

MARKETING PLAN FY 2026-27

Gramin Organic Foods — Marketing Plan

Strategy, channels and budget for FY 2026-27

PREPARED BY
Brand & Growth
Team

PERIOD
FY 2026-27

VERSION
Draft 1.0



Agenda

- 01** Situation
- 02** Audience
- 03** Strategy
- 04** Channels
- 05** Budget & KPIs



Image

Where we are today

120

farmer partners

35

products

8

cities

Baseline figures are sample data.

SWOT analysis

S

Strengths

Certified organic
Farmer stories

W

Weaknesses

Higher prices
Small marketing team

O

Opportunities

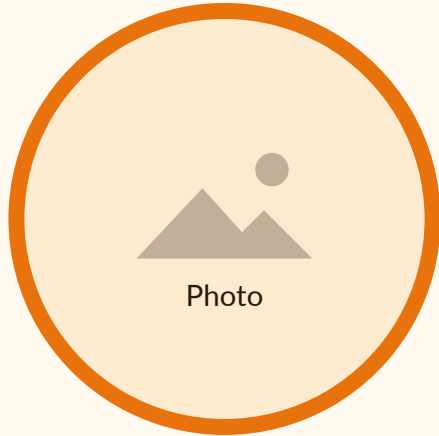
Health awareness
Export demand

T

Threats

Fake organic claims
Supply variability

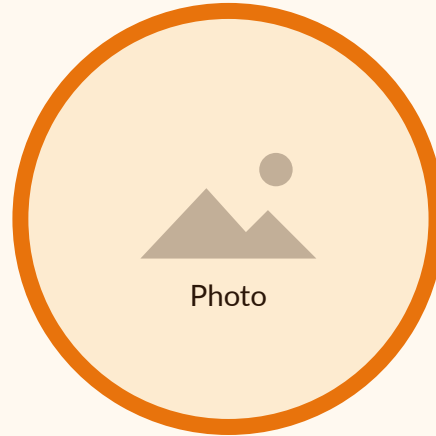
Target personas



Health-conscious family

URBAN PARENTS

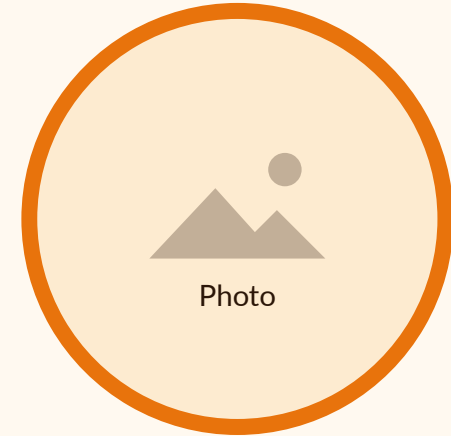
Want chemical-free food.



Fitness enthusiast

YOUNG ADULT

Buys millets and seeds.



Gift buyer

FESTIVE SHOPPER

Looks for premium hampers.



**From honest farms to your
family table.**

Campaign idea

Marketing objectives

01

Trust

Farm-trace QR on every pack.

02

Reach

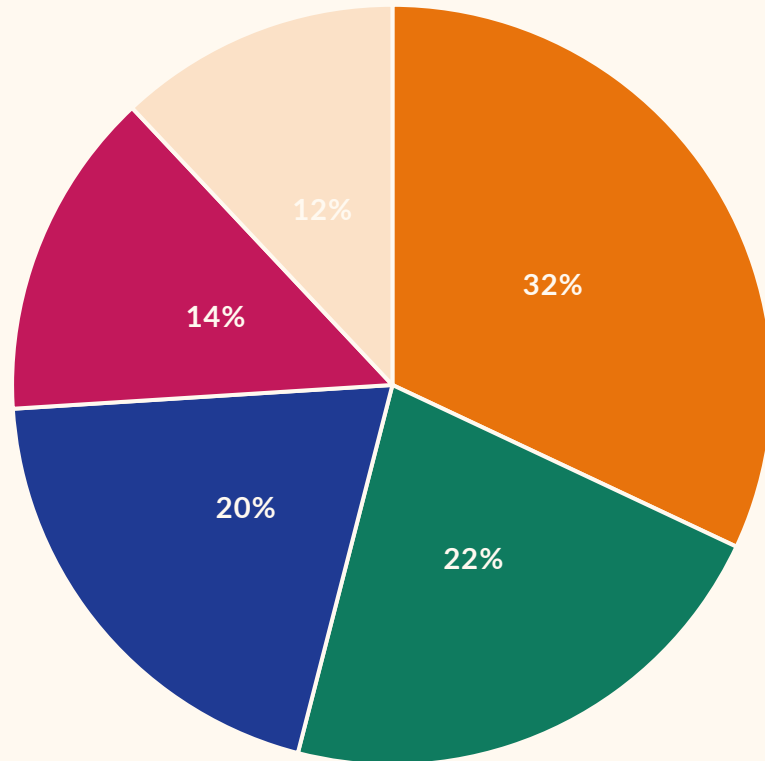
Enter 4 new cities.

