



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

02 | Agenda

01

Situation

04

Channels

02

Audience

05

Budget & KPIs

03

Strategy

03 | Where we are today

120

farmer partners

35

products

8

cities

Baseline figures are sample data.

04 | SWOT analysis

S

Strengths

Certified organic
Farmer stories

W

Weaknesses

Higher prices
Small marketing team

O

Opportunities

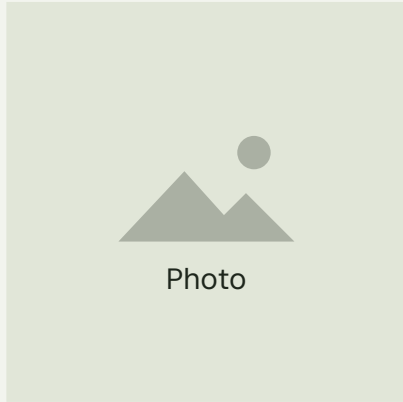
Health awareness
Export demand

T

Threats

Fake organic claims
Supply variability

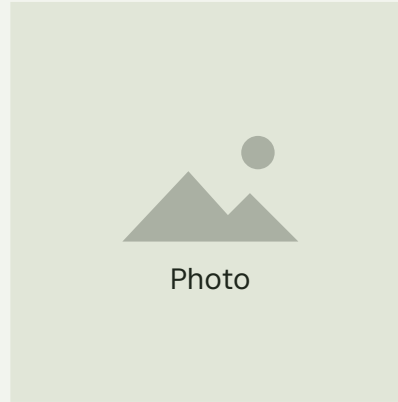
05 | Target personas



Health-conscious family

URBAN PARENTS

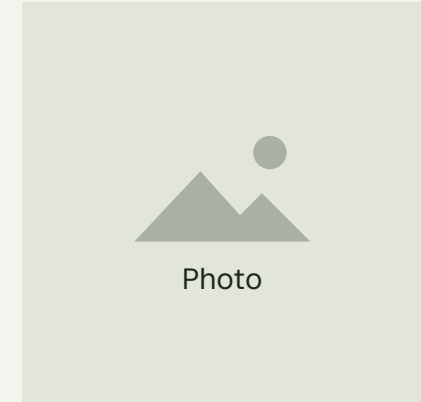
Want chemical-free food.



Fitness enthusiast

YOUNG ADULT

Buys millets and seeds.



Gift buyer

