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ET BRAND EQUITY BRAND DISRUPTION AWARDS '26

Most Disruptive use of Mobile Marketing
Kohinoor Bharti Season campaign

Kohinoor's Bharti Campaign:

Turning Tradition into Tech-Powered Impact

Case Study | FMCG | Hyper-Local Precision Marketing



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The Challenge

Bharti: A Once-a-Year Battle for Rice Brands

70% of annual rice sales

happen in a short window in Western India. (also known as Bharti)

Trust in local retailers

Purchase decisions are shaped by trust in local retailers, not ads.

The critical question

How do we win in a market where tradition rules and the window of purchase is short?





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The Insight

In Bharti, Retailers Are the Real Influencers

Cultural truth:
Bharti = trust-driven buying.

Retailers' words matter more
than celebrities or mass media.

Opportunity:
Turn retailers into brand storytellers.

The Big Idea

From Ads to Advocacy: Retailers as Brand Ambassadors



15 authentic testimonial films featuring local retailers.



Shot in their own shops, speaking their customers' language.



Geo-targeted ads in retailer's vicinity

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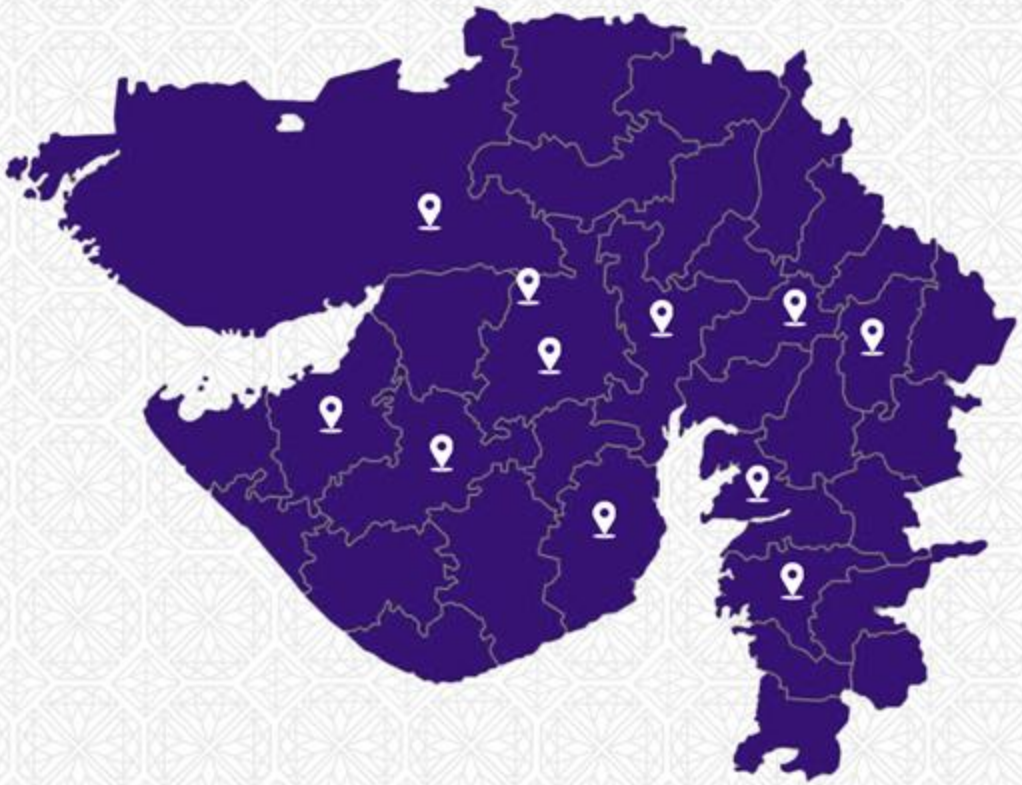

Innovation

Hyper-Local Precision Meets Tradition

- Pincode-level geo-targeting on Meta platforms.
- Click-to-call CTA collapsing the funnel from awareness to action.
- Retailer films scaled beyond word-of mouth to digital influence.

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Execution

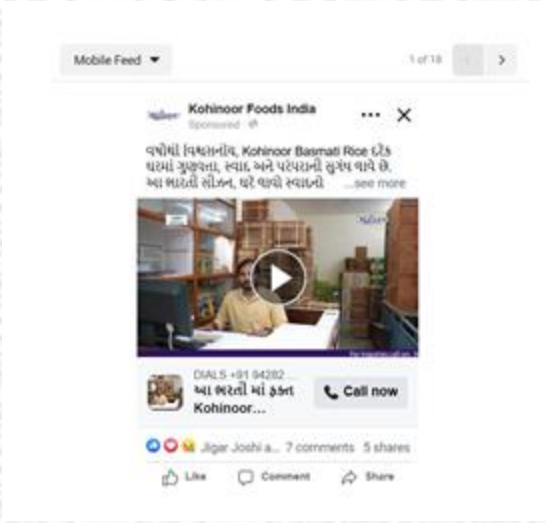
Precision at Scale

15 films mapped to exact catchment areas in Ahmedabad, Vadodara, Rajkot, Surat

Ads optimized for Bharti buying households.

Seamless link from ad → distributor → purchase.









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Impact

Turning Bharti into a Benchmark

8.04M
impressions

10K+
link clicks

40+
retailer calls/day

₹ 1 CR+
revenue vs ₹1.6 lakh spend

1,000+
metric tons sold

Why It Matters

A New Playbook for Culturally Nuanced FMCG Marketing

Blended tradition with tech.

Turned local trust into a scalable impact.

Set a benchmark for hyper-local precision marketing.



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