03

Repeat

35% repeat orders.

Channel mix



Sample data for illustration.

Campaign calendar



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

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.

KPIs and targets

3×

reach vs last year

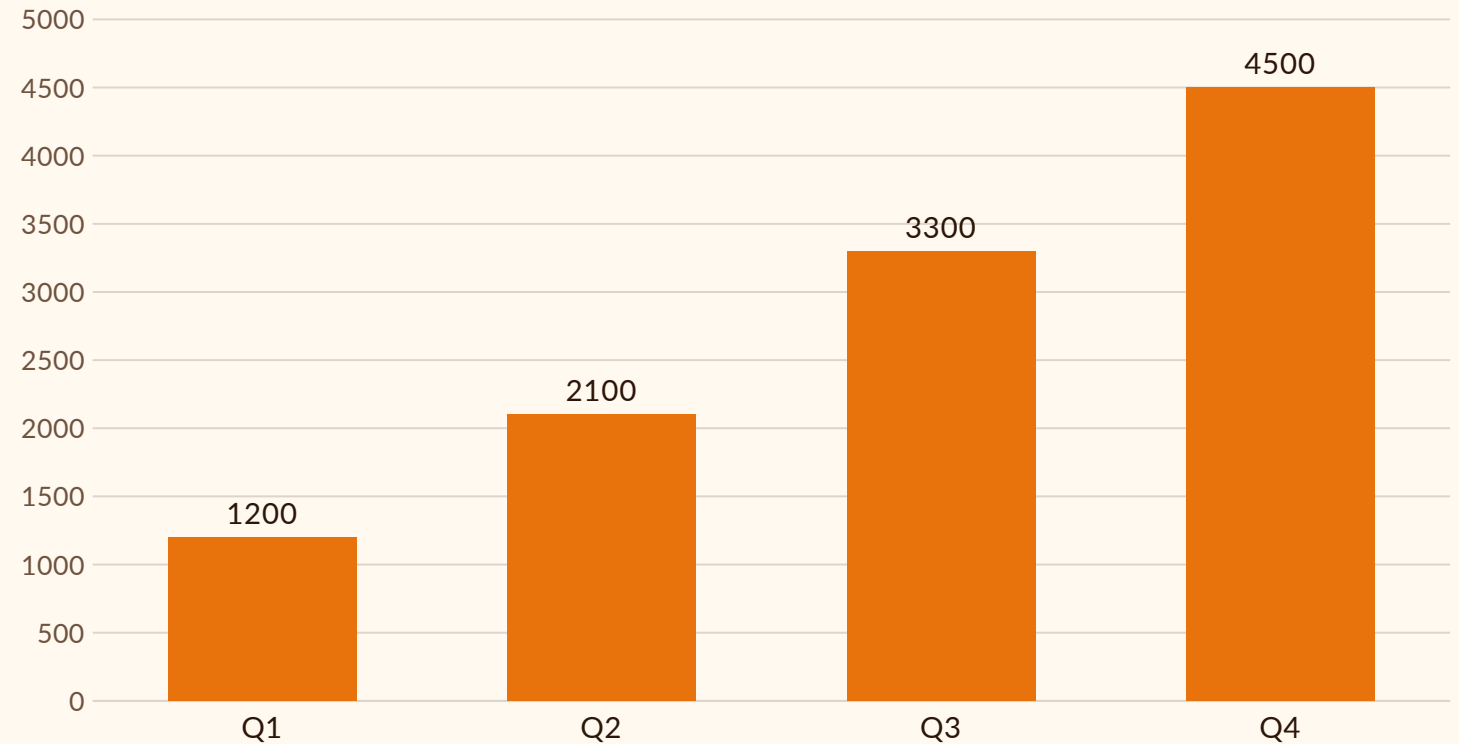
2.5%

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

marketing@yourbrand.in