



Bisleri vs. Aquafina: A Study of Branding, Quality Perception, and Market Dynamics in Bottled Water

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INTRODUCTION :

Water is undoubtedly one of the most vital resources on Earth. It sustains life, nourishes ecosystems, and is central to every biological process on our planet. In humans, water accounts for approximately 60-80% of the body mass, performing essential functions such as regulating body temperature, facilitating nutrient absorption, and flushing out toxins. Simply put, without water, life as we know it would not be possible. Yet, despite its abundance in nature, access to clean and safe drinking water has become a pressing global issue. The challenge of ensuring clean water for all has grown exponentially in recent decades, driven by urbanization, industrialization, pollution, and climate change. In many parts of the world, including countries like India, the supply of pure, uncontaminated water is increasingly scarce, leaving a growing portion of the population at risk of waterborne diseases and related health issues.

Historically, water was often taken for granted. People relied on local sources, such as wells, rivers, and lakes, to meet their daily water needs. In rural areas, water would often be drawn directly from these natural sources, sometimes without much concern for its quality. Boiling water or using simple filtration methods was the primary way of ensuring its safety for drinking. However, as urbanization accelerated, and industrial activities increased, many traditional water sources became contaminated with pollutants, including chemicals, heavy metals, bacteria, and viruses. The rise in waterborne diseases—such as cholera, dysentery, and typhoid—has prompted widespread concern about the quality of drinking water. In addition to the direct health risks, polluted water sources also lead to the contamination of agricultural irrigation systems, affecting food security and further compounding the problem.

This growing awareness of water contamination, along with rising concerns about personal health and hygiene, has led to a surge in demand for purified drinking water. As the quality of available water declined, more people began to seek out alternative sources of clean water. In India, for example, the increasing frequency of outbreaks of waterborne diseases became a catalyst for change. People became more conscious of the need for safe drinking water, and this realization has significantly altered consumption patterns. What was once a relatively underdeveloped market for water purification technology soon saw the emergence of more sophisticated systems designed to remove harmful pollutants and bacteria. From basic filtration units to reverse osmosis (RO) systems, and from ceramic water filters to UV purifiers, these technological advancements were all part of the solution to the growing problem of water contamination.

Despite the rise of home-based purification systems, many urban dwellers found these solutions inconvenient, expensive, or impractical for their daily needs. This paved the way for the rise of bottled and packaged drinking water. Companies like Bisleri, AquaFina (PepsiCo), and Kinley (Coca-Cola) were among the first to enter the market in India, offering a ready-made solution for consumers who were seeking clean, safe water that they could purchase at their convenience. These brands quickly became household names and marked the beginning of the bottled water industry in India. As the market grew, more companies emerged, and bottled water became a ubiquitous product found in supermarkets, local stores, hotels, restaurants, and even vending machines.

Packaged drinking water offered several advantages: it was convenient, it met certain safety standards, and it removed the uncertainty associated with water quality. In cities where access to clean tap water was unreliable or where consumers had little trust in the municipal water supply, bottled water became a go-to option. Not only did this new product offer a sense of security regarding water safety, but it also became a symbol of status and health. With increasing health consciousness, more people became willing to pay a premium for water that was perceived as cleaner, purer, and more mineral-balanced.

The emergence of premium bottled water brands marked another significant shift in consumer behavior. As the demand for packaged water grew, so too did the desire for higher-end, luxury bottled water. Premium bottled water brands that offered natural spring water, enriched with minerals like magnesium, calcium, and potassium, gained a foothold in the market. These brands appealed to consumers who were increasingly concerned with not just the safety but also the quality of the water they were consuming. For many, bottled water became more than just a necessity; it became a lifestyle choice. This trend was driven in part by the growing affluence of India's urban middle class and the influence of global consumer trends. Health-conscious consumers, especially those in affluent neighborhoods, preferred premium mineral water, believing that it offered superior health benefits.

While packaged drinking water offered a solution to the immediate problem of water safety, it also created new challenges. The rapid expansion of the bottled water industry raised concerns over environmental impact, especially in relation to plastic waste. With the growing popularity of bottled water came the increasing use of plastic bottles, which became a major environmental issue. Single-use plastic bottles contribute significantly to pollution, as they are often discarded after one use and can take hundreds of years to decompose. This has led to widespread calls for greater recycling efforts, the use of alternative packaging, and more sustainable water sources.

In parallel, regulatory challenges began to surface. In India, the Food Safety and Standards Authority (FSSAI) and the Bureau of Indian Standards (BIS) regulate the safety of packaged drinking water. However, reports have surfaced about a significant portion of the bottled water market operating without the necessary licenses or certifications, which raised concerns about the authenticity and safety of the products being sold to consumers. For example, it has been reported that out of around 6,000 water bottling units in India, a large number of them were operating without proper certification, which posed a significant risk to public health. These unlicensed units may not adhere to the necessary safety and purification standards, leading to concerns over the purity and safety of the water being bottled and sold. As such, the market's growth has been accompanied by a demand for stricter regulatory oversight to ensure the safety and authenticity of packaged water.

Despite these challenges, the bottled water industry in India continues to expand. The market is expected to continue growing rapidly, driven by urbanization, increased health awareness, and the rising demand for convenience. The rise of premium water brands further illustrates how the industry is evolving in response to changing consumer preferences, which increasingly prioritize not just purity, but also the health benefits and perceived quality of the water. Moreover, the bottled water industry has become a highly competitive market, with international brands such as Evian, Nestlé Pure Life, and Voss vying for market share, especially in tourist hotspots and premium locations. With increasing awareness of the environmental impact of plastic, the market is also likely to see innovations in sustainable packaging and new models for delivering clean water to consumers.

In summary, the demand for clean drinking water has evolved dramatically over the past few decades, driven by increasing concerns about water contamination and the rising need for reliable, safe drinking water. Packaged drinking water has become a convenient and reliable solution for millions of people around the world, especially in countries like India, where access to clean water is often compromised. As the industry continues to grow, there is a need for more stringent regulatory measures, as well as innovative solutions to address environmental challenges. The future of the packaged water industry will likely be shaped by a combination of consumer preferences for healthier and premium products, increased awareness about the environmental impact of plastic waste, and the need for enhanced quality control and regulatory oversight.

INDUSTRY PROFILE :

A few years ago, the packaged drinking water market in India was growing at a sluggish pace of just 3-4% annually. Traditionally, Indians used earthen pitchers, plastic bottles, or PUF (polyurethane foam) containers to store drinking water. However, the rising number of cases of waterborne diseases like typhoid prompted a shift in consumer awareness. Along with this, India's economic liberalization in the 1990s shook up the water industry, sparking rapid growth. As a result, the market began expanding at an extraordinary rate of over 100% per year, thanks in part to the small number of players, allowing them to grow quickly.

Today, the market is valued at Rs. 1100 crore, with the organized, branded packaged drinking water segment accounting for Rs. 700 crore. The rest of the market is controlled by the unorganized sector, dominated by small regional brands. Despite the dominance of the unorganized sector, the entire market continues to grow at a rapid pace, with annual growth exceeding 80%.

In the branded sector, Parle's Bisleri leads with more than 40% market share. Other significant brands include Kinley, Aquafina, Kingfisher, Ganga by T-Series, Himalayan, Nestlé, Bailey, Catch, and Paras. Recognizing the potential of this growing market, multinational corporations (MNCs) began to make their move. Today, the market has become a battleground between domestic brands and international players. As of last year, the industry had around 170 brands; today, that number has surpassed 300. This explosion of competition has further attracted MNCs eager to tap into the market.

Coca-Cola made an impact with its Kinley brand, which has performed reasonably well in the market. Nestlé, the global leader in bottled water, entered the scene with its premium offering, Perrier, although its more mass-market Brand Pure Life has seen a decline. PepsiCo's Aquafina has also made significant strides, and even Britannia has launched Evian in India.

Pepsi's Aquafina was one of the first serious challengers to Bisleri's long-standing dominance. Initially launched in a single SKU of 750ml, Aquafina has since expanded its offerings, including 1-liter bottles. In response, Bisleri's Chauhan family launched a 500ml bottle to counter the growing competition from Pepsi.



MARKET SHARE

Market analysis of packaged drinking water on environment

- 80% of the diseases in India are water-borne.
- 60% - 80% children suffer from water-borne diseases.
- 50,000 people die every day due to water contamination.
- India has 17 million cases of viral hepatitis,
- 8 million cases of typhoid are recorded every year.
- Concerns about packaged drinking water
- Poor regulations in manufacturing
- Uncertainty of the shelf-life and possible health implications.
- Uncertainty of water quality status.

