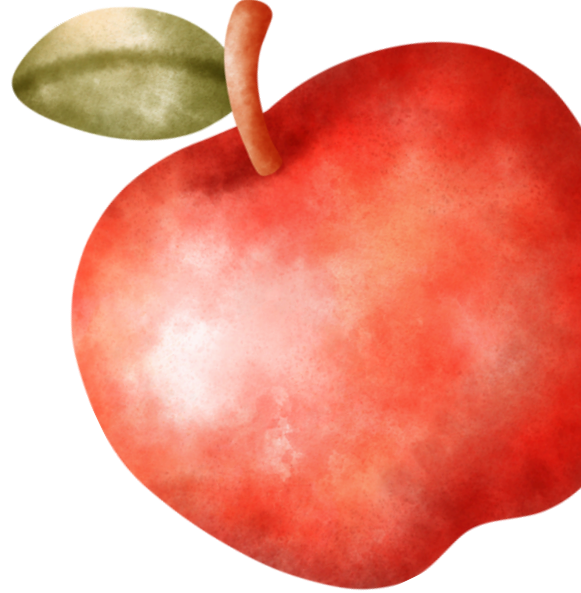




a pitch by

RIOCONN

Market Behaviour



- **Health First:** Preference for fresh, chemical-free foods
- **Convenience Rules:** Grab-and-go, easy-access fruit packs
- **Trust Over Price:** Branded, traceable fruits matter more than cost
- **Experience Driven:** Interactive tastings & activations boost recall
- **Digital Discovery:** Social media & short videos influence choices
- **Lifestyle Connect:** Family wellness & everyday freshness resonate
- **Seasonal Curiosity:** Year-round availability of seasonal fruits excites



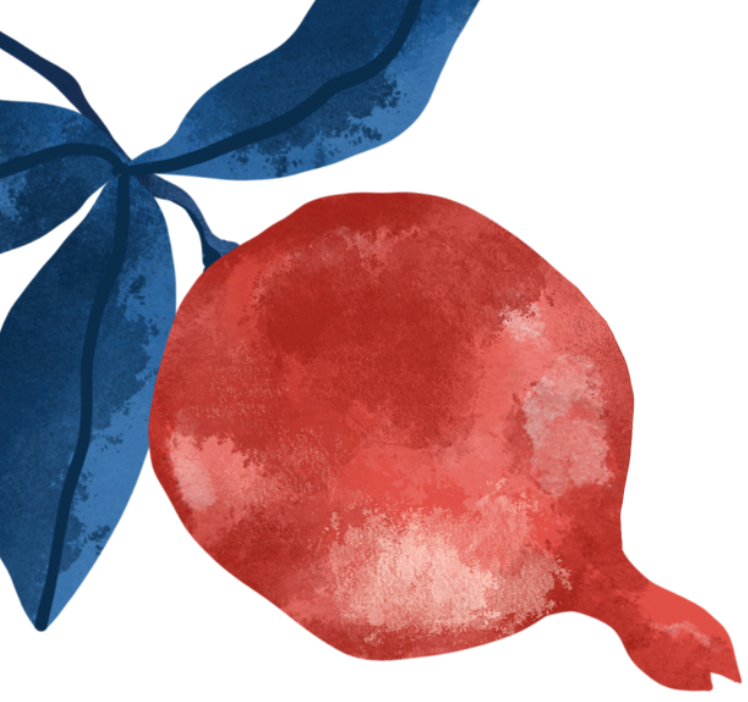


Objectives

- Scale brand outreach across platforms and cities.
- Strengthen consumer engagement through interactive experiences.
- Activate branding in metros and Tier-1 / 2 cities
- Make Farm-Pik the go-to fruit brand.
- Differentiate with storytelling, knowledge, and freshness.
- Create seamless 360° brand experience ecosystem.
- Drive word-of-mouth and social virality.

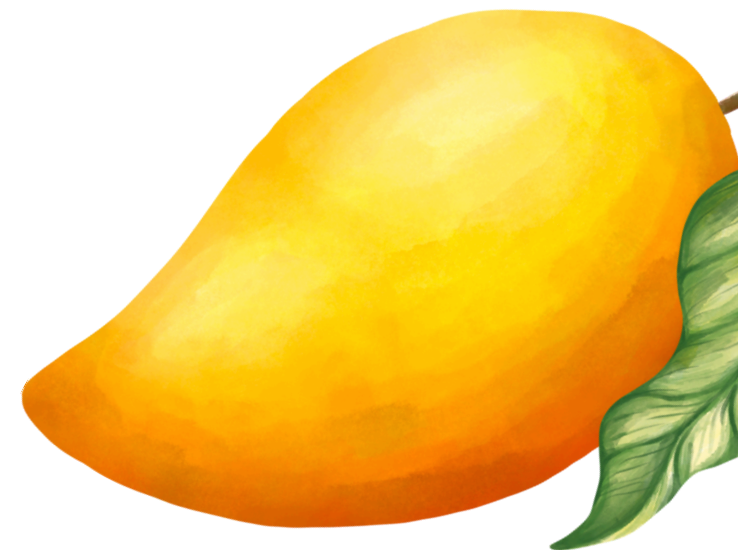
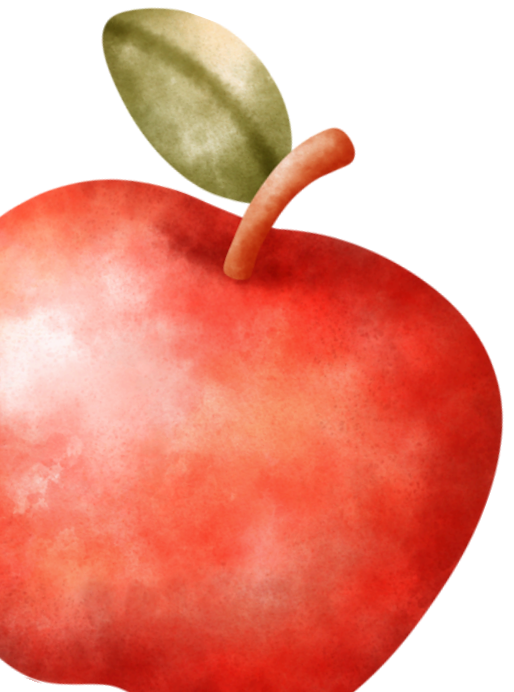


ROUTE 1



PikQuick

From FarmPik



Target Audience

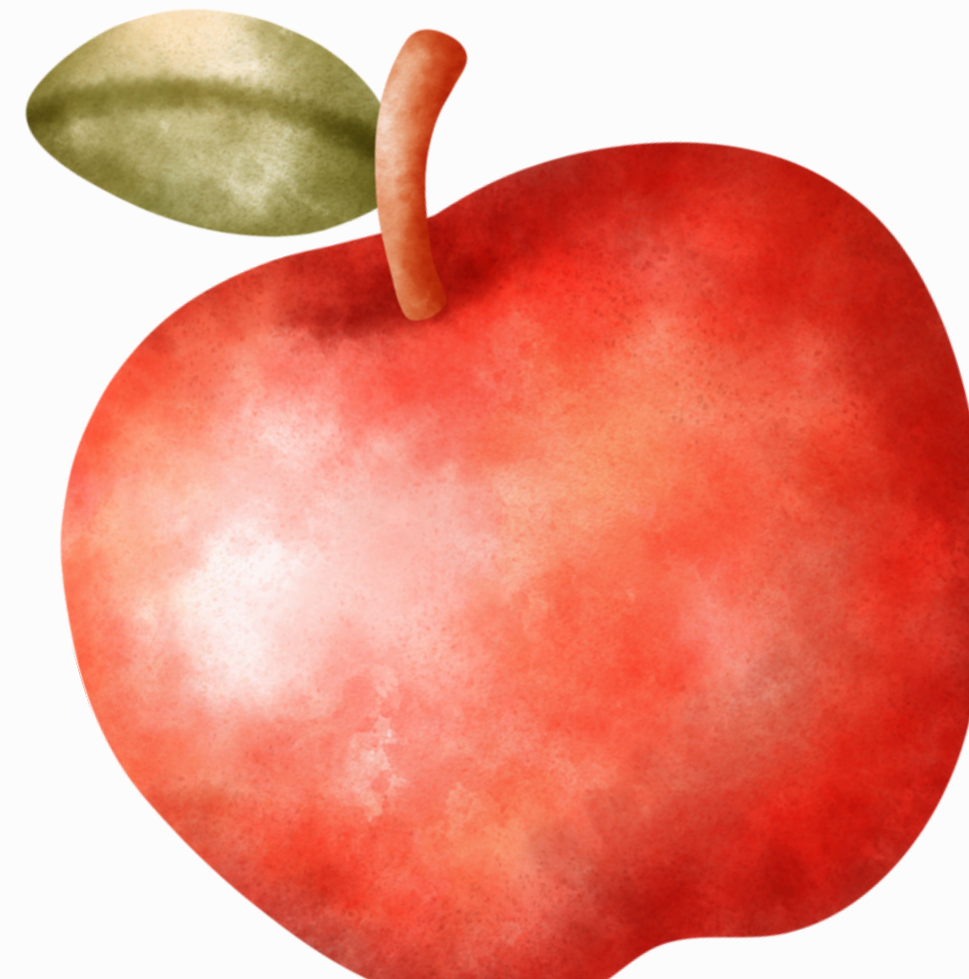
- **Age Group:** 26–45 years
- **Location:** Metro & Tier-1 / 2 cities
- **Lifestyle:** Fast-paced, busy professionals & DINKS
- **Shopping Preference:** Supermarkets, hypermarkets, online grocery apps
- **Mindset:** Value convenience, health and premium experiences
- **Behavior:** Seek indulgence with smart, effortless choices
 - Easily drawn to engaging, tech-driven, fun brand experiences

