible Foods production line has struggled to keep up with demand, which leads to higher prices

Vegan products may not be readily available in some areas

Threats

Competitors that already offer plant based alternatives at more affordable prices

Although popular among the Indians, the brand does not exactly match their food preference

Competitors like Beyond Meat are competing for market share

Economic differences can limit demand for product

India's current food safety and regulations can delay market entry

Market Entry Strategies

Direct Exporting Ecommerce BTB

Grocery Stores

- ❖ Nature's Basket
- ❖ Fresh Signature
- ❖ Star Bazaar
- ❖ Big Bazaar

Fast-Food Restaurants

- ❖ McDonald's India
- ❖ Wendy's India
- ❖ Burger King India



Market Entry Strategies

To Consider in the Future

- ❖ Joint Ventures
- ❖ Piggybacking
- ❖ Contract Manufacturing



Market Entry Strategies

That Wouldn't Work for Us

- ❖ Licensing
- ❖ Franchising
- ❖ Wholly-Owned Subsidiaries
- ❖ Turnkey Projects
- ❖ Countertrade



Consumer Insights

Target Audience: Our target audience is primarily affluent, college-educated Gen-Z and Millennial professionals living in Tier 1 urban cities. They tend to be trend-driven, tech-savvy and open to innovation. They seek foods that balance flavor with health and prioritize convenience. Although price conscious they are willing to spend more on products that align with their values for health-consciousness.

Key Values: Community, Mindful Living, Tradition, and Health

Insight: In India, food is deeply connected to identity and values. With a growing interest in health and sustainability, both vegetarians and meat eaters are seeking convenient, innovative and premium products that align with their cultural values of health, sustainability, and mindful living without compromising on taste or tradition.

Cultural Adaptations

Brand Messaging: Emphasize the sustainability of Impossible Foods, while highlighting the versatility of the products

- ❖ Sustainability, highlighting both global and India-specific initiatives
- ❖ Appeal to vegetarians and Flexitarians: Plant-based protein, not just a meat-alternative
- ❖ Tagline: “Your favorite dishes, crafted for better future”

Product Adaptations:

- ❖ Primarily “chicken” alternatives-no beef
- ❖ Reformulate to be GMO free
 - Pea Protein and Lentils instead
- ❖ New product format: seekh kebabs, masala patties
- ❖ Incorporating local spices for bolder flavors

Marketing Channels: Primarily Social Media (Instagram, Youtube, Facebook) and E-Commerce platforms (FlipKart)



Marketing Strategy

Positioning Statement: Position Impossible Foods as an innovative and premium plant-based protein product for consumers that prioritize nutrition in their diets focused on sustainability and transparency.

Objectives: Increase brand awareness, drive product trial, and establish trust

Integrated Marketing Campaign --- Theme: Savor the Future: Premium Protein, Purely Plant-Based"

Core Message: Impossible Foods isn't just a meat-alternative, it's an elevated and modern plant-based protein that blends indulgence, nutrition, and sustainability.

Digital Marketing:

- ❖ Social Media: Facebook, Instagram, Youtube,
- ❖ E-comm-FlipKart Ads: Targeted ads and product listings to boost visibility, drive product discovery and first-time purchases

Influencer:

- ❖ Collaborate with Indian food influencers and chefs to show how Impossible Foods can be used as a luxury ingredient.
- ❖ Utilize a mix of Influencers on both a macro and micro level to drive word of mouth marketing and consumer engagement.
- ❖ Connect with wellness Influencers to highlight how Impossible Foods as a nutrient and protein packed product, fueling healthy lifestyles

PR: Lifestyle Magazines, highlighting Impossible's innovation and expansion into India, support with scientists and dietitians

Experiential: Sampling events at supermarkets and food festivals will encourage trials. Pop-up events at fast-food partners