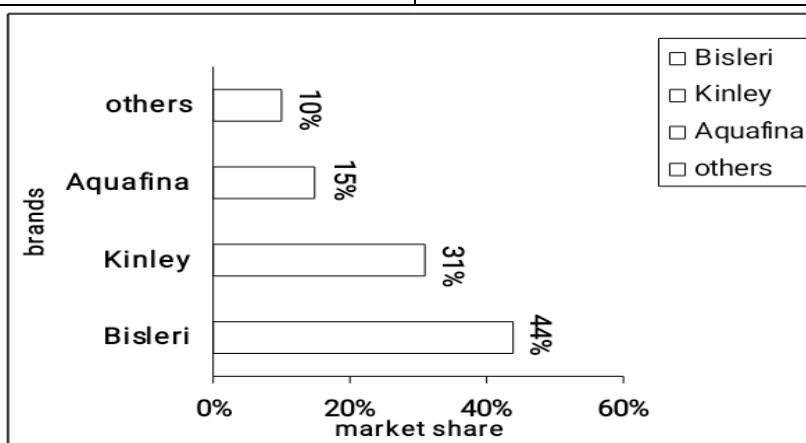
Reasons for higher trend of bottled water use are

- Consumer consciousness of increasing water pollution.
- Paucities in municipal water supplies in terms of chemical, Aesthetic and microbiological water quality.
- Marketing strategies of bottled water by different companies.
- Availability and reasonable pricing.
- Bottled water is generally considered safe and is taken for granted By people without question.
- Mineral water is perceived as good for health and the mineral Content gives it a taste.
- Minerals in the bottled water are easily absorbed by the body Compared to minerals in the food.
- Mineral water benefits the body by helping it to fight against Fungus and bacteria along with de-oxidizing the body
- Regular water purifiers remove all kinds of mineral content from The water; mineral revitalization water purification systems Artificially add minerals back into the water.

Re-salability has added advantage to the quality of bottles. It has Become re-usable and the consumers can refill the bottle with ordinary Water or other fluids. It has been seen that truck drivers on highways Form a major chunk of bottled water drinkers. Penetration in rural area Is another significant factor that has played an important role in the Development of the bottled water trade.

At present the various major players in the packaged drinking water market can be outlined as following in terms of % market share:

Brand Names (Company)	Market share %
Bisleri (Aqua Minerals)	44%
Kinley (Coca- Cola)	31%
Aquafina (Pepsi)	15%
Other Regional Player	10%



MAJOR PLAYERS IN THE GLOBAL WATER INDUSTRY

- Arrowhead
- Aquafina
- Aquapod
- **Bisleri**
- Bonaqua
- Bonafont
- Ciel Purificada
- Crystal Geysler
- Dasani
- Deer Park
- Dejà Blue
- Evian
- Fiji
- Galvanina
- Gerolsteiner
- Island Chill
- Ozarka
- Pennine Spring
- Perrier

REGIONAL PLAYERS IN THE MARKET

As there is less entry barriers in this industry various regional players crop up at regional players who are involved in Guerilla Warfare. These regional players can't be neglected as they eat away a bite of market shares at local level.

Companies	Brand Names	Regions
Pondicherry Agro services	Pondicherry	Tamil Nadu

Godrej Foods	Golden Valley	South
Amrit	Amrit Aqua	North
Kothari Foods	Yes	North
S.M. Dyechem	Peppy	West
NEPC Agro Foods	Trupti	South & East

COMPANY PROFILE AQUA MINERAL LTD. “BISLERI”



COMPANY PROFILE

AQUA Mineral Ltd. is the owner of the well-known BISLERI brand of packaged drinking water and is part of the prominent PARLE group in India. The Parle group is involved in various industries, with packaged drinking water being one of its key sectors.

The origins of Bisleri can be traced back to Italy, where the brand was founded by Italian entrepreneur Felice Bisleri. In 1967, Bisleri set up a plant in Mumbai to bottle and market mineral water, which was a novel concept in India at that time. However, the venture faced difficulties and did not succeed initially. One of the primary reasons for its failure was that Indian consumers were not yet accustomed to bottled water, as most people preferred boiling water at home for drinking.

In 1969, Parle acquired the Bisleri brand, marking a turning point for the company. At that time, Bisleri water was still not sold in glass bottles. Parle's acquisition did not immediately result in a dramatic shift in the brand's fortunes, although it did help increase the brand's visibility and reach by utilizing Parle's existing distribution network. However, efforts to expand the bottled water market were minimal at first, as Parle was primarily focused on producing soda water and did not see packaged drinking water as a highly profitable business. Most people still viewed boiling water as a safer alternative and were not willing to pay for packaged water, which was abundantly available.

In 1972-73, Parle made a significant change in its approach by repackaging its bottled water in PVC (polyvinyl chloride) bottles, which led to a noticeable increase in sales. The primary consumers at that time were from the upper class and trend-conscious segments of society, who were more willing to purchase bottled water.

Future Plans

Bisleri was the pioneer in introducing bottled water to a market that had never seen it before, and today, the brand is strongly associated with bottled water in India. As of now, Bisleri is far ahead of its local competitors, with plans to continue expanding its market share. The brand's positioning emphasizes pure, clean, and safe drinking water, and it has seen a remarkable 140% growth in sales in the year 2000. In the coming years, Bisleri aims to boost its sales by more than 400%.

Bisleri plans to focus more on bulk sales, with an estimated 75% of its volume coming from 5-liter and 20-liter packs. Currently, bulk sales account for less than 35% of the brand's sales. The 20-liter packs are expected to be targeted at households, while the 5-liter packs will be aimed at offices and businesses, helping to expand Bisleri's reach and solidify its dominance in the market.

Some of the future Bisleri commands in the Indian market are:

- New packaging in bottles and 20 lt. jar.
- Increase the distribution network with an investment of over 200 crores.
- Strengthen the presence in traditionally weak areas by setting up 12 new bottling facilities at a cost of 150 crores.
- Target to achieve Rs.1000 crore and a fleet of 2500 trucks.

MAJOR NODAL CENTERS

- Ludhiana
- Noida
- Delhi
- Jaipur
- Kathmandu, Nepal
- Calcutta
- Ahemdabad
- Mumbai
- Hyderabad
- Goa
- Bangalore
- Chennai

ACHIEVEMENTS OVER THE YEARS

- “Bisleri” has become a generic brand in bottle water segment & complies with both WHO and IS standard of quality.
- “Bisleri” has received the IS certified for its production also.
- “Bisleri” has 17 manufacturing plants situated in India & Nepal.
- “Bisleri” plant in Delhi is the largest in Asia as compare to other mineral water plants.
- “Bisleri” has the largest market share and is market leader.

Besides the above mentioned major achievements, Bisleri has always maintained leadership position in the market. The company has been expanding continuously through the past few years at rate of 200%.

PRODUCT PROFILE :

“It’s a compliment being generic to the category, but it’s not very good when consumers think any mineral water brand is Bisleri”.

Bisleri, a product established in India by Ramesh Chauhan, Chairman of Parle Aqua Minerals has become a generic brand. Bisleri was the first market-ed bottled water in a totally virgin market. The brand has become synonymous with packaged drinking water, thus consumers accept any brand offered by the retailer when they ask for Bisleri.

So far Ramesh Chauhan’s Bisleri enjoys the largest market share of 44% in the giant packaged drinking water industry and is growing at the rate of 80% per annum. Annual sales of Bisleri have touched Rs.616 crores. In seventies, ‘Bisleri’ was the only packaged drinking water which had national presence and the sale was to tune of approximately one hundred thousand cases valued at about Rs.60lacs.

PRODUCT AND PRODUCTION PROCESSES**PRODUCT****1. Product variants**

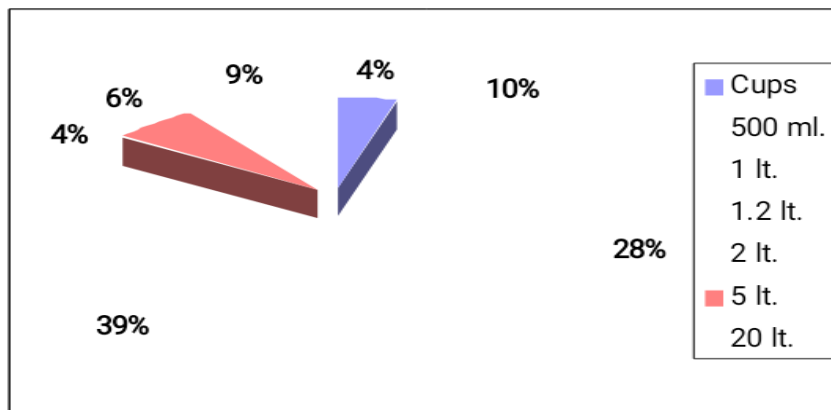
Bisleri is available in a range of sizes (SKUs) given below:

SKU	Sales in %
Cups	4 %
500 ml.	10 %
1 lt.	28 %
1.5 lt.	39 %
2 lt.	4 %
5 lt.	6 %
20 lt.	9 %

- 500ml.
- 1 lt.
- 1.5 lt.