Source: Exploring consumer demand for exotic fruits in India

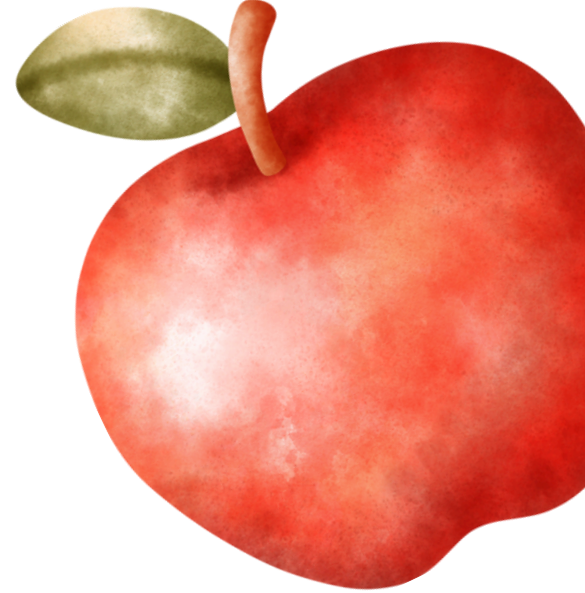


Our Insights

- Position Farm-Pik as a fun, fact-driven brand in Metros and Tier-1 cities, engaging audiences through interactive, playful experiences.
- Build strong brand visibility and tangibility with 360° activities — from digital billboards to gamified web journeys, on-ground activations and social storytelling.
- Drive engagement over hard-sell, focusing on indulgence, discovery, and the joy of freshness.
- Adapt communication for our TG with premium yet relatable messaging around trust, family, and the right choice.
- Anchor all activities to the core promise



Promotional Activities



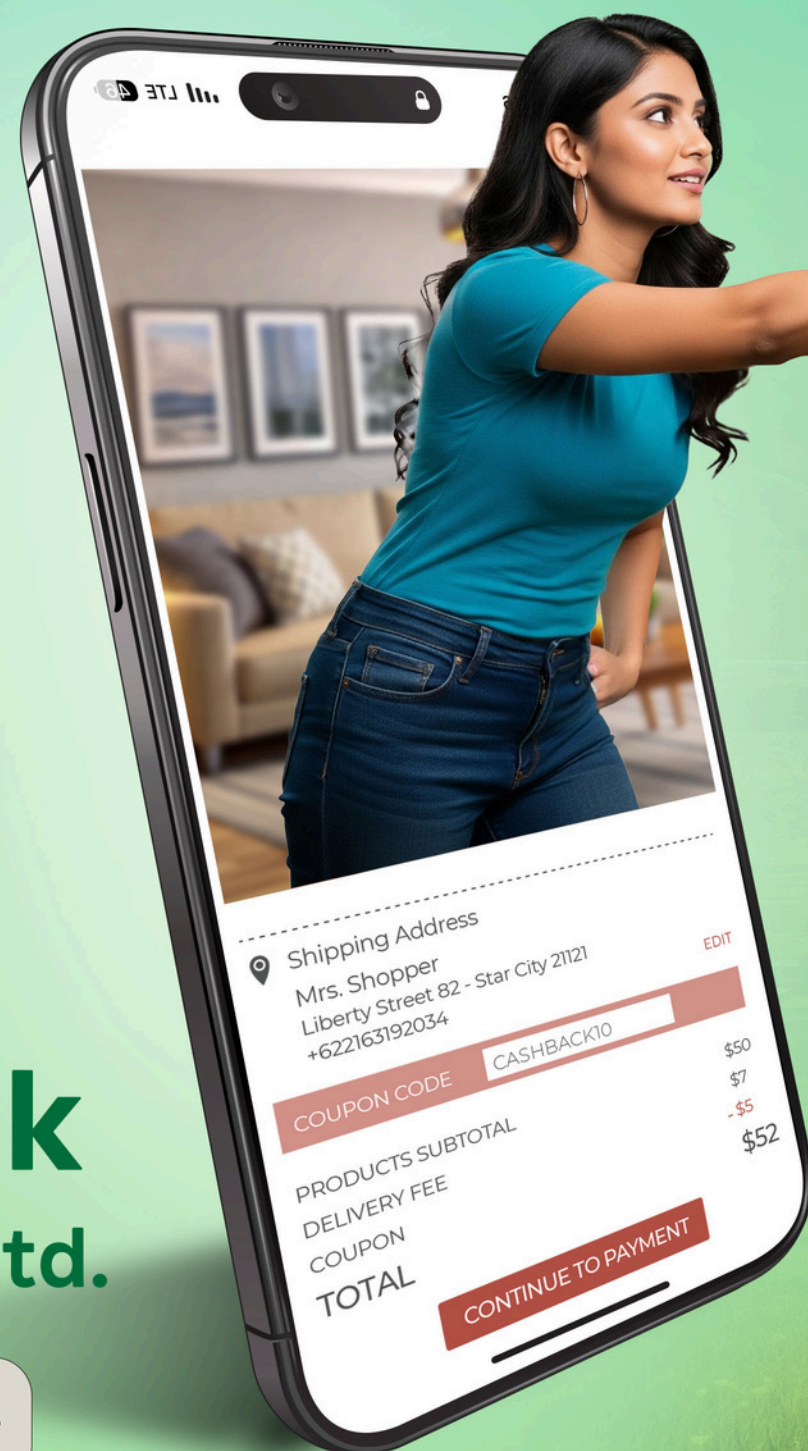
Interactive Billboard (Pik Quick From Farm-pik)

- **Accessible Gameplay:** Missed call → instant link → play fruit-picking game on phone.
- **Catchy CTA:** “Ring once. Play instantly.” (or similar fun lines on hoardings/kiosks).
- **Placement Strategy:** Hoardings, kiosks in malls, signals, popular streets for mass reach.
- **Gameplay Twist:** Collect fruits as names change → tests agility & attention.
- **Nutrition collection**
- **Engagement Hook:** Live scores & highest scores shared on social media.
- **Digital Integration:** Encourages following Farm-Pik pages for updates & leaderboards.
- **Campaign Identity:** Position as a nationwide challenge



PikQuick PikFresh PikNature

From FarmPik by Adani Agri Fresh Ltd.



Vending Machine Installations



- **Branded Vending Machines** → At offices, gyms, airports, and supermarkets for fresh fruit access and brand recall. In this, we will install either digitally or with personalised banner messages as below:

'Congratulations on adding nutrients to your body!'

- **Kiosk Branding** → In malls and premium markets for sampling, fun facts, and immersive experiences.
- Place machines at gyms to align with health-conscious consumers.
- Position at airports to target premium, on-the-go travellers.
- **Impact** → Boosts brand visibility, credibility, and daily lifestyle relevance.



Zomato Delivery Box Branding

Your Brand. Everywhere. Every Day.

- Turn Zomato's 5 lakh+ delivery partners into your moving billboards.
- 6.5 Cr+ orders / month | 42 Cr km covered | 900+ cities
- Daily brand presence in high-traffic zones, residential areas & nightlife hubs
- Repeated visibility across millions of consumer touchpoints
- Delivery bags as a high-frequency, hyper-local advertising channel

₹5,000 per box per month (including box and GST). Minimum inventory required: 1,000 boxes.



Zeptonow's Co-Branded Delivery Rider T-Shirts



Massive Reach & Visibility

- 1,50,000+ delivery riders across 70+ Metro & Tier 1 cities
- Avg. daily impressions: 5M+ from rider interactions and deliveries
- Hyperlocal targeting by city, pin code, and consumer segment

Why Zepto's Network Works

- Guaranteed consumer interaction & measurable impact
- Scalable campaigns with real-time analytics
- Cost-effective & 10x more recall than traditional billboards or digital ads
- Combines visibility + trackable actions for full-funnel marketing

₹1,500 per T-shirt for 2 months, with a minimum inventory requirement of 2,000 T-shirts. (Each rider has 2 T-shirts.)