Social Media Strategy

- ❖ Instagram Live: Wellness Wednesday cooking seminars hosted by influencer Nisha Vora
- ❖ Partner with meat-based companies to execute the seminars
- ❖ Develop a Tik Tok Meal Prep challenge where users challenge one another to showcase 7 creative meals a day using only Impossible Foods
- ❖ The challenge will entail detailed recipes, photos and videos of creative Impossible meals with hashtags #NothingIsImpossible
- ❖ Use a popular social media influencer who is health conscience and immersed in the vegan/vegetarian culture to kick off the challenge



Social Media Influencer

Nisha Vora; Indian American
vegan/plant based cookbook author

Provides many vegan/vegetarian
food prep recipes on her social media,
including YouTube videos with
demonstrations

A social media influencer with 1
million followers on IG and over 1
million YouTube subscribers

The Founder of Rainbow Plant Life
that features, vegan recipes, cooking
videos



Measurement & Control

Market Penetration and Sales Performance

- ❖ Objective: Increase Sales
 - ❖ Measure our share of the plant-based food market
 - ❖ Track revenue growth

Customer Satisfaction and Retention

- ❖ Objective: Build Trust with Consumers
 - ❖ Brand awareness and sentiment, measured by regular surveys

Measurement & Control

Brand Awareness and Consumer Engagement

- ❖ Objective: Increase Brand Awareness
 - ❖ Branded Search Volume
 - ❖ Social Media Engagement: Track follower growth, engagement rate, and brand mentions across Instagram, Facebook, and YouTube
 - ❖ Website Traffic and CTR: organic and paid traffic to determine interest
- ❖ Objective: Increase Lead Generation
 - ❖ Purchases of samples at sample stations at grocery stores

Monitoring Plan



Partnership Effectiveness:

- ❖ Evaluate partnerships with local retailers, delivery platforms (e.g., Flipkart), and restaurant chains.
- ❖ Replace underperforming partnerships or renegotiate terms.

Competitor Benchmarking:

- ❖ Analyze competitors' campaigns, pricing strategies, and customer reviews to fine-tune the marketing strategy.

Market Feedback:

- ❖ Conduct focus groups, surveys, and interviews within the first six months to collect feedback on product taste, packaging, and pricing.
- ❖ Adjust offerings based on regional taste preferences (e.g., spicier variants).

Contingency Plan

Cultural Sensitivities

- ❖ Risk: India has strong vegetarian traditions and potential religious concerns regarding meat like substitutes
- ❖ Contingency: Focus marketing on plant-based health and environmental benefits rather than emphasizing "meat alternatives."

Price Sensitivity

- ❖ Risk: Plant-based food might be perceived as premium and unaffordable for many Indian consumers
- ❖ Contingency: Make plant-based options more accessible and appealing. Example: offer discounts, promotions, highlight the environmental/health benefits, partner with local NGOs

Regulatory Issues

- ❖ Risk: Regulatory barriers around food labeling, genetically modified organisms (GMOs), and import restrictions.
- ❖ Contingency: Work with local regulatory experts and proactively address concerns by ensuring compliance with FSSAI (Food Safety and Standards Authority of India) guidelines

Competitive Pressures:

- ❖ Risk: Existing local players offering plant-based protein might have stronger distribution networks and cultural alignment.
- ❖ Contingency: Differentiate by highlighting the superior taste and global reputation of Impossible Foods, paired with aggressive promotional pricing during launch



Conclusion

Our primary objective is to bring awareness to Impossible Foods in India by providing educational tools and resources to promote meat alternatives

To engage consumers in ways that help them understand the option of meat alternatives and its health benefits

Enlighten meat consumers that their favorite beef products can be just as tasty and satisfying as Impossible Foods as an alternative

Recommendations

Joint Ventures and outreach programs with hospitals and schools to provide healthy options in their cafeterias. This approach will allow students and patients to gain greater insight on healthier options when consuming their favorite foods.

Piggybacking with games like the SIMS for pea farmers to provide crops for shops

Contract Manufacturing In order for more established brands to potentially revamp or improve Impossible Foods and its mission and distribution

**Thank
You!**

Questions?