- 2 lt.
- 5 lt.
- 20 lt.
- Cups.

The percentage wise contribution (value) to sales of various SKUs is pictorially shown below:



2. Product innovation

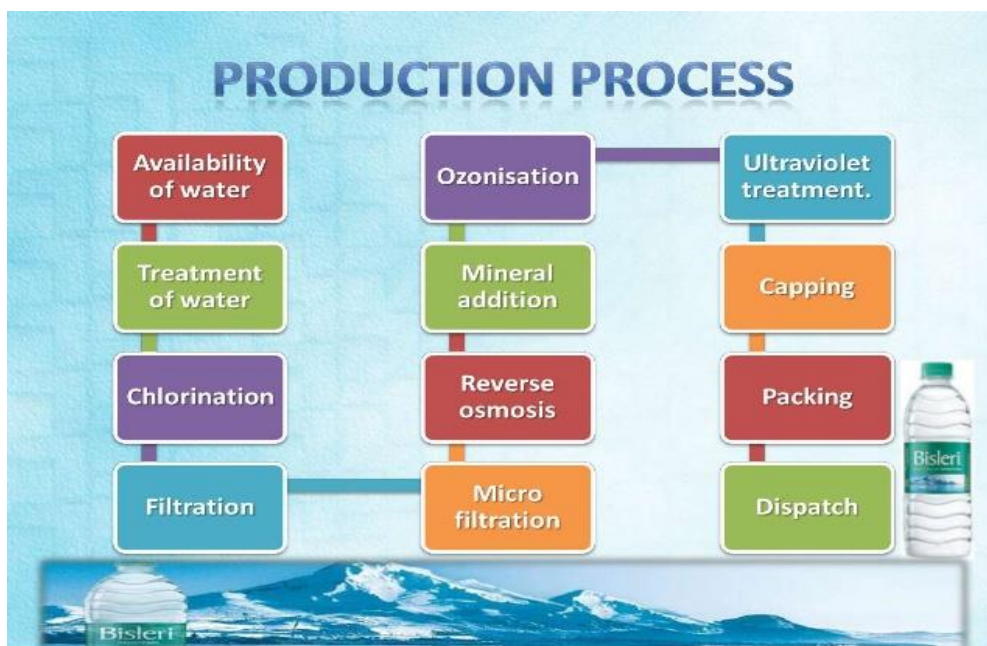
To make sure that the product that reaches the consumer is always high quality and also meets international standards, Bisleri has always been involved in improving its product packaging. One such recent development is the temper proof break-away seal. Bisleri also recognizes the need to produce environment friendly products and is working on the PET project.

Recent innovation at Bisleri has been **Break-Away seal**: keeping in mind the consumer’s need should recognize a genuine product that cannot be tempered with, Bisleri developed the Break-Away seal. The unique cap has been patented and cannot be duplicated or tempered with. This technology development in the product ensures that the consumer will only get a highly safe product when they consume Bisleri packaged drinking water.

3. Product packaging

To ensure purity of the bottled water, the bottles that are used are blown and filled at the factory itself, to avoid contamination. Bisleri is extremely conscious of environmental issues since PET bottles are not bio-degradable and not easy to dispose. The company is currently working on the **PET recycling project**, where they will collect bottles from various places, crush and shred them. The shredded material will then be made into ropes, PET containers for the non-food industry and other PET like polyester fiber, flower vase, gift items etc.

PRODUCTION PROCESS :



Over the last 15 year, company has set up 10 new units besides taking on 7 franchisees. And over the 3 year, the 120 bottle per minute (bpm) capacity of the 17 units across the country will be increased to 250 bpm. Today Bisleri's manufacturing each indicates that it is represented across the country except in east the east.

The Mineral water plant is being set to international standards with a high degree of automation and in-built mechanism maintaining high standards of sanitation and hygiene.

The entire plant and the piping, which comes in contact with the process water, are made of food grade stainless steel. A strict code of hygiene and religiously conducted quality controls tests (8 in number) every shift further ensures quality product.

Bisleri is 100% free from bacteria and toxic minerals. Water is purified in plant capable of consistently producing uniform quality of high purity water which meets Bisleri's high standards. It undergoes exciting quality controls from the water source stage to final packaging.

PURIFICATION PROCESS :

Purity and safety are two major factors taken care in sourcing and processing of Bisleri water. Under ground spring is carefully selected based on its portability and pathogen free water. Great care goes in tapping this source. Only water below 25 meter is tapped. This is to avoid any surface contamination to percolate and mix with under ground water source. Area surrounding the water collection tube at the surface is protected and kept clean.

The steps of manufacturing process are given below.

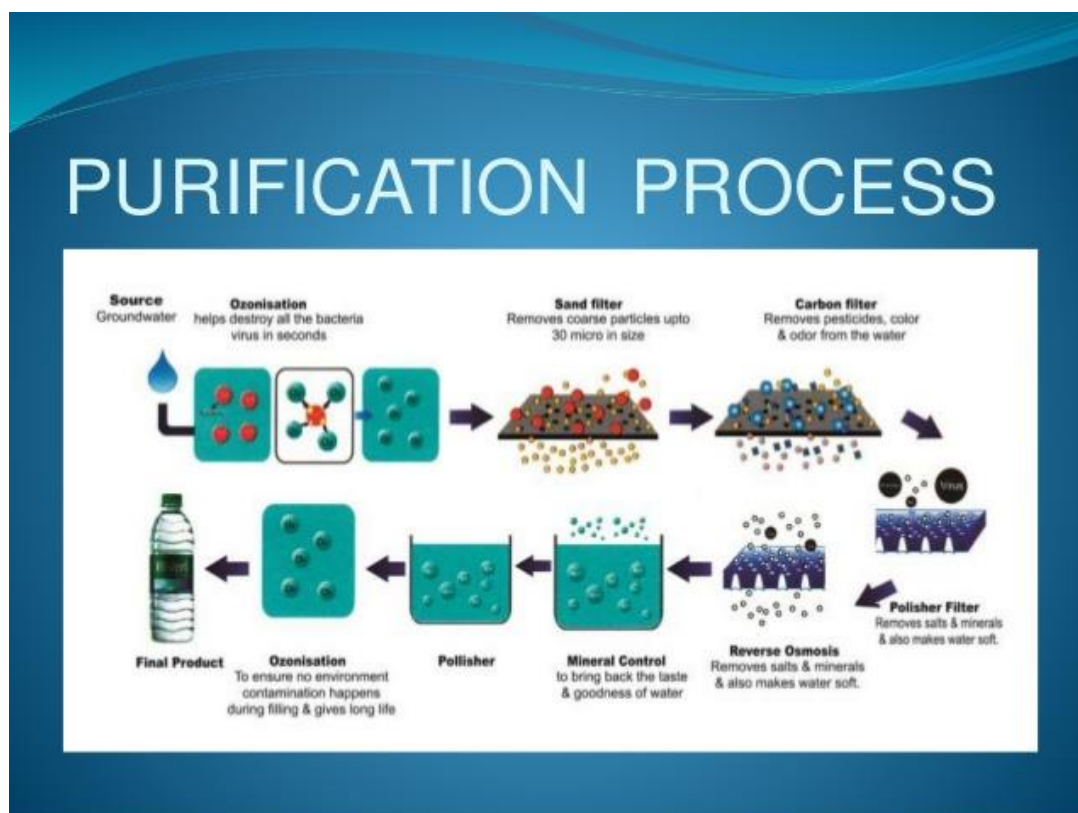
Step 1: the water is collected in water storage tank where it is chlorinated, giving sufficient contact time (1 hr.) for chlorine to destroy all bacteria. Water then passes through sand filter and carbon filter. Sand filter removes all suspended particles whereas carbon filter removes odour and chlorine. The water is now free of all bacteria, suspended particles and chlorine.