ATM Branding

(Approved by RBI)

High Footfall & Engagement: Located at high-traffic points, our ATMs handle maximum transactions with high uptime and cash availability.

Clutter-Free Visibility: Unlike traditional media, ATM branding ensures focused attention. Multiple touchpoints during a transaction make your brand message unmissable.

Secure & Monitored: All branding is safeguarded and monitored through ATM CCTVs, ensuring complete transparency.

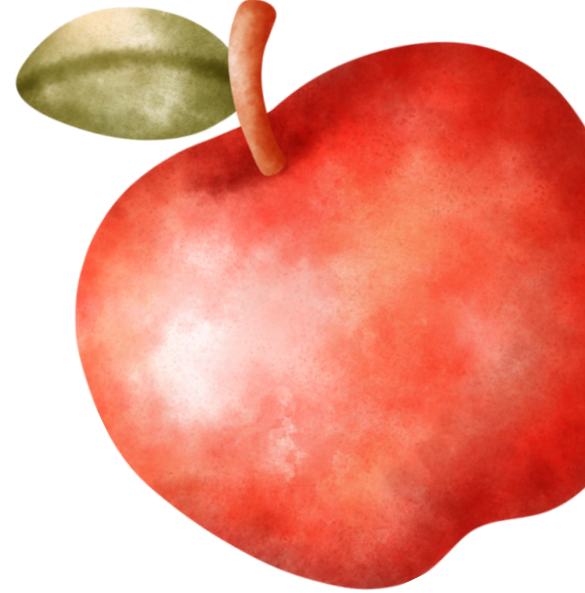
Localized Messaging: Run hyper-local campaigns tailored to specific regions or audiences with ease.

Cost-Effective: Compared to conventional mediums, ATM branding offers low-cost, high-impact exposure with measurable response.

₹5,000 per ATM per month*

Social Media Marketing

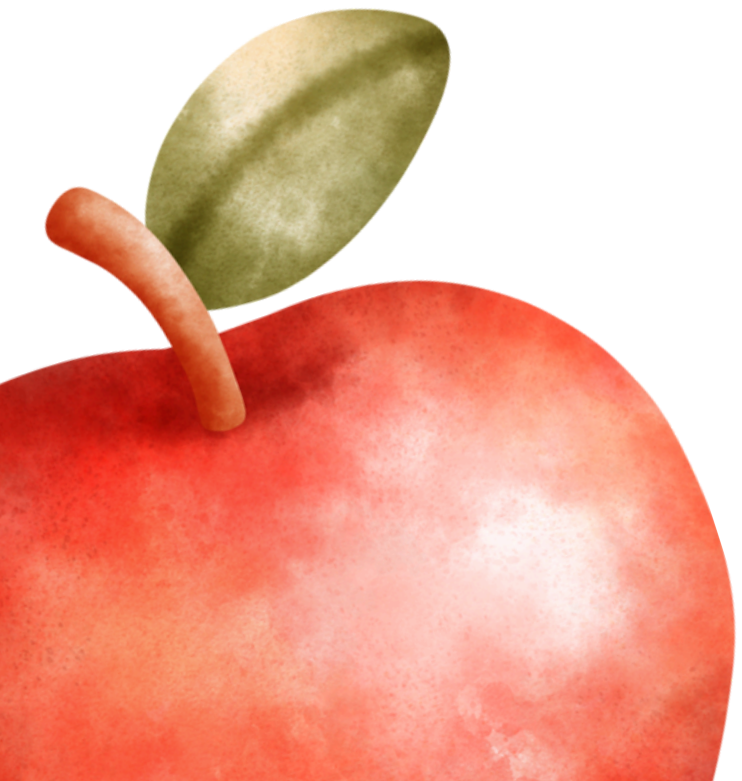
- Build FarmPik's digital personality – fresh, fun & factual
- Drive awareness
- Position FarmPik as the smart, trusted choice for fresh fruits



Experiential Content



Interactive Content



Branded Filters

- AR Instagram filters → throw fruits in the air and “catch/slice” with head tilt or mouth open.



Website Revamp

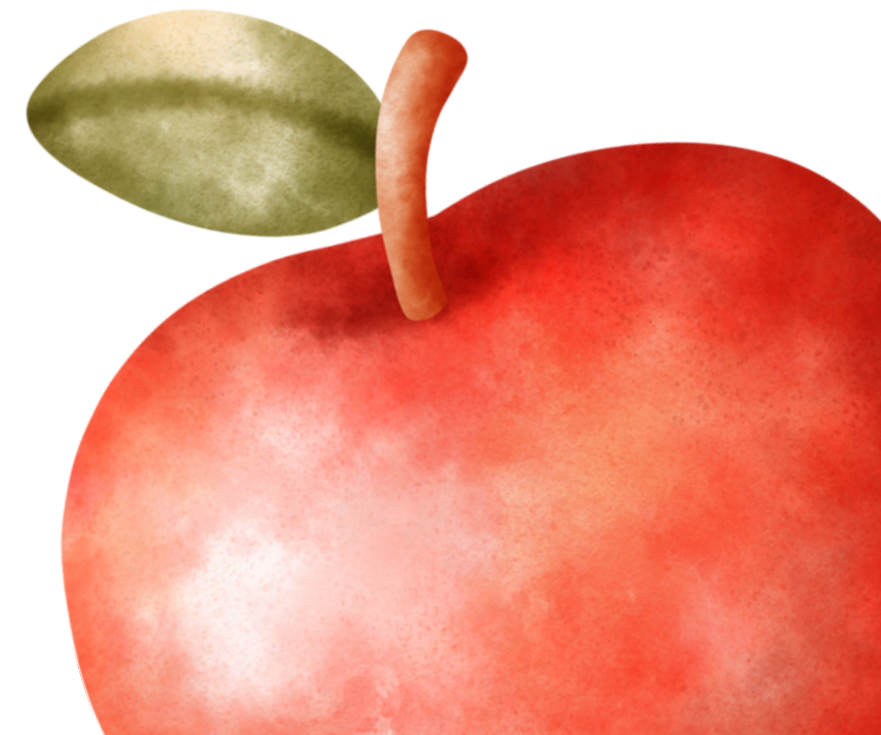
<https://www.figma.com/proto/DRJHupsInUfatM3CZEfYTt/Adani-Farmpik?node-id=165-359&t=STfe2YFDRqnziujE-0&scaling=scale-down-width&content-scaling=fixed&page-id=66%3A19>



Super and Hyper Market Branding



- Modern trade Branding → Supermarket and hypermarket counters for high-visibility shelf presence.
- Sampling zones: Offer fresh fruit tastings at MT stores
- Acknowledgement messaging:
“We appreciate your hard work. Now, enjoy fresh fruits.”
“You’ve burnt enough calories, now restore them with Farm-Pik.”

