



Branding and Promotion of Indian Plantation Commodities

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The demand supply situations for the selected plantation commodities such as tea and coffee in the Asian continent have undergone a rapid transformation due to the growth of the world economy and lowering of trade barriers resulting into surge in import. To give a barrier to such a situation, it is high time to create awareness on the positive characteristics of Indian Coffee/ tea and initiate appropriate branding and promotional strategies especially on country of origin labelling. The first chapter of the book covers briefing on Indian coffee and tea sector. The second chapter makes a rigorous review on literature pertaining to the research issues, identified the variables relevant for promoting the products on 'country of origin labelling'. A suitable conceptual model incorporating the variables has been developed and the methodology for the research is being covered in the third chapter. The data collected were presented and analyzed and the inferences and findings are drawn in the next two chapters. Since labelling helps in creating a strong distinction in the market place and acts as a vehicle for marketing, it is suggested to deploy suitable promotional measure to leverage the commercial benefits of the same. The detail suggestions to promote the Indian plantation commodities on Country of Origin Labelling and the conclusions are recorded in last two chapters.

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