Step 2: the water now goes to ion exchange where the water is softened (the undesirable heavy salts are removed). This helps in digestion.

Step 3: Water now passes through reverse osmosis plant, which is capable of getting rids of even minute traces of toxic minerals, should and happen to exist. In its simplest form the reverse osmosis plant consists of semi permeable membrane which acts as molecular filter.

Step 4: Water now comes to second water storage tank and it once again chlorinated. Just prior to use water is passed through carbon filter to remove chlorine and then through a series of micron filters of diminishing pores size. It is also sterilized with ultra violet light and ozonated to attain a dissolved ozone residual concentration of 0.4 mg/lit. and maintain this concentration for at least 4 min. This internationally accepted ozonation is 'on the safer side' and guarantees and 'overkill' most micro organisms.

Step 5: Pet bottles in which it is filled are stretch are blow moulded 100°C as such are sterlite. Bottles are rinsed with water prior to filling and immediately capped using rip off closures to ensure tamper proofing.



DISTRIBUTION SYSTEM

Product: Convenience
 Distribution: Intensive

Channel Length: Medium

It’s obvious that availability holds the key to the market. For any product to be successful the distribution system has to be really good. Large tracts of the country have not been explored by the national brands, which explain the proliferation of smaller brands.

Bisleri’s strategy is to build a direct distribution system at an all India level. That means serious investments in company owned trucks and carts. Parle hopes to double its existing fleet of 1000 trucks. This would make it the largest fleet owner in the country.

Currently, Bisleri has around 80,000 retail outlets in the country with about 12,000 each in the metros of Delhi and Mumbai. It is intended to increase this number to 10, 00000 outlets in order to expand brands reach.

In order to service the home segment, the 5lt. packs are being pushed through the route of “fat dealers” (wholesale dealers) who are retailers as well as stockiest and serve as supply points from where customer can pick the required quota. The customer can call the fat dealer and place order for home delivery of 5lt. pack. 180 of these dealers are

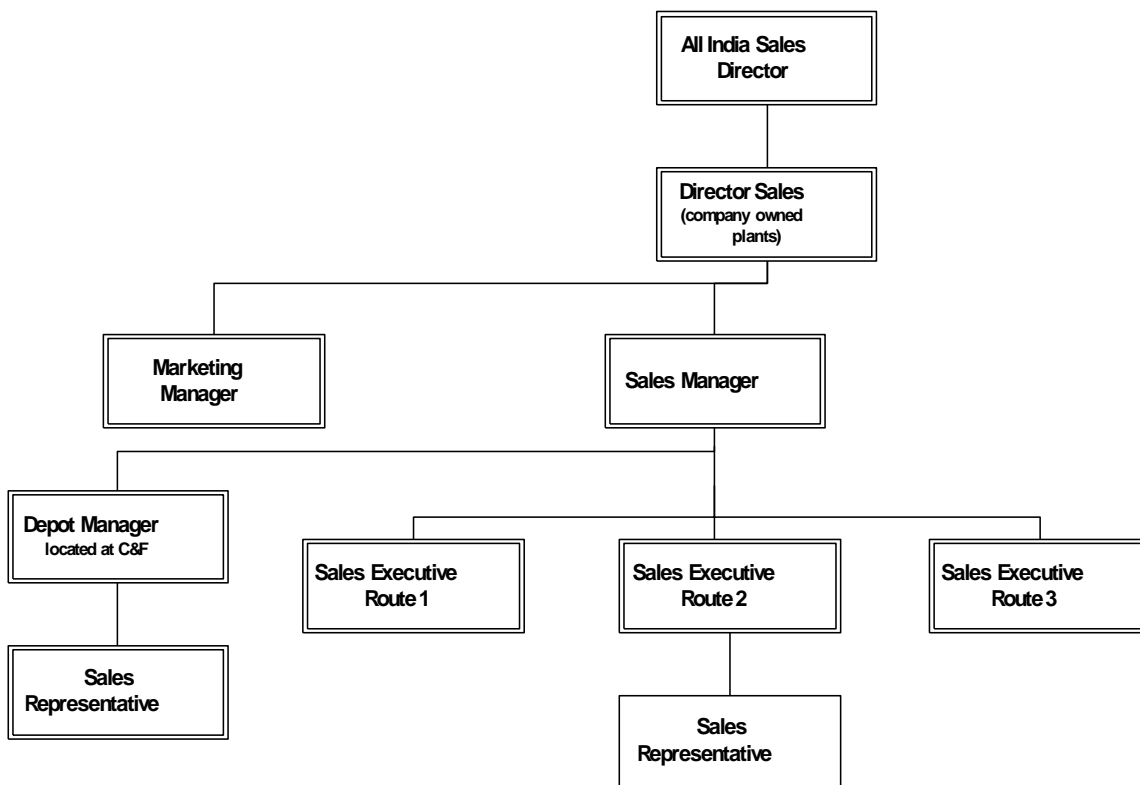
Already functional, and more are in the process of being appointed. “The idea is to make Bisleri all pervasive”.

SALES MANAGEMENT SYSTEMS :

Sales management involves planning, implementation and control of sales function.

Sales function comprises of all the activities and process involved in bringing product and services to a point where prospective customer want the product and services.

SALES ORGANIZATION CHART :



SALES PROMOTION

The schemes which the company follows in Delhi region for targeted growth are as follows:

500 ml. & 1 lt.

- Promotions specifically for schools and colleges are given for this.
- Executives are given specific targets and incentives for activating restaurants, cinema hall and other institutional segments.
- Small sub-distributors are given incentives in form of discounts and schemes to promote specifically in walled cities.

1.5 lt.

- Cross schemes are given on other packages mainly 500 ml. and 1 lt., which will be in terms of 1.5 lt.
- Some routes are exclusively served by only 1.5 lt. and no 1 lt. this helps in giving boost to sale of this SKU.
- Display of 1.5 lt. on specified route on at least 5 outlets per market.

2 liter & 5 liter

- As both the packages cater to almost similar needs and in terms of outlets their clientele is very much similar generally cross schemes are given on these two packages which help in one package pulling the other, thus in turn increasing the sales of both.
- To club these above SKUs with refill schemes of 20 lt. jar.
- Plan to carry out a shop-to-shop promotion in market like Gaffer market, Karol Bagh, Pahar Ganj where Bisleri will supply 5 lt. jar for their self consumptions.

20 liter jars

- Regular advertisement in print media.
- Launched Break-away seal cap to obtain a niche over competition and to put a full stop at duplicity.
- Tie-ups with caterers and banquets in markets of East and West Delhi.
- Street Promotion done at elite residential colonies of South Delhi to promote Household clientele.

ADVERTISING CAMPAIGN OF BISLERI :

Every brand needs a good advertisement campaign to establish itself in the market. So it becomes very imperative to look at various ad campaigns that Bisleri undertook to build itself as a brand. Bisleri started its game-plan with the punch-line of 'Pure and Safe' and used the same catch-line for advertising. But with the advent of many new players, all claiming the purity, it became very imperative for Bisleri to differentiate its product so as to stand out in the market. Bisleri found the answer in 'sealed cap bottles'. It claimed 100% purity. While the bottles of other brands, it claimed, could be re-filled with ordinary or even germinated water. Bisleri's seal capped bottles ensured the consumer of purity of water and one time using the bottles. The ad showed a milk-man and a child showering their buffaloes and filling the 'so-called' mineral water bottles with the same water he is drinking. Next clip shows the Bisleri bottles being sealed with plastic caps and ensuring the purity of water. The ad did work of Bisleri and it got its much needed product differentiation.

SWOT ANALYSIS :



STRENGTH

Quality standard: - Every bottle of BISLERI is put through a rigorous Multi stage purification processes which includes micron filtration and ionization. It acquires 6 stages of purification processes which ensure quality water which is pure and safe for drinking purpose. Good manufacturing are the strength all the time processing in religiously monitored at every stage.

Trust for brand: - More than 50 lakhs people trust the BISLERI. They buy only BISLERI water because it has become generic name 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.

Large range of products: - BISLERI offers a large range of products which attracts consumer of all categories. For example: - 1 liter or 500 ml pack is useful for individual buyers, 12 liters or 20 liters is useful for organization. Therefore it attracts large number of customer.

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

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 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.

WEAKNESS

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 company. The dealer margin is reduced due to this .therefore not many dealer keeps BISLERI in many areas. Indirectly this is reducing the coverage of BISLERI.

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.

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.

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.

Not meeting the demand of the customer: - In certain parts of 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

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 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.

Bisleri can utilize 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.