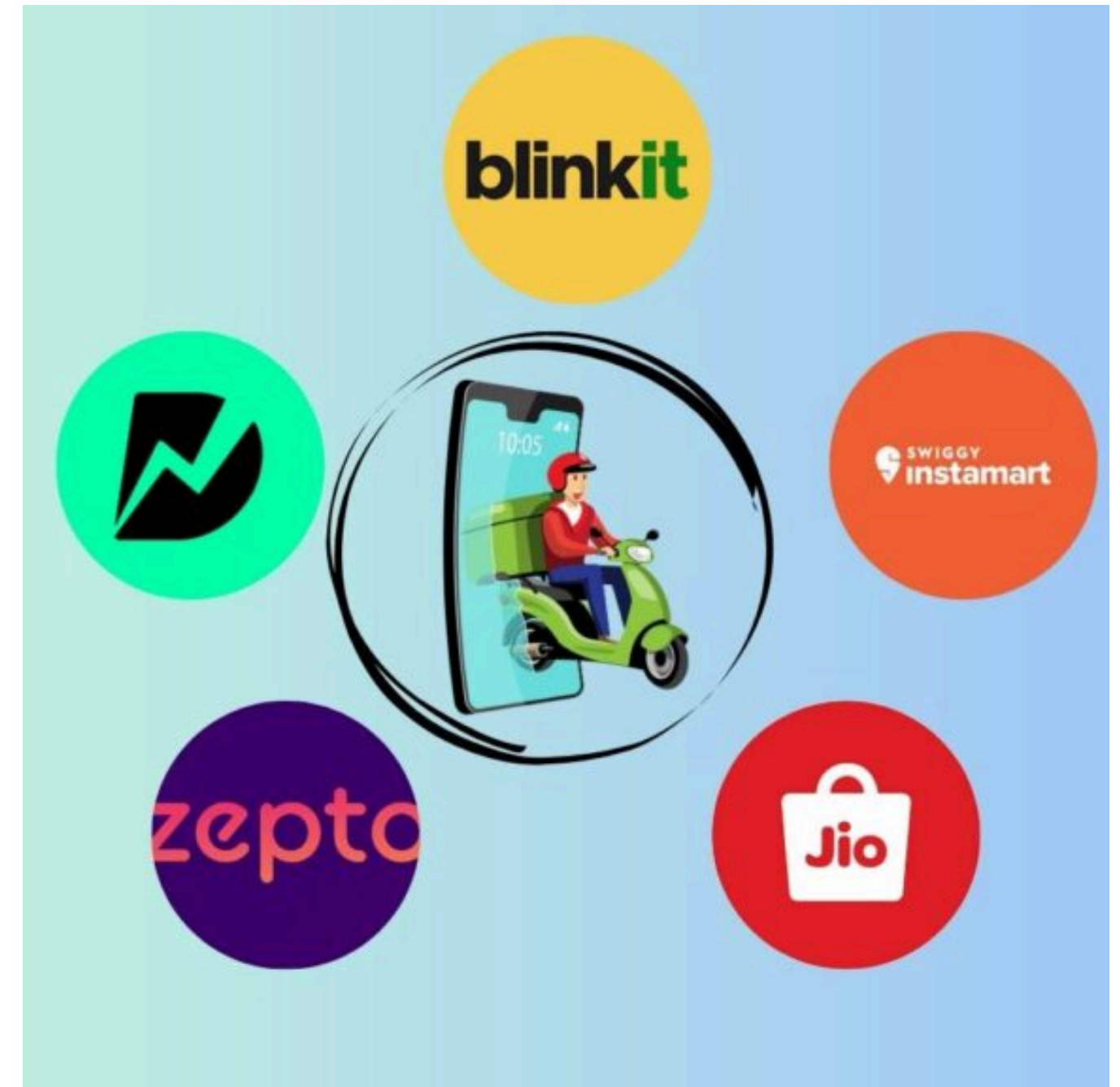


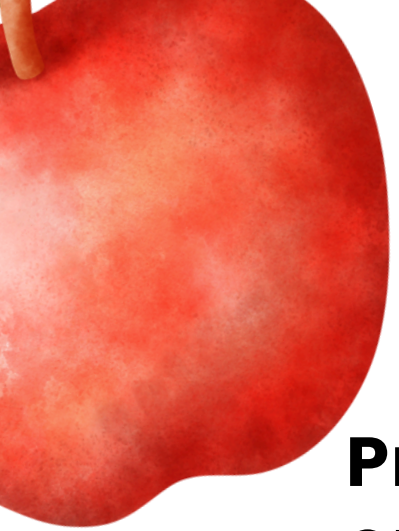
Quick Commerce Campaigns

Why Instant-Commerce?

- High-frequency engagement: Users open apps multiple times a day, creating repeated brand exposure.
- Impulse-driven purchases: Customers are primed to buy immediately, especially in categories like fresh produce.
- Targeted visibility: Reach the right audience at the right moment, directly in the buying mindset.

Blinkit, Swiggy Instamart, and other instant delivery apps with high urban adoption.





Prime Ad Placements: Homepage banners: Maximum visibility, first-touch engagement.

Category-specific sections (e.g., Fruits): Contextual placement for higher relevance and conversions.

Creative Approach: Animated GIF of a fruit falling from a tree into a basket — playful, memorable, and product-focused.
We will be using CTA in ads such as **PikQuick from FarmPik**

Strong Call-to-Actions: Clear and actionable prompts like “PikQuick from FarmPik” to encourage immediate purchase.

Promotional Advantages for Brands

- Drive impulse purchases directly at the point of decision.
- Enhance brand recall and top-of-mind awareness.
- Performance analytics enable continuous optimization of placements and creatives.



ROUTE 2

~~F For Fruits~~
FarmDik

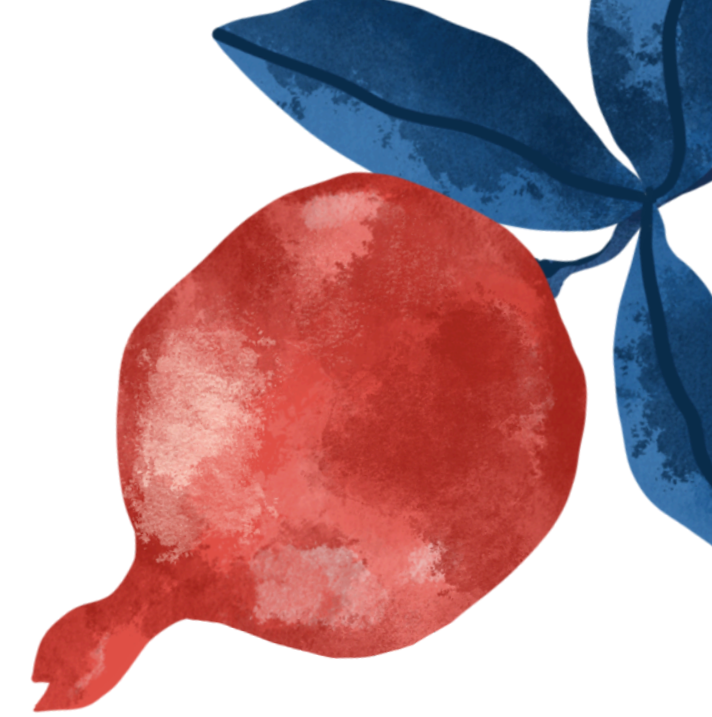
Target Audience



- Age Group: 28–55 years
- Location: Metro & Tier-1 cities (also select Tier-2 pockets)
- Lifestyle: Health-conscious and mindful eating families
- Shopping Preference: Supermarkets, organic stores, farm-to-home deliveries
- Mindset: Prioritize nutrition, authenticity, and traceability of produce
- Behavior: Research-oriented, scrutinises nutrient facts, willing to pay for quality assurance



Celebrity Branding/Endorsement



Who? Shilpa Shetty Kundra

Why?

- Wellness & Nutrition Icon – Trusted for healthy living.
- Farm-to-Table Credibility – Shares her kitchen garden journey.
- Inclusive Appeal – Connects with all genders and age groups.
- Relatable & Aspirational – Modern mom and entrepreneur.
- Metro Market Relevance – Resonates with urban audiences.



It is so good to have
fresh mangoes all year around

F For ~~Fruits~~
FarmPik

WITH MAINTAINED
NUTRIENTS

AVAILABLE ON

Reliance
fresh

A TATA Enterprise

STAR
Bazaar

& nearby stores

OOH Installation



PikQuick from FarmPik

Execution:

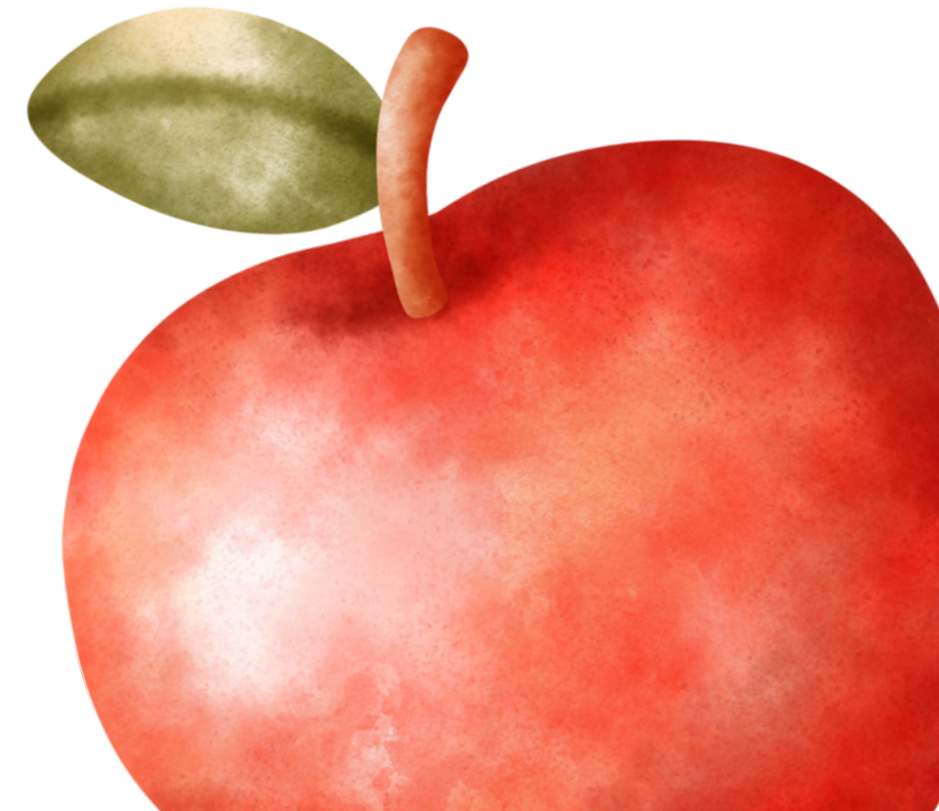
- Install large artificial apple trees in high-footfall locations (malls, city squares)
- Visitors pluck apples → get samples, QR codes, or offers
- Photo-friendly, Instagrammable setup
- Staff guidance for interaction & hygiene

