

MARKETING PLAN FY 2026–27

Chai Craft — Marketing Plan

Strategy, channels and budget for FY 2026–27

PREPARED BY

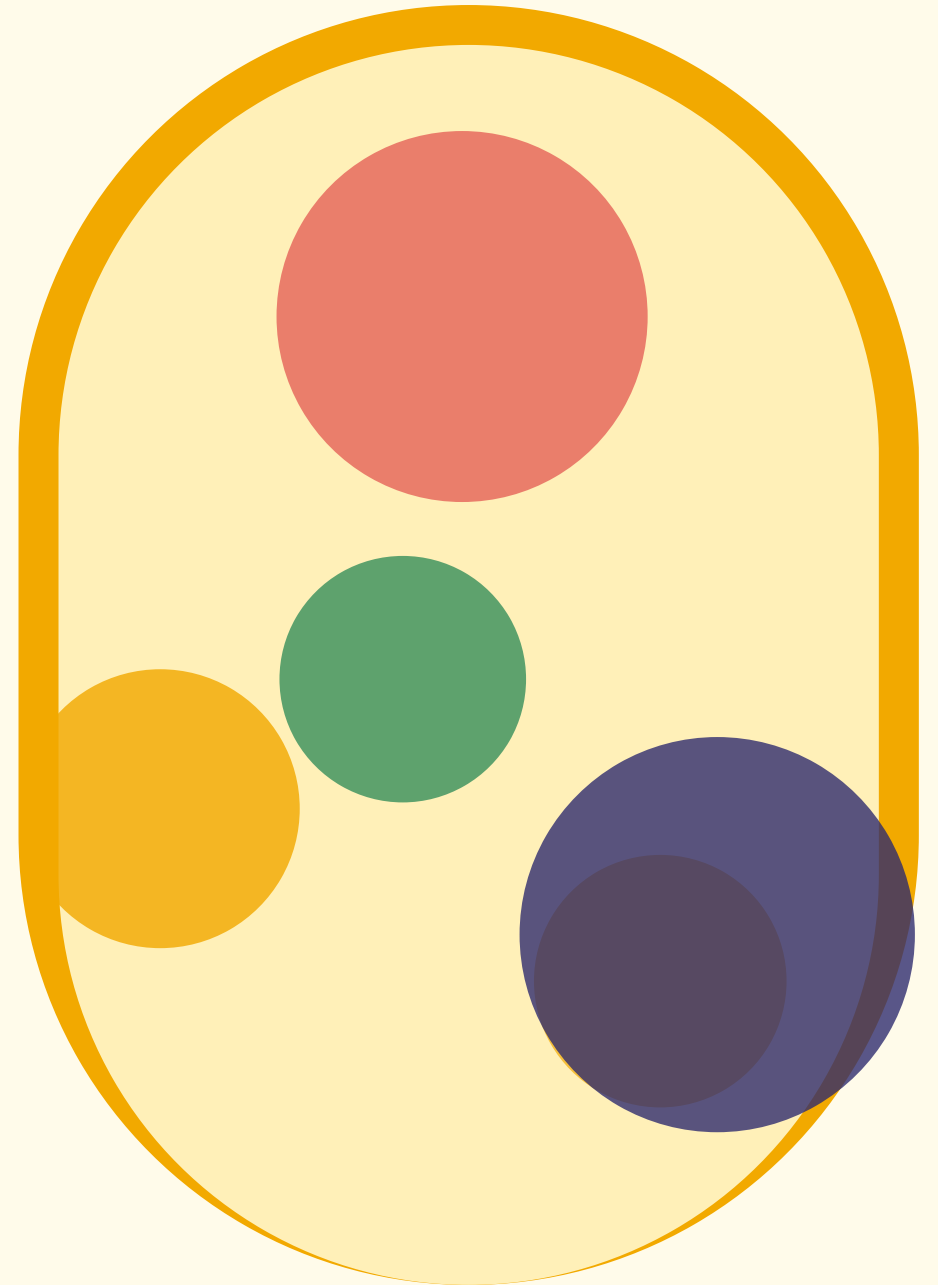
Brand & Growth Team

PERIOD

FY 2026–27

VERSION

Draft 1.0



02 | Agenda

01

Situation

02

Audience

03

Strategy

04

Channels

05

Budget & KPIs

01

SITUATION

04 | Where we are today

42K

Instagram followers

18%

repeat purchase rate

3

cities served

Baseline figures are sample data.