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 liter. This will give a tough competition to the EVIAN, the biggest player in the premium water range which sells its 1 liter water at a hefty of Rs.85 per liter.

Change of image: - The Company has changed the color of the product. It has changed from blue to green. By changing the color, the company has provided a new product to the consumers; they will be getting a new and a refreshing product.

Increase in production: - BISLERI is eyeing the Market and is In the process of increasing the production by setting 4 new plants adding to its 23plants. This will increase the production capacity of the company.

THREAT

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.

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.

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 networks but its concentration on bulk segment can lead to improper network.

New government policy: -For preparing 1 liter of mineral water 3 liter 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. The companies can compensate the high production cost by reducing their marketing expenses but this will keep the consumer unaware about the product. This is also effect the quality of the bottled water.

COMPANY PROFILE PEPSICO INC. "AQUAFINA"



COMPANY PROFILE :

PepsiCo Inc. is a leading American multinational corporation with its headquarters located in Purchase, New York. It is one of the world's largest food and beverage companies, with a broad portfolio that includes snack foods, beverages, and other products. PepsiCo was formed in 1965 with the merger of Pepsi-Cola and Frito-Lay, Inc., two iconic companies with a history of delivering popular consumer goods. Over the years, PepsiCo expanded its product range significantly, acquiring Tropicana in 1998 and merging with Quaker Oats in 2001, which added Gatorade to its already diverse portfolio.

As of 2009, PepsiCo was generating retail sales of over \$1 billion from 19 of its product lines. With distribution across more than 200 countries, the company's annual net revenues reached \$43.3 billion, making it the second-largest food and beverage company globally. In North America, PepsiCo holds the distinction of being the largest food and beverage business by net revenue. Indra Krishnamurthy Nooyi, who served as the CEO from 2006, led the company's expansion during a period of transformation. By 2010, PepsiCo employed approximately 285,000 people worldwide.

History

The origins of Pepsi date back to the 1890s, when Caleb Bradham, a pharmacist and industrialist from New Bern, North Carolina, developed the formula for what would later become known as Pepsi. Initially named "Pep Kola," the drink was rebranded as "Pepsi-Cola" in 1898. As its popularity grew, Bradham founded the Pepsi-Cola Company in 1902 and patented the recipe in 1903. The company was incorporated in Delaware in 1919. However, in 1931, Pepsi-Cola faced financial difficulties and went bankrupt. On June 8 of that year, Charles Guth, who owned a syrup manufacturing business in Baltimore, purchased the Pepsi-Cola trademark and syrup recipe.

Guth, also the president of Loft, Inc. (a large candy manufacturer), reformulated the syrup and used Loft's facilities to promote and distribute Pepsi. By 1935, a lawsuit, Guth v. Loft Inc., resulted in Loft winning the case, which led to the formal merger of Pepsi with Loft. As a result, the Pepsi-Cola Company was formed in 1941, and Loft's restaurants and candy stores were spun off. Pepsi's product line continued to expand during the 1960s with the introduction of Diet Pepsi and the purchase of Mountain Dew, which further solidified PepsiCo's foothold in the beverage industry.

Mission and Vision

PepsiCo's mission is to be the world's premier consumer products company, focusing on convenient foods and beverages. The company aims to deliver financial rewards to its investors while also providing opportunities for growth and enrichment to its employees, business partners, and the communities in which it operates. PepsiCo is committed to upholding high standards of honesty, fairness, and integrity in all aspects of its operations.

Vision

PepsiCo's vision is to continually improve the world in which it operates, with a strong focus on environmental sustainability, social responsibility, and economic progress. The company seeks to create a better tomorrow by engaging in programs that benefit society and contribute to environmental stewardship. PepsiCo is dedicated to building shareholder value by striving to become a truly sustainable company, and it works to make meaningful contributions to the communities it serves.

Product Profile

Aquafina

Aquafina is PepsiCo's flagship brand of bottled water, which includes both unflavored and flavored water products. It is one of the top-selling bottled water brands globally. The Aquafina brand name is also licensed for use on various skin care products, including lip balms and wrinkle creams. Aquafina was first distributed in Wichita, Kansas, in 1994, and later became widely available across the United States and internationally, with distribution extending to countries such as Spain, Canada, Lebanon, Turkey, the GCC countries, Iran, Egypt, Vietnam, Pakistan, and India.

In 2009, Aquafina captured 13.4% of the bottled water market in the United States, making it the top-selling bottled water brand based on retail sales. Its primary competitors in the market include brands such as Dasani, Smart Water, Nestlé Pure Life, Poland Spring, and private-label water brands.

Product History

Aquafina was launched in the United States in 1994, and its unique purification system quickly helped it gain widespread popularity. It became the best-selling bottled water in the country due to its clean taste and rigorous purification process. Aquafina's success was not limited to the U.S.; it made its debut in India in 1999, with its national rollout occurring in 2000. Since then, Aquafina has rapidly gained market share and is now one of the leading bottled water brands in India.

Purification Process

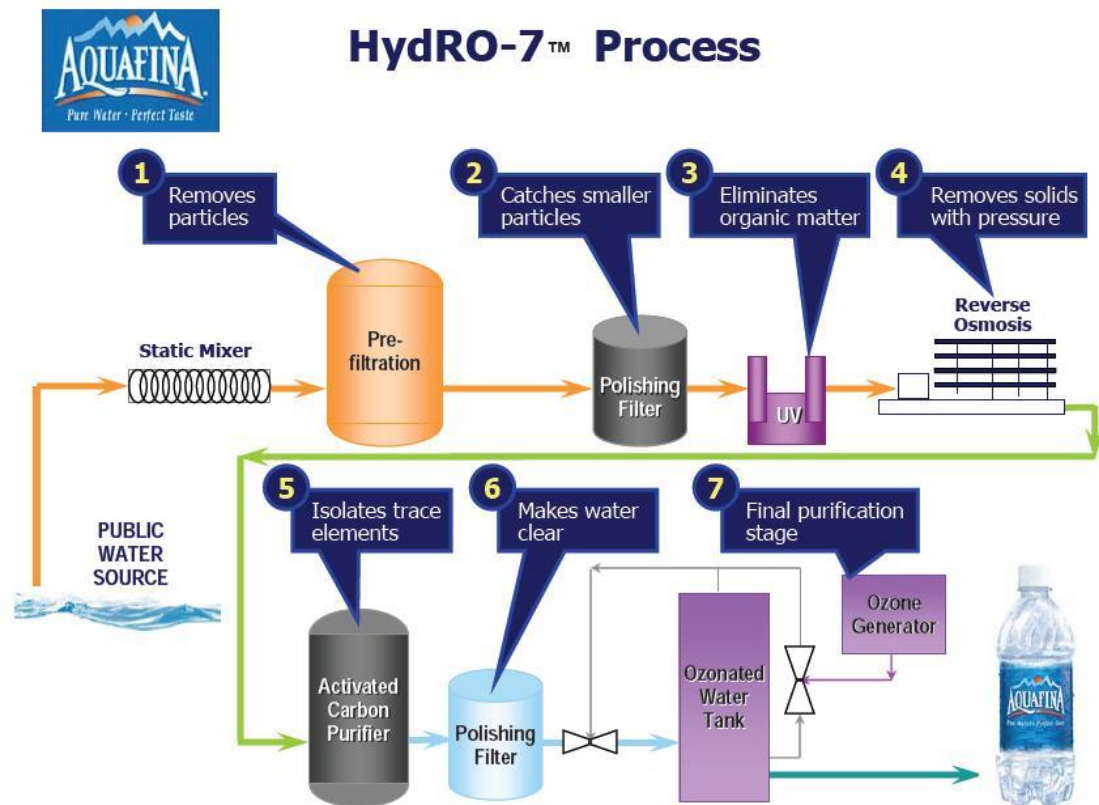
Aquafina differentiates itself from other bottled water brands through its extensive purification process. While many brands also use reverse osmosis and ozonation, Aquafina takes it a step further by employing a seven-step purification process. This process ensures that the water is free of impurities and delivers consistent purity with every bottle. Aquafina invests heavily in state-of-the-art technology to maintain high purity standards and has even exceeded the purity guidelines set by the U.S. federal government.

Aquafina's purification process is designed to provide not only pure water but also a great taste. This focus on consistency and quality has made Aquafina a trusted brand, especially in markets where consumers demand the highest standards in bottled water. The company's commitment to quality has made Aquafina one of the most recognized and respected brands in the bottled water industry worldwide.