Engagement & PR:

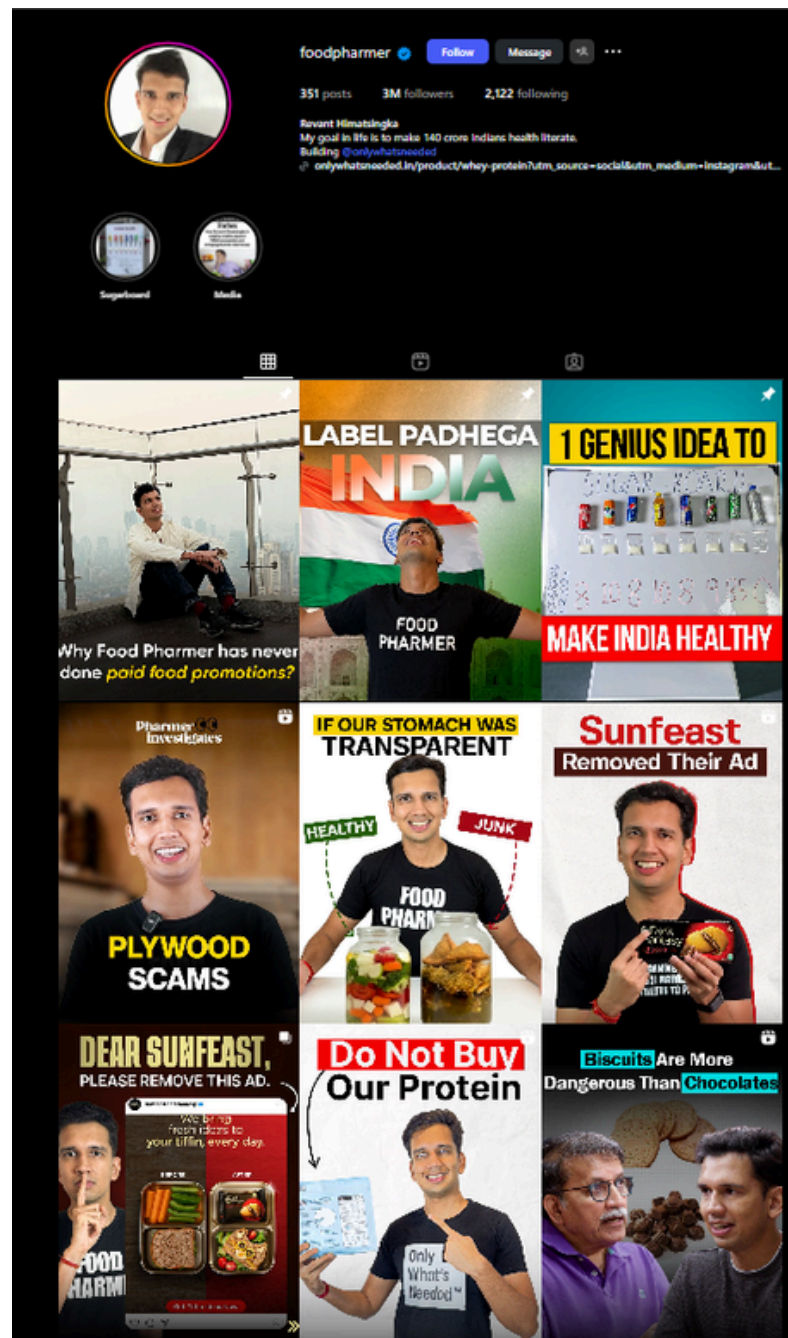
- Pre-event teasers on social & digital platforms
- Invite influencers & journalists for coverage
- Post-event UGC sharing & follow-up PR stories, articles, &

Impact:

- High audience interaction & brand recall
- Social media buzz & user-generated content
- Reinforces freshness & trust in FarmPik



Influencer Marketing



- foodpharmer
<https://www.instagram.com/foodpharmer/>

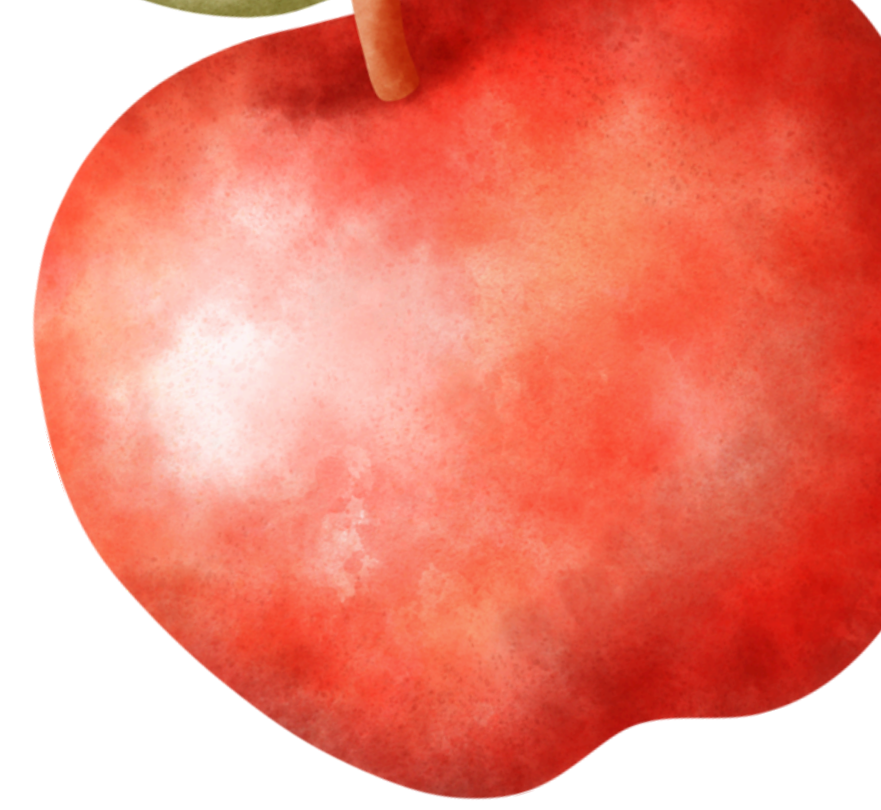


OOH Event

Farmer's Market

Farmer's Market Event Walkthrough

1. **Real-Time Farmer Interaction** – Farmers showcase their fresh harvests directly to buyers, creating an authentic farm-to-table experience.
2. **Harvesting Walkthroughs** – Guests get an immersive look at the fruit harvesting process, from picking to sorting.
3. **Behind-the-Scenes Insights** – Learn about cold storage techniques, distribution channels, and how fresh produce reaches consumers, emphasizing transparency and trust.
4. **Fruit-Based Experiences** – The event features stalls and activities where everything is made from fruits – from juices to desserts – engaging attendees in a fun, edible way.
5. **Bulk-Buy Opportunities** – Consumers can purchase fruits in bulk, directly interacting with farmers and harvesters, building personal connections and loyalty.
6. **Shilpa Shetty** – We can leverage Shilpa Shetty's presence in this event (celebrity guest)



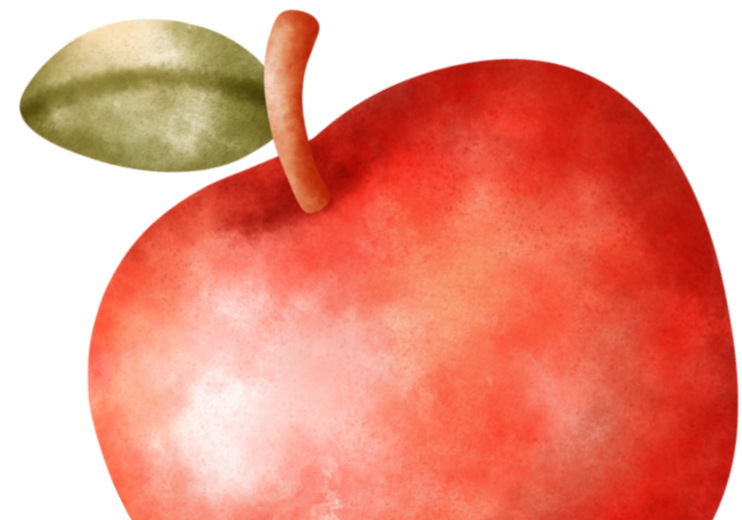
Social Media



Social Media

- **AR Filters**

- Create interactive filters where users can virtually hold or tap on a fruit on their screen. On touch, details appear such as its nutrition value, key vitamins and minerals, and the time it takes to harvest. This makes fruit education engaging, fun, and shareable.