05 | SWOT analysis

S

Strengths

Loved, distinctive blends
Strong word of mouth

W

Weaknesses

Small marketing budget
Limited offline presence

O

Opportunities

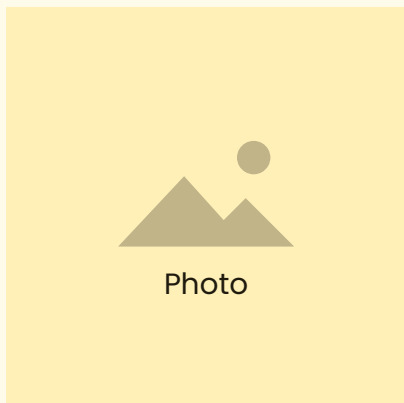
Gifting season demand
Corporate hampers

T

Threats

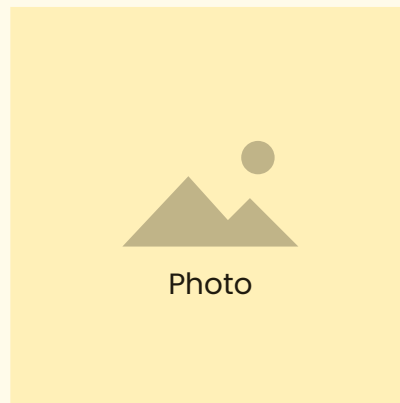
Big-brand discounts
Rising tea prices

06 | Target personas



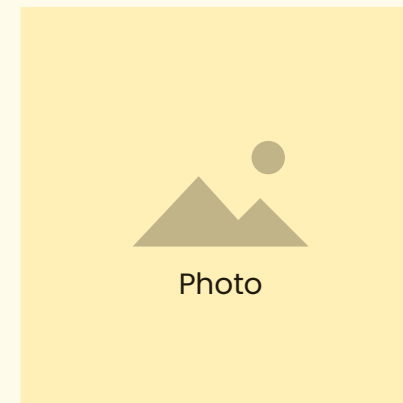
Riya, 26
YOUNG PROFESSIONAL

Wants a premium daily ritual at a fair price.



Vikram, 38
GIFT BUYER

Looks for elegant festive gifts that arrive on time.



Neha, 31
WELLNESS SEEKER

Prefers herbal, low-sugar options.

02

STRATEGY

**Every cup tells the story of
the garden it came from.**

Campaign idea

09 | Marketing objectives

01

Awareness

Triple reach in our three cities.

02

Conversion

Lift online conversion to 2.5%.

03

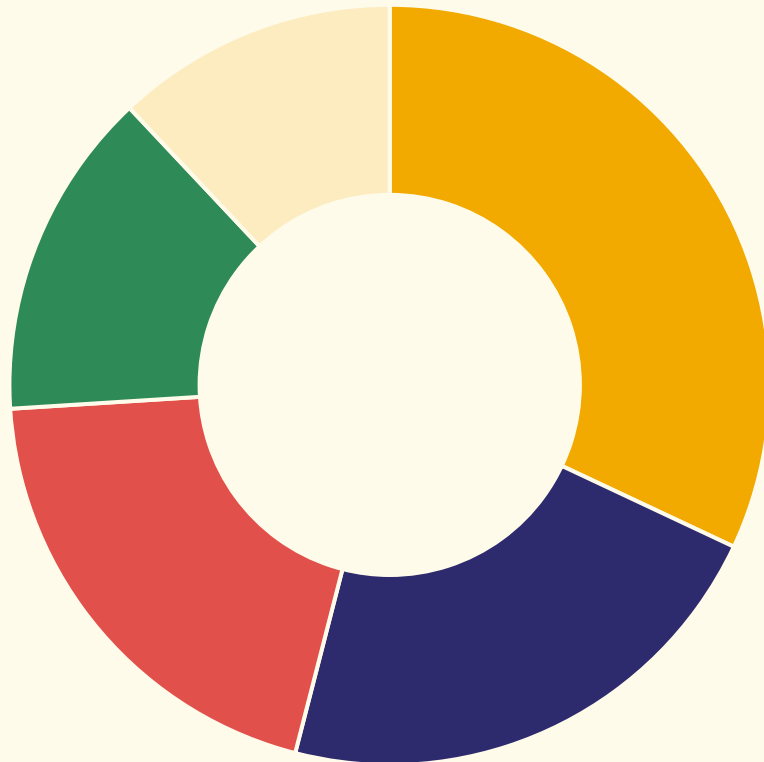
Loyalty

Grow repeat purchases to 25%.