Future Outlook

As of today, Aquafina is a prominent brand within PepsiCo's extensive portfolio. With increasing consumer awareness of health and wellness, and a growing demand for clean, purified drinking water, Aquafina is poised to continue expanding its market presence. The brand remains committed to maintaining its high standards of water purity and flavor, and it is actively pursuing growth in emerging markets, particularly in regions such as Asia, Africa, and Latin America.

In India, Aquafina has become a household name, largely due to PepsiCo's extensive distribution network and the growing demand for bottled water. As more consumers in India and other countries seek healthier, more convenient hydration options, Aquafina is well-positioned to lead the charge in the bottled water industry. The brand's continued focus on quality, taste, and sustainability ensures its place as one of the top global players in the bottled water market for years to come.

PURIFICATION CHART :**BRANDS OF PEPSICO :**

- ❖ Pepsi
- ❖ Mountain Dew
- ❖ Lay's potato chips
- ❖ Gatorade
- ❖ Diet Pepsi
- ❖ Tropicana beverages
- ❖ 7UP
- ❖ Doritos tortilla chips
- ❖ Lipton teas
- ❖ Quaker foods and snacks
- ❖ Cheetos
- ❖ Mirinda
- ❖ Ruffles potato chips
- ❖ Aquafina bottled water

- ❖ Pepsi Max
- ❖ Tostitos tortilla chips
- ❖ Sierra Mist
- ❖ Fritos corn chips
- ❖ Walkers potato crisps

SWOT ANALYSIS :



STRENGTH

- Brands image
- Financially sound
- Distribution channel/coverage
- Technology advancement
- Quality
- Price competitive
- Personnel aspect
- Market expertise
- International component
- High promotional activities

WEAKNESS

- New to the company
- Low market share

OPPORTUNITIES

- Capture the market
- New areas
- Market potential
- Brand awareness
- Increase in investment

THREATS

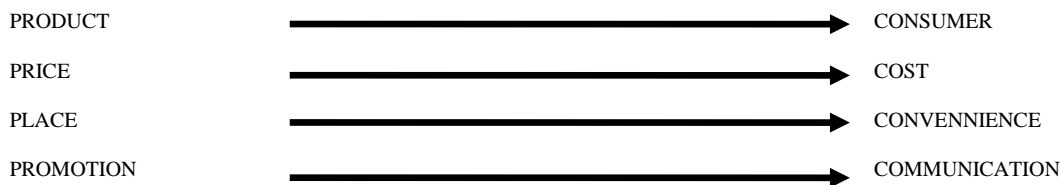
- Higher availability of competitors
- Technological environment

- Newinmarket

AQUAFINA HAS CAPTURED FOLLOWING COUNTRIES :

- Australia
- Brazil
- Canada
- China
- Finland
- France
- Japan
- Malaysia
- Pakistan
- Singapore

4P's AND 4C's OF PEPSICO



Products

- Pepsi
- Diet Pepsi
- Pepsi Twist
- 7 Up
- Diet 7 Up
- 7 Up Cherry
- Miranda (Orange & Apple)
- Mountain Dew
- **Aquafina**

Prices

PepsiCo has adopted a market penetration price at the time when it was introduced. Coca cola covered the large market but now the prices of PepsiCo is same as of its competitors,

Places

PepsiCo has 730 plants working correctly around the world and in USA and Canada 200 plants are working there rest 530 are working in other countries of the world.

Promotion

PepsiCo does its promotion through media; electronic media as well as print media through flyers, by sponsoring cricket matches and in many other places. Promotion is also done through print media.

The PepsiCo have signed some agreements with a very strong and expanded retailers such as Pizza hut and KFC when you go to Pizza hut or KFC you will find only the PepsiCo products and nor its competitors products. These agreements are based on the Incentives that PepsiCo offers to these retailers.

PepsiCo has continued using product endorsement by using TV Actors/ Models and cricketers in order to promote their Products.

PEPSICO'S CORPORATE STRATEGY :

PepsiCo was the world's largest snack and beverage company. More exactly the company's corporate strategy had diversified the company into salty and sweet snacks, soft drink, orange juice, bottled water, ready to drink tea and coffee... About picking new industries to enter and deciding on the mean of entry, PepsiCo used related diversification through acquisition and merger to quicker launch a brand-new operation, hurdle entry barrier as acquiring technology know how, establish supplier relationships, match rival's efficiency... and to move directly to the task of building a strong market position. As early as 1968, the company began to pursue growth through acquisition outside snacks and beverages. A list of acquisition is 1977 acquisition of Pizza Hut, 1978-tacobell. 1986-Kentucky Fried Chicken, Mug root beer, &UP international, smart food ready to eat popcorn, Walker's Crisps, Smith's Crisps, Mexican cookie...

OBJECTIVE OF THE STUDY :



OBJECTIVES

- To compare the satisfaction level of consumer towards Bisleri & Aquafina Mineral Water in the market.
- To know the features which affect the customer satisfaction.

ASSUMPTION

- Consumers are more satisfied from Bisleri Mineral water than Aquafina Mineral water.



RESEARCH METHODOLOGY :

Introduction of the problem: A Comparative Study of Bileri and Aquafina Mineral Water.

Research design: Research design is simply the framework or plan for a study. For the study i.e for conducting the research I selected the Descriptive research design.

Sampling design:**I. Population:**

Consumers of Bisleri and Aquafina Mineral Water in Lucknow

II. Sampling unit:

The sampling unit is Consumers of Bisleri and Aquafina Mineral Water.

III. Sample size:

The sample size of the report is 100 Respondents.

IV. Sampling method:

For the study: In this report non probability convenience sampling is used to conduct a research.

Data collection method:**I. Primary data:**

For the study: Questionnaire method is used for collecting the data while conducting the research.

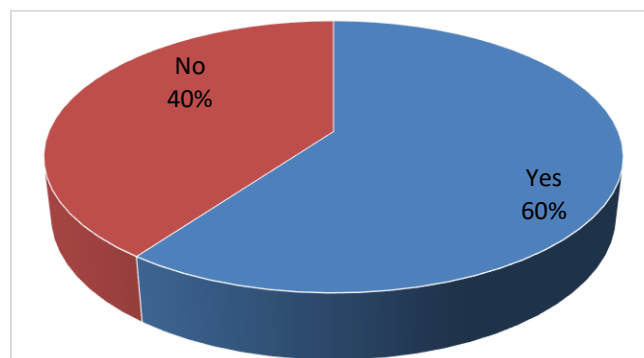
II. Secondary data:

For the study: Internet is used for collecting secondary data while conducting the research.

- Data sources- Primary, Secondary.
- Data approaches- Questionnaire.
- Sampling unit- Consumers of Bisleri and Aquafina Mineral Water.
- Sample size- 100 Respondents.
- Sample procedure-Non Probability Convenience sampling.

DATA INTERPRETATION AND ANALYSIS :**Q.1. Do you prefer packaged drinking water?**

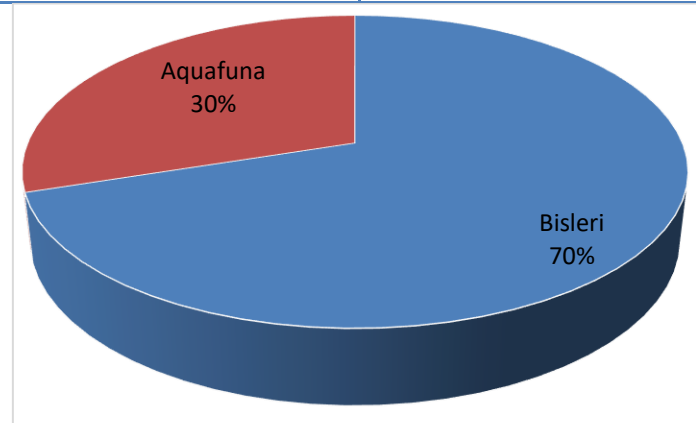
Particulars	Respondents
Yes	60
No	40
Total	100



Interpretation: The above diagram shows that 60% people prefer packaged drinking water.

Q.2. which brand of packaged drinking water do you prefer most?