Social Media

PODCAST

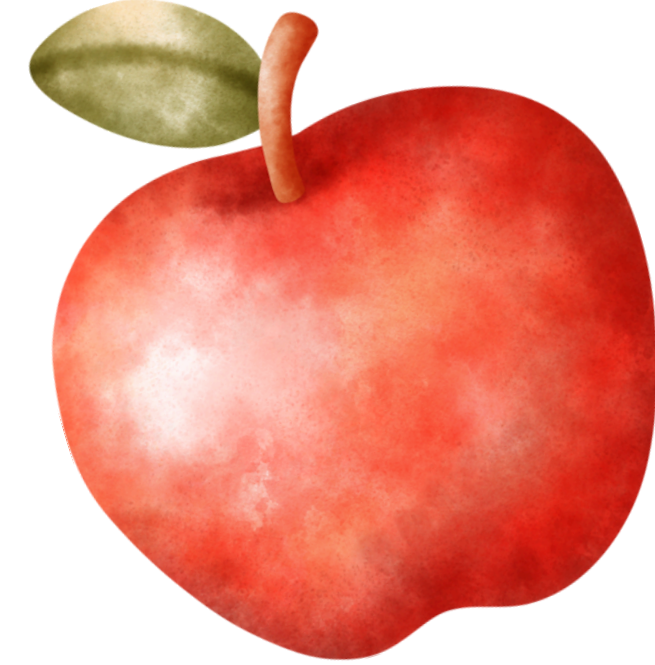
- **Series Name: From Farm to Fork**
- **Host: Shilpa Shetty**
- Episodes featuring farmers, nutritionists, doctors and supply chain experts.
- Covers how fruits are grown, harvested, stored, and delivered fresh. Additionally, they can talk about the reality of this transportation, the storage, the nutrition level, etc.
- This series can also have consumer-centric episodes, wherein consumers can have their own set of questions answered by the expert guests.
- Builds transparency and trust.
- Builds brand recall



Social Media

- **PODCASTER GUEST LIST**

- **Rujuta Diwekar** – India's leading nutritionist and dietician, known for making traditional Indian eating relevant and accessible. Brings strong credibility.
- **Chef Ranveer Brar** – Celebrity chef who often talks about fresh ingredients, Indian produce, and cultural food stories. Adds flavor + storytelling.
- **Dr. Luke Coutinho** – Holistic lifestyle coach focusing on nutrition, wellness, and preventive healthcare. Appeals to health-conscious urban audiences.
- **Devendra Chawla** – Ex-CEO of Future Consumer, retail and FMCG expert. Can give insights into supply chain, distribution, and consumer trends in fresh produce.
- **Gauri Devidayal** – Restaurateur (The Table, Magazine Street Kitchen, Mumbai), also a podcaster herself. Brings a mix of consumer + business perspective, with credibility in sourcing high-quality ingredients.



Super and Hyper Market Placement

- Place racks of Farm Pik fruits with prominent branding in stores. (F For ~~Fruits~~ Farm-pik)
- Rotate nutrient/fact displays based on the fruit's origin and distribution.
- Example: Apples from Siliguri – “Grown 9,000 ft above sea level.”
- Include nutrition values for each fruit: per piece or per bulk.
- Update facts regularly to maintain transparency and credibility with the audience.
- Tailor information for each fruit type to highlight freshness, origin, and health benefits.



mCanvas

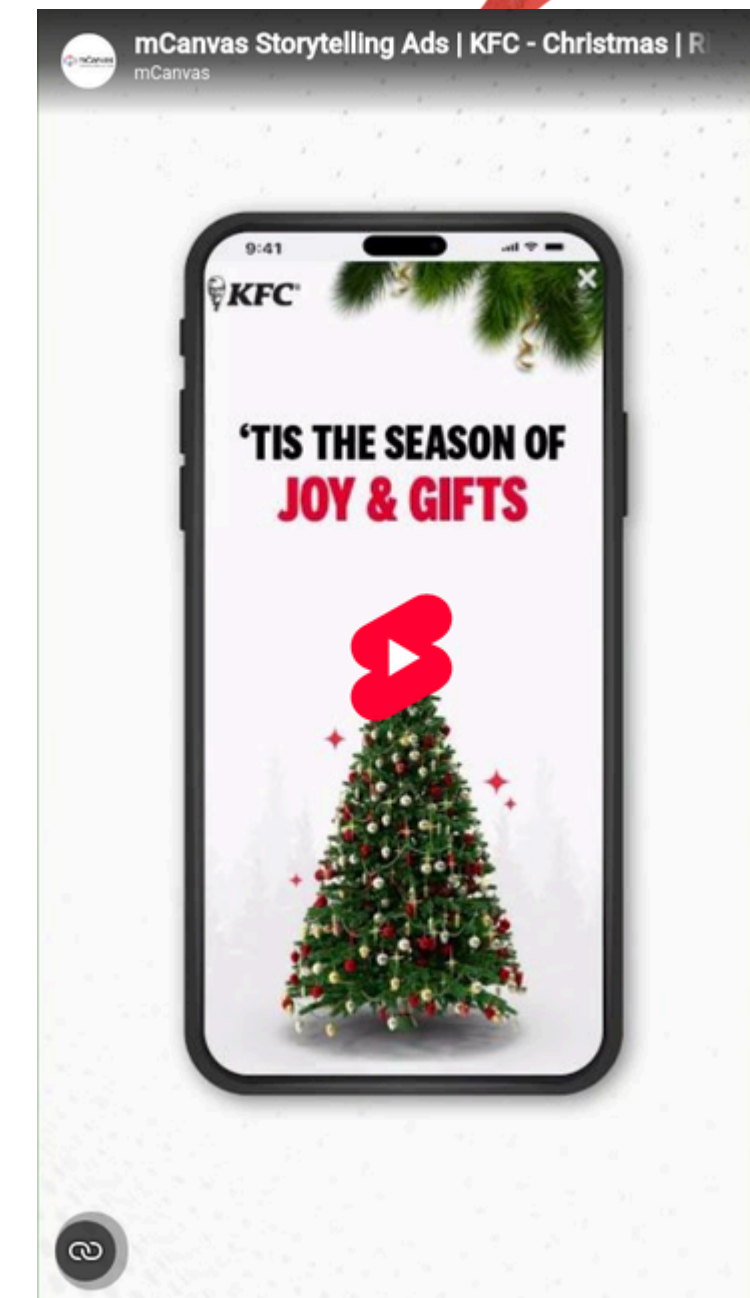
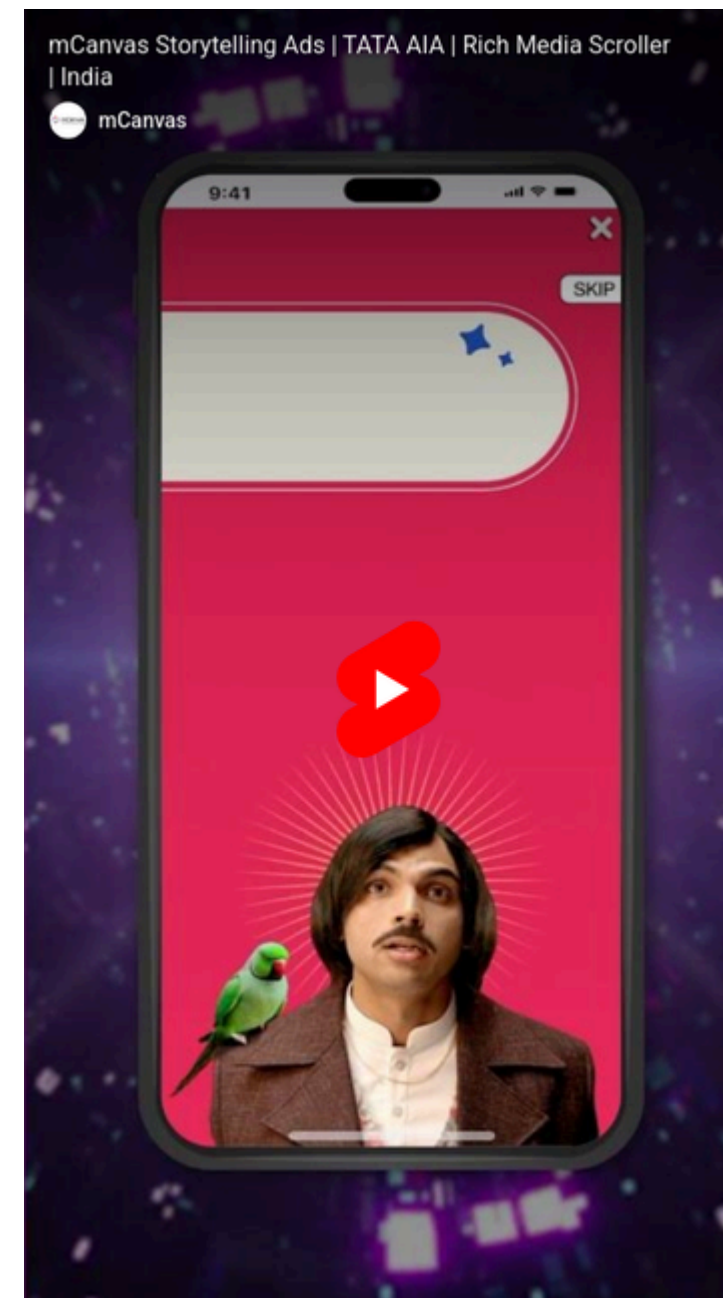
Mobile Ad Experiences Storytelling Rich Media Ads (Sticker, Scroller, Interstitial)

