



BRAND RESONANCE: A CASE OF BROWN SUGAR- BAKERS, CAFÉ AND LOUNGE, JAIPUR, INDIA

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ABSTRACT

Brown Sugar a seven year old initiative launched the concept of designer cakes , unconventional bakery items like live ice-creams , frozen desserts , international flavours of bread and bakery items in Jaipur. The chain with an annual turnover of six crores was expanding into catering and had on cards, outlet formats, that redefined ease and swift of street munching and exclusivity of fine dining. Vishal hailed from a business family with a history of four generations in film distribution and a royal lineage of sweetmakers (Raj Halwai) for the kings of Jodhpur. In sync with 'Make in India and Make for India' vision Brown Sugar focused on customer centric strategies to address its strategic growth needs in an intensely competitive marketplace.