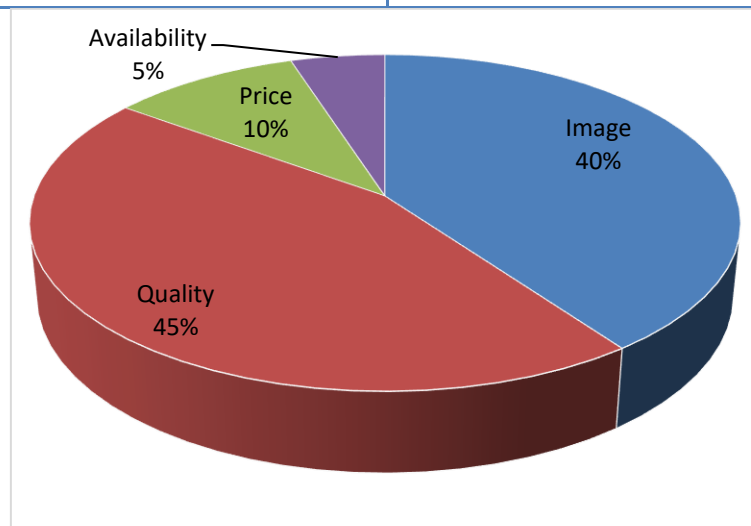
Brand	Respondents
Bisleri	70
Aquafina	30
Total	100



Interpretation: According to above diagram most of the respondents in Mumbai prefers Bisleri brand of packaged drinking water that is 70%

Q.3. what attracts you towards your packaged drinking water brand?

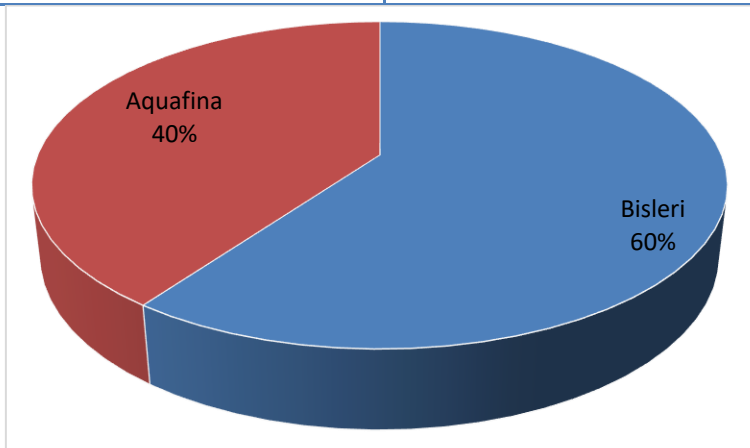
Particular	Respondents
Image of brand	40
Quality of water	45
Price	10
Availability	05
Total	100



Interpretation: According to above diagram 40% people prefer their brand because of brand image, 45% people says that they prefer their brand because of quality of water.

Q.4. which brand of packaged drinking water is more effective in advertising by you?

Particular	Respondents
Bisleri	60
Aquafina	40
Total	100



Interpretation: The above diagram shows that Bisleri packaged drinking water brand is more effective than any other brand that is 60%.

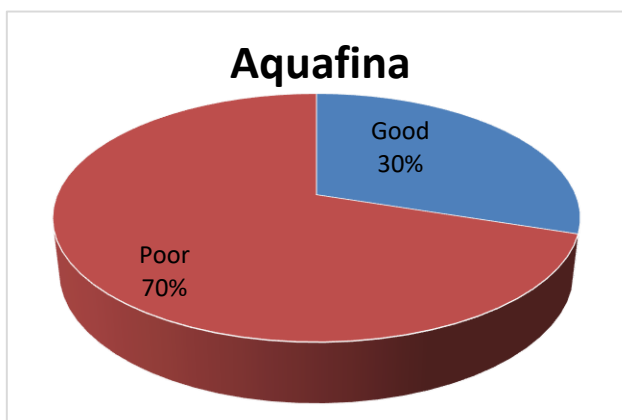
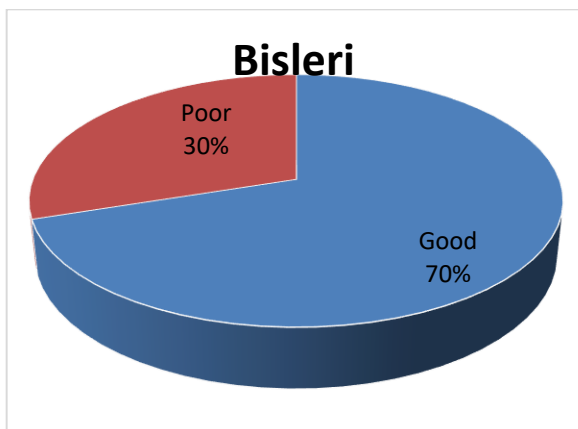
Q.5. How do you rate the following water brand?

IST

Bisleri	
Particular	Respondents
Good	70
Poor	30
Total	100

IIND

Aquafina	
Particular	Respondents
Good	30
Poor	70
Total	100



- I. **Interpretation:** According to above diagram of Bisleri, 70% respondents in India says that Bisleri is a good brand.
- II. **Interpretation:** According to above diagram of Aquafina 30% in India says that Aquafina mineral water is a good brand.

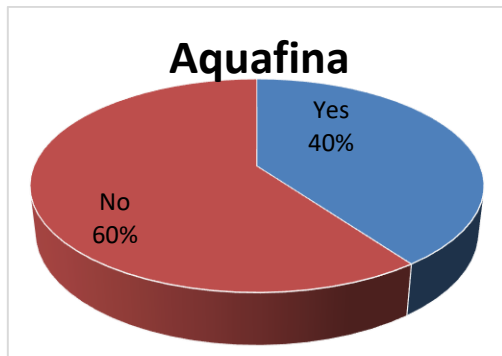
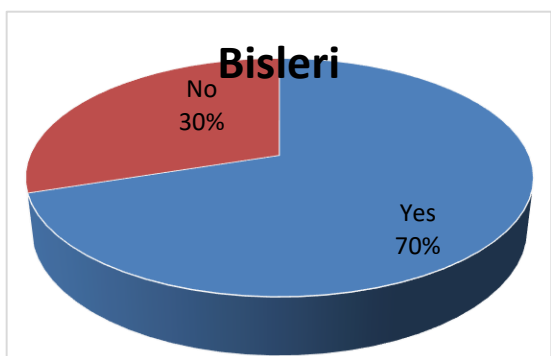
Q.6. is the price justified by the company?

IST

Bisleri	
Particular	Respondents
Yes	70
No	30
Total	100

IIND

Aquafina	
Particular	Respondents
Yes	40
No	60
Total	100



- I. **Interpretation:** According to above diagram of Bisleri 70% respondents says that price of Bisleri are justified.
- II. **Interpretation:** According to above diagram of Aquafina 60% respondents says that price of Aquafina are not justified.

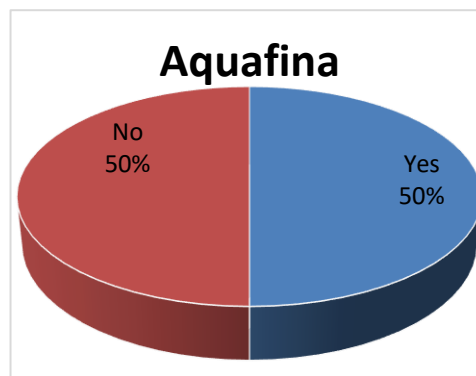
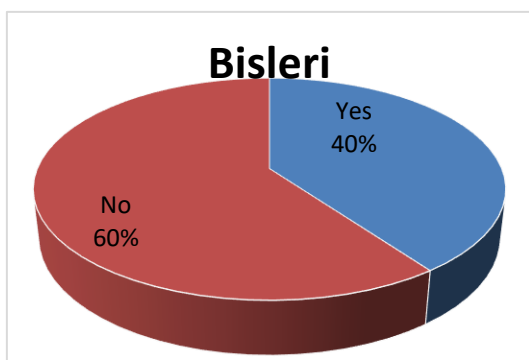
Q.7. Would you change your brand just because of price?

IST

Bisleri	
Particular	Respondents
Yes	30
No	70
Total	100

IIND

Aquafina	
Particular	Respondents
Yes	50
No	50
Total	100



- I. **Interpretation:** The above diagram of Bisleri shows that 60% consumers of Bisleri will not change their brand just because of price.
- II. **Interpretation:** According to above diagram of Aquafina 50% people can change their brand because price.