Examples:

- mCaffeine Body Wash
- Mamaearth
- Vicco
- L'Oréal INOA
- L'Oréal Scalp Advanced

Interstitial Ads:

- Amazon
- JioMart



Bobble.Ai

From Conversation to Commerce: Engaging & Transacting in One Flow

What Brands Are Doing Today

- Platforms like Bobble AI embed brand presence into daily conversations via stickers, GIFs, chat formats.
- These campaigns have shown measurable uplift in purchase intent, awareness, and engagement (ex: 20% lift for certain campaigns)



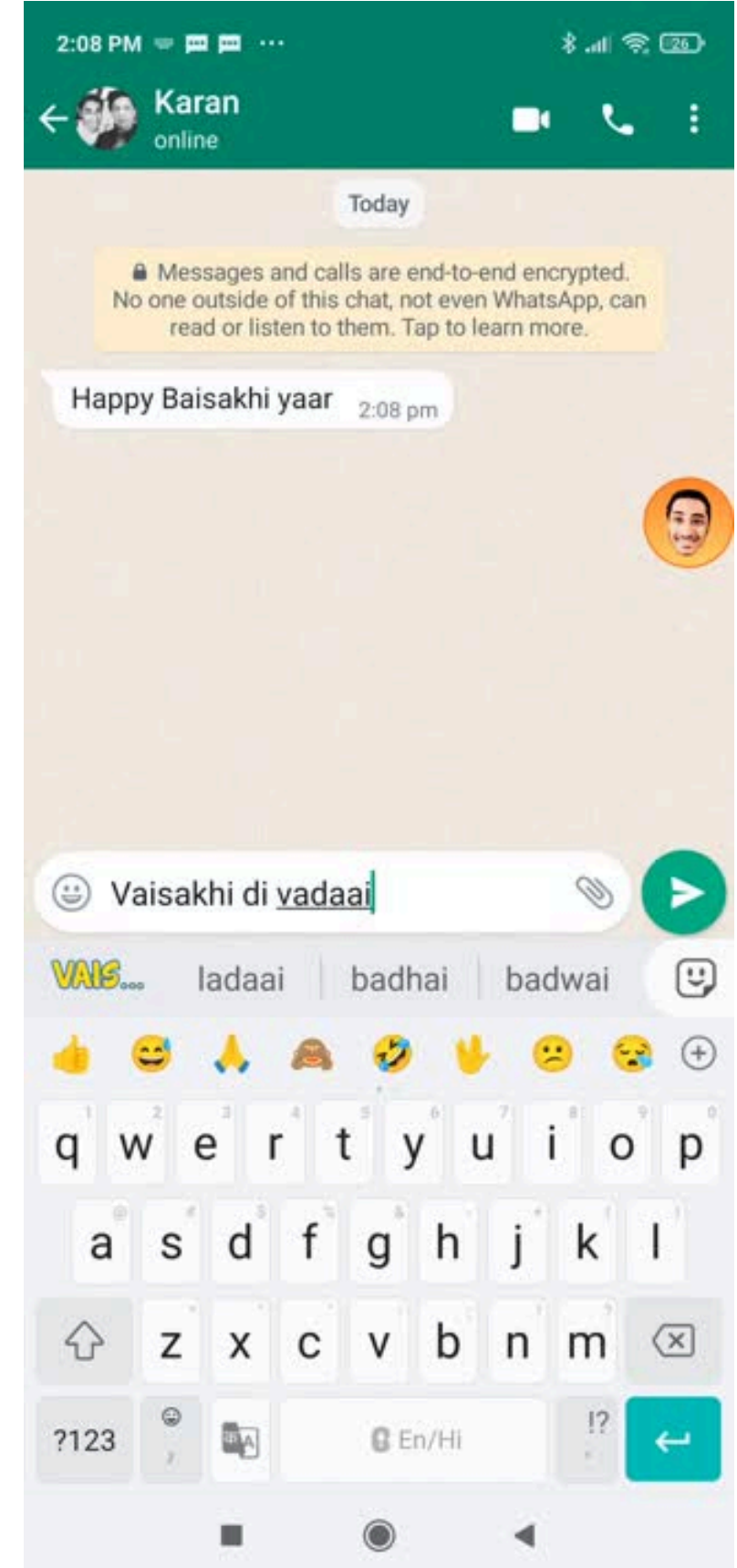
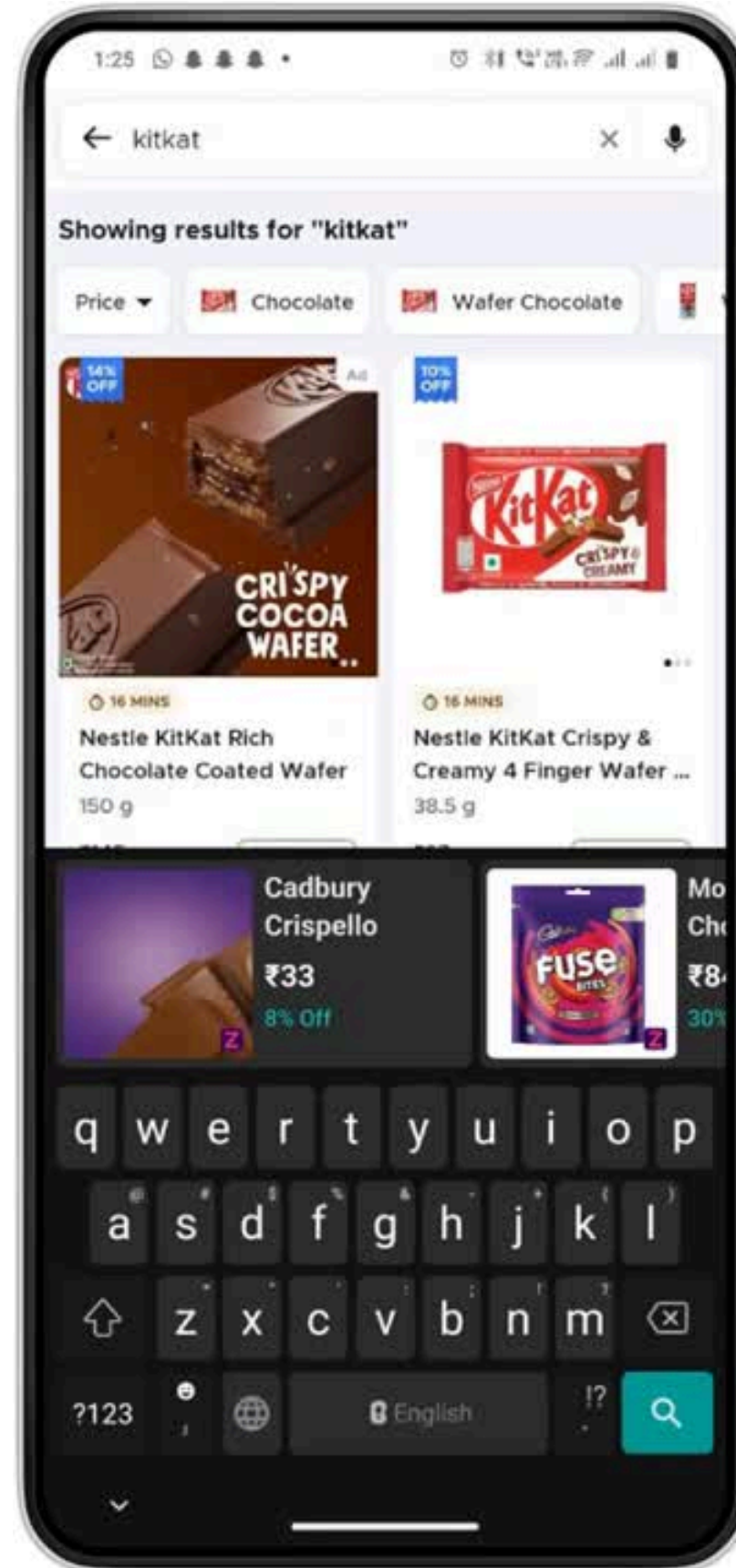
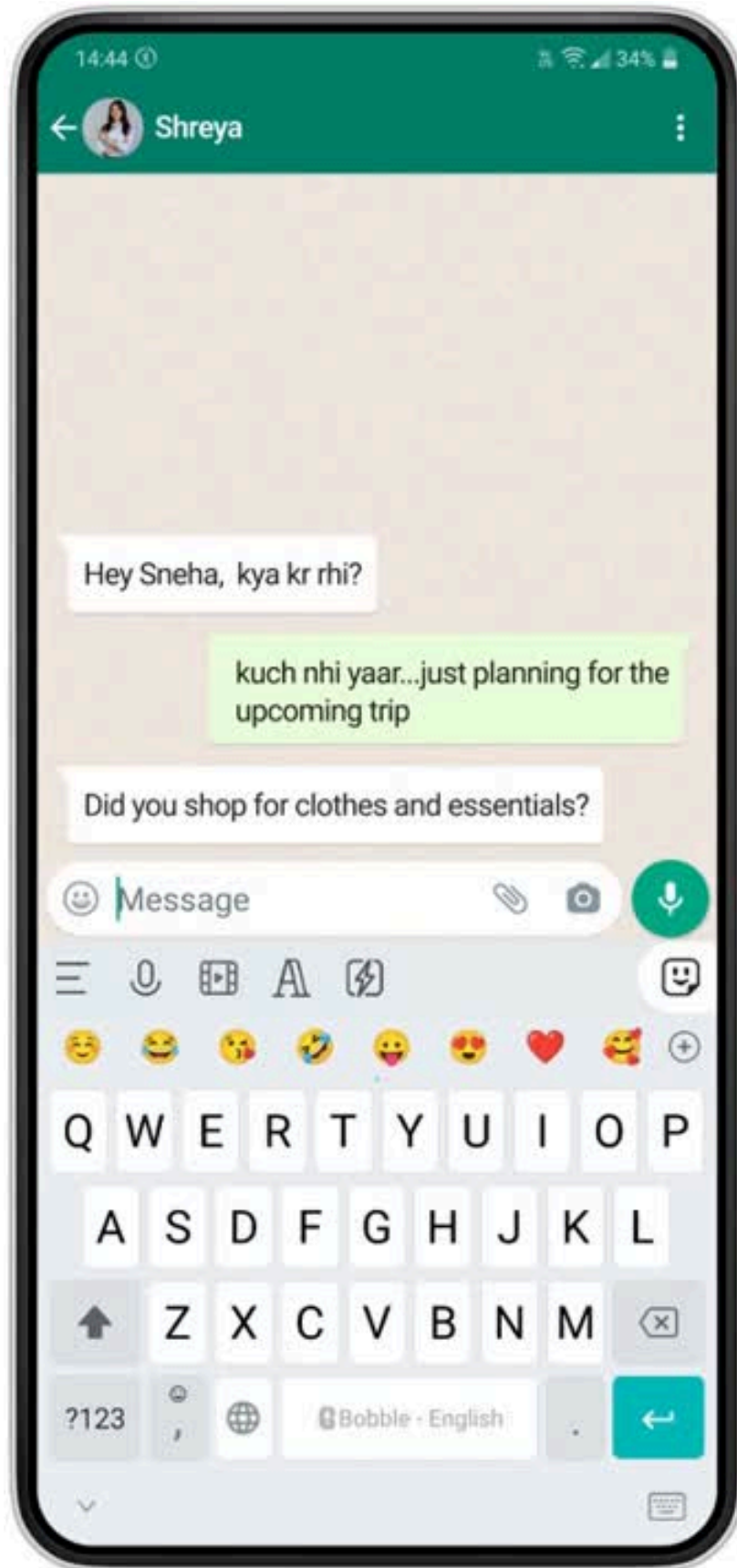
Bobble.Ai



