

FOODS PRODUCT DETAILER 2024



PEPSICO



MP								
American Style Cream & Onion	India's Magic Masala	Spanish Tomato Tango	Classic Salted	West Indies' Hot n' Sweet Chili	Chile Limon	Water Style Salt with Pepper Flavour	Water Style Sundried Chili Flavour	Lays Sizzlin Hot
₹5, ₹10, ₹20 ₹30, ₹50, ₹78	₹5, ₹10, ₹20 ₹30, ₹50, ₹78	₹5, ₹10, ₹20 ₹30, ₹50	₹5, ₹10, ₹20 ₹30, ₹50	₹5, ₹10, ₹20	₹10, ₹20	₹10, ₹20	₹10, ₹20	₹10, ₹20

MP								
Gourmet Chili Flavour	Gourmet Paprika Flavour	Maxx Macho Chili	Maxx Sizzlin' hot	Doritos Nacho Cheese Flavour	Doritos Sweet Chili Flavour	Doritos Sizzlin' Hot Nacho	Plain Salted	Spicy Treat
₹30, ₹50	₹30, ₹50	₹10, ₹20, ₹30 ₹10, ₹20, ₹30	₹10, ₹20, ₹30	₹10, ₹20, ₹30 ₹50, ₹90	₹10, ₹20, ₹30 ₹30, ₹90	₹10, ₹20, ₹30 ₹50, ₹90	₹5, ₹10 ₹20, ₹30	₹5, ₹10 ₹20, ₹30

MP							
Chilli	Green Chutney Rajasthani Style	Masala Munch	Naughty Tomato	Chilli Chatka		Solid Masti Masala Twist	Playz Puffcorn Yummy Cheese
	₹5, ₹10, ₹20	₹5, ₹10, ₹20, ₹30	₹10, ₹20	₹5, ₹10, ₹20		₹5, ₹10, ₹20	₹5, ₹10, ₹20

MP											
Quaker Base Oats 2 Kg Refill	Quaker Base Oats 1.5 Kg Refill	Quaker Base Oats 1 Kg Refill	Quaker Base Oats 600 g Refill	Quaker Base Oats 400 g Refill	Quaker Base Oats 200 g Refill	Quaker Instant Oats Magic 400g	Quaker Instant Oats Herby 400g	Quaker Instant Oats Mixed Berries 400g	Oats Multigrain 700 g Refill	Oats Muesli 700 g Refill	Oats Muesli 700 g Refill
₹ 338	₹ 273	₹ 199	₹ 119	₹ 79	₹ 49	₹ 189	₹ 199	₹ 199	₹ 175	₹ 460	₹ 440

QUAKER PLANOGRAM



Quaker Oats
Multigrain
600 g / ₹ 175

Quaker Base Oats
1 kg / ₹ 199

Quaker Base Oats
1 kg / ₹ 199

Quaker Base Oats
1 kg / ₹ 199



Quaker Base Oats
400 g / ₹ 79

Quaker Base Oats
600 g / ₹ 119

Oats Muesli Berries
& Seeds Refill
700 g / ₹ 460

Oats Muesli Fruit
& Nut Refill
700 g / 440

Quaker Instant
Oats Magic Masala
400 g / 189

Quaker Instant
Oats Herby Cheese
400 g / 199

Quaker Instant
Oats Mixed Berries
400 g / 199

PLANOGRAM PRINCIPLES

- Primary Placement in the Breakfast Category inside the store
- Min 2 shelves for placement with at least 8 facings visible preferably at eye level
- Secondary placement for Quaker Oats – alongside Ready to eat category – noodles etc
- At least 3 Quaker SKUs to be placed in every Outlet

Gujarat

Planogram Principles

- Top to Bottom : Higher to lower price point
- 3rd shelf onwards core brands only
- Brands to be together
- Within Brands, flavours to be together
- No similar colors to be placed together
- At least 3 KK flavours to be placed



No of facing = 15

No of facing = 20

No of facing = 34

No of facing = 47

No of facing = 53