03

CHANNELS

Channel mix



Sample data for illustration.

12 | Campaign calendar

Month 1

Teaser

Build curiosity with short videos



Month 2

Launch

Hero campaign and influencer drop

Month 3

Sustain

UGC contest and retargeting



Month 4

Review

Measure, learn and optimise

13 | Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

04

BUDGET & KPIS

15 | Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

16 | KPIs and targets

3×

reach vs last year

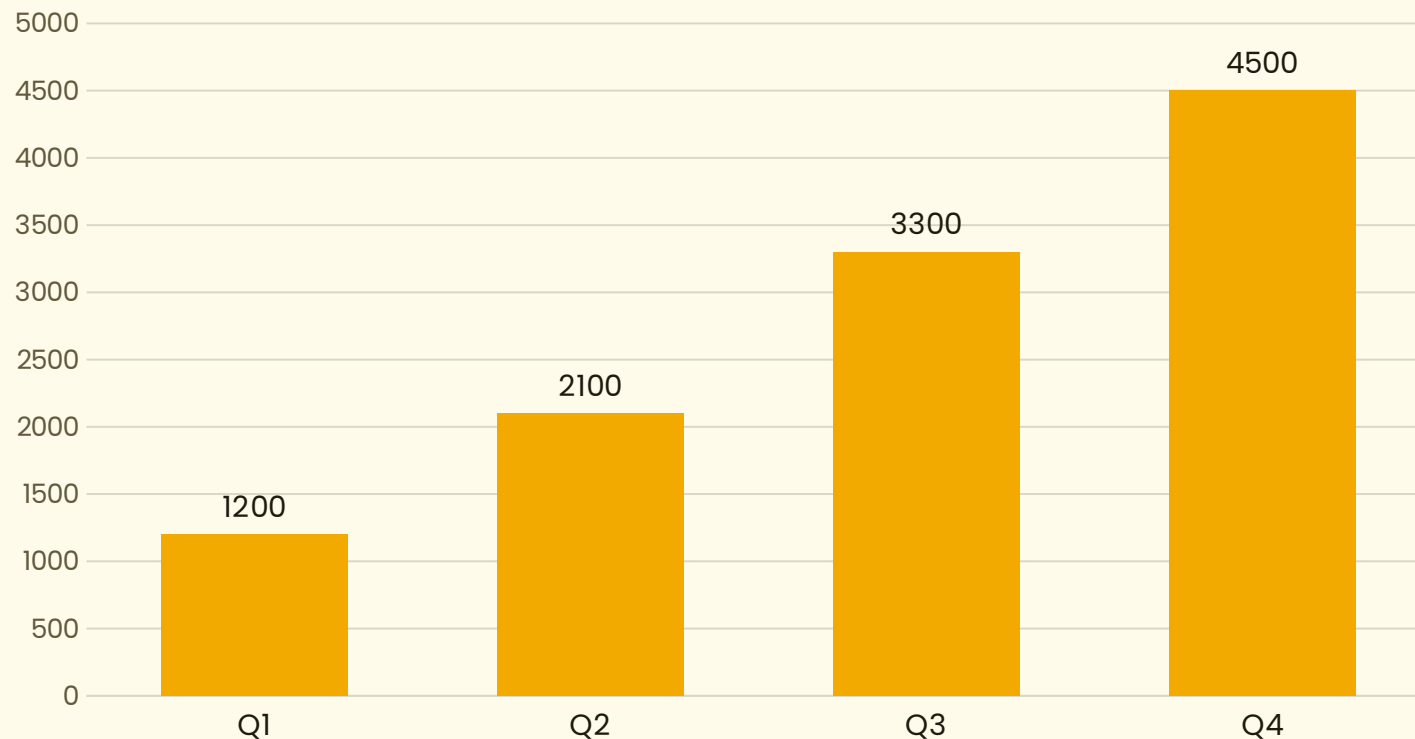
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team
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