Value to Brand

- You gain visibility where consumers are already shopping
- You convert impulse interactions into immediate sales
- You capture data & insights about consumer behavior in high-intent environments
- You invest efficiently — only paying for highly contextual ad placements







SEO Keyword

Benefits of SEO

- Sites that show up higher in search results are perceived as more trustworthy. Good SEO includes user reviews, good content, site speed—all of which build credibility.
- If competitors are optimizing and you aren't, you'll lose market share. People will go elsewhere—even if your products are good.
- SEO helps Farmpik.com increase visibility, attract organic traffic, build trust, boost sales, and stay ahead of competitors sustainably.
- Content Optimization: AI can assist in creating SEO-friendly content, optimizing meta tags, and ensuring that the website's content aligns with current search engine algorithms.
- All Keyword List [Here..](#)



Keyword List For SEO

Keyword	Monthly Searches
apple farm	4400
mango fruit online	4400
apples of himachal pradesh	1600
buy mangoes online	1000
online pomegranate	590
kesar mango online	480
adani agrifresh	390
adani apple	390
adani stores	390
buy pomegranate online	320
order pomegranate fruit online	320
pomegranate purchase online	320
buy pomegranate fruit online	320
buy grapes online	260
order grapes online	260
farm pik	210
himachal apple garden	170
buy kesar mango online	170
adani farm pik	140
himachal pradesh apple garden	140

PR Articles



Examples of PR Articles by Superplum

**Business
Outreach**

[Open](#)

Business India

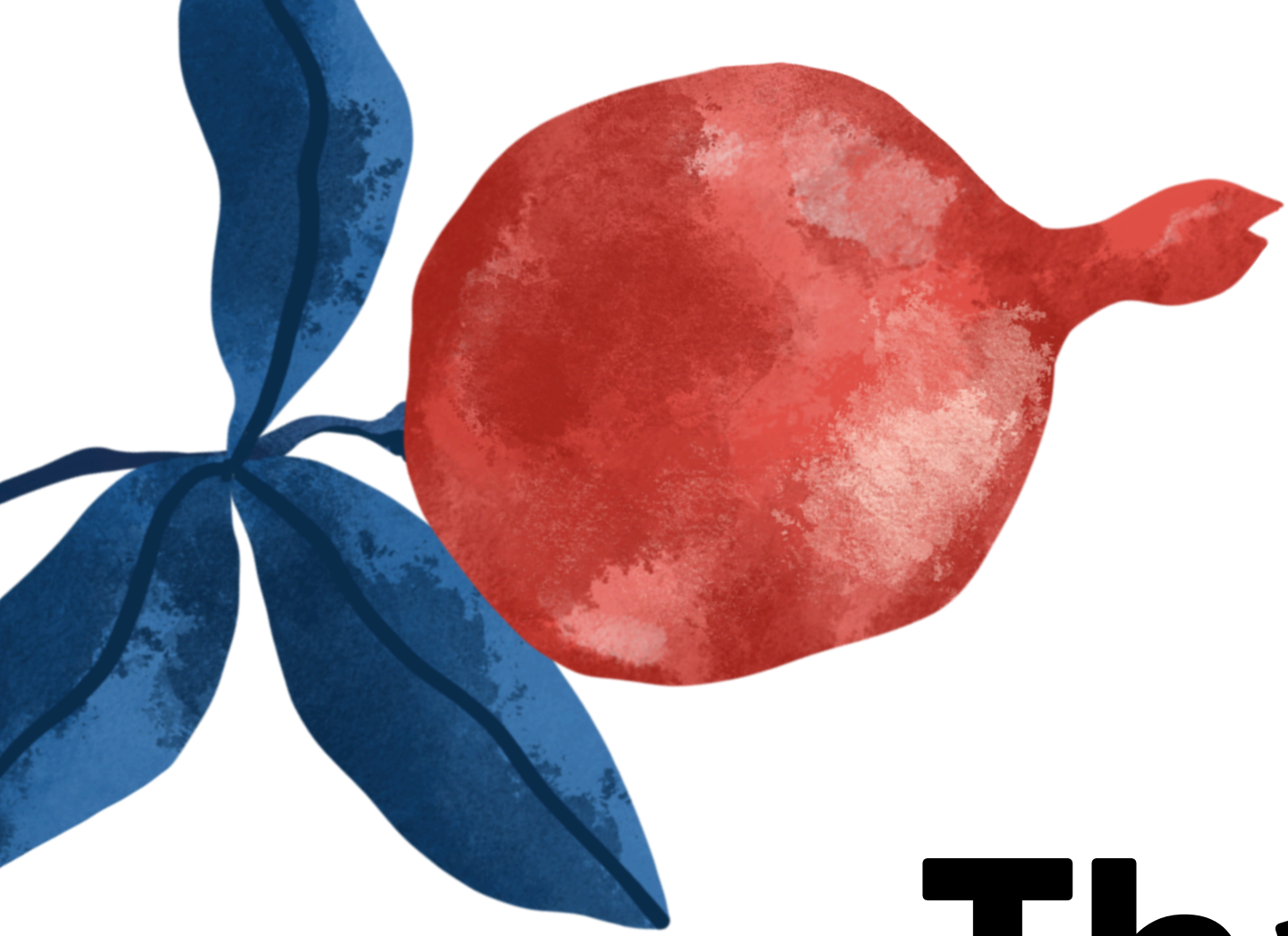
[Open](#)

PRESS TRUST OF INDIA
India's premier news agency

[Open](#)

Benefits of PR Articles

- Builds credibility with trusted media names (PTI, TOI, Business India).
 - Expands reach to national audience & key stakeholders.
 - Improves Google visibility & long-term brand recall.
 - Positions brand as an industry thought leader.
 - Provides authentic content to share across channels.
- 
- 



Thank You!