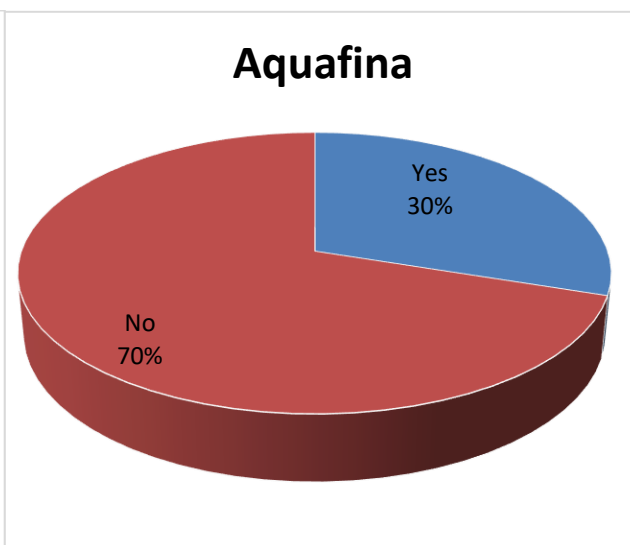
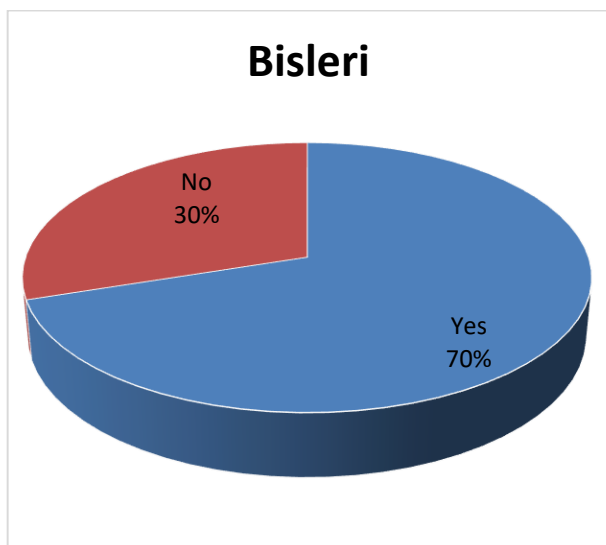
Q.8. Have you used home delivery service of Bisleri or Aquafina?

IST

Bisleri	
Particular	Respondents
Yes	70
No	30
Total	100

IIND

Aquafina	
Particular	Respondents
Yes	30
No	70
Total	100



- I. **Interpretation:** According to above diagram of Bisleri 70% respondents have used home delivery services of Bisleri.
- II. **Interpretation:** According to above diagram of Aquafina 30% respondents have used home delivery services of Aquafina.

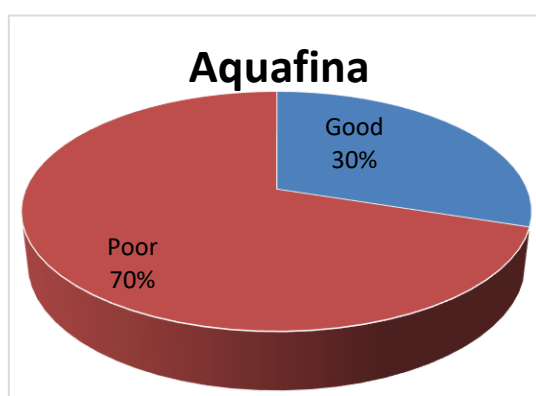
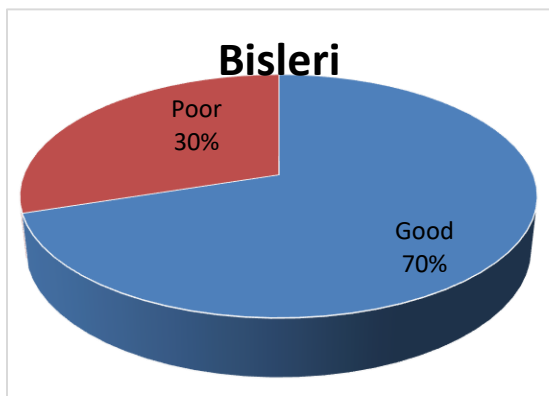
Q.9. How do you find home delivery service of Bisleri or Aquafina?

IST

Bisleri	
Particular	Respondents
Good	70
Poor	30
Total	100

IIND

Aquafina	
Particular	Respondents
Good	30
Poor	70
Total	100



- I. **Interpretation:** The above diagram of Bisleri, 70% respondents are satisfied with home delivery services of Bisleri.
- II. **Interpretation:** The above diagram of Aquafina, 30% respondents are satisfied with home delivery services of Aquafina.

FINDINGS :

- 60% People prefer packaged drinking water.
- 70% People prefer Bisleri brand of packaged drinking water.
- Quality of water attracts 45% people towards packaged drinking water.
- Bisleri brand is more effective in advertising.
- Bisleri brand is better than Aquafina
- Price of Bisleri is justified and Price of Aquafina are not.
- 70% Consumer of Bisleri would not change their brand because price reduction.
- 50% Consumers of Aquafina may change their brand just because of price.
- 70% People have used home delivery service of Bisleri
- 30% People have used home delivery service of Aquafina
- Home delivery service of Bisleri is more effect and good than Aquafina

RECOMMENDATION :

- Awareness programs at health clubs, schools, cinema halls & nursing homes and in front of business complex.
- Display bottles at places like hotels, clubs and airports where upper class group visits, as they are the potential customers.
- There is large market of packaged drinking water and companies should look after the production
- Unit and maintained production level in accordance with the market requirement.
- Companies should have a quality check over their **break-away** seals.
- Companies should introduce their product into the other cities of India.
- Companies should maintain the quality of the bottle water
- Government should reduce taxes on the manufacturing companies.
- They should introduce large bottle for family packs.
- Maintain low cost as they are currently serving the markets of India.
- Companies should have recycled program.

LIMITATIONS :

While doing survey I found some limitations. The limitations I faced are given as under:

- There was time constraint for the study work given to me while doing all the survey I did in this project work. While doing survey, I got the limited time period for their completion.
- The area considered for this survey was taken randomly. So, the area taken for this study was limited.
- The response of some of the consumers was not up to mark. So the survey may give the biased results.
- The sample size taken for each of the survey in this project was very less and limited.

CONCLUSION :

The packaged drinking water industry has witnessed exponential growth over the past few years and is set to continue expanding at a rapid pace. According to market projections, the industry's value is expected to reach Rs. 2000 crore by the end of 2003, illustrating just how massive and dynamic this market is. With a significant portion of the market still dominated by unorganized players, the competition remains fierce, but the opportunities for growth are equally abundant. While the production cost in the water industry remains relatively low, the real challenge lies in the distribution costs and ensuring consistent availability of water in a wide array of retail outlets.

An excellent example of successful distribution management is Bisleri's strategy. The company has implemented an efficient distribution model by providing 20-liter jars to retail outlets, which not only reduces operational costs but also makes it more accessible to consumers. Additionally, a growing trend in the market is the practice of offering water dispensers and bottles free of charge to parties that consume 100 liters or more. This kind of value addition helps in retaining customers and driving loyalty.

With large, financially robust players such as Pepsi, Britannia, Nestle, and Coca-Cola entering the market, the competition for market share is more intense than ever. These multinational giants have the advantage of substantial marketing budgets and a broad consumer base across various product categories. They have leveraged high-profile advertising campaigns targeted at specific consumer segments, thus intensifying the competition in the bottled water sector. Bisleri, with its established presence, must now navigate these challenges carefully to maintain its position as the market leader.

Despite the competitive pressures, Bisleri has firmly positioned itself as a synonym for packaged drinking water in India. The company is proactively working on strategic initiatives to counter the growing competition and safeguard its market dominance. As consumer preferences evolve, Bisleri's emphasis on consistent product quality, strong brand identity, and innovative marketing strategies will be key to its continued success.

From the results of various surveys conducted across institutional, dealer, and consumer segments, several important conclusions can be drawn. Bisleri is undoubtedly the market leader, holding a commanding 44% market share, while its closest competitor, Kinley, holds 31%. Aquafina comes in third with a 15% share, and other brands collectively account for 10%. These figures underline Bisleri's dominant position, but also highlight the increasing challenge posed by its competitors, especially in light of multinational giants entering the market.

To retain its leadership position, Bisleri must focus on expanding its advertising efforts to reach a wider audience and emphasize its commitment to high-quality standards. Moreover, offering attractive margins to retailers and wholesalers can incentivize them to give preferential treatment to Bisleri products. Furthermore, the company must continue to invest in its quality control systems to maintain consumer trust, as its product has gained widespread acceptance among the public.

In conclusion, the packaged drinking water industry is poised for continued growth and development. The competition is heating up, but Bisleri's strong brand equity, efficient distribution systems, and focus on quality position it well to sustain its leadership. However, as new players continue to emerge, it will be crucial for Bisleri to adapt and innovate to retain its market share and stay ahead of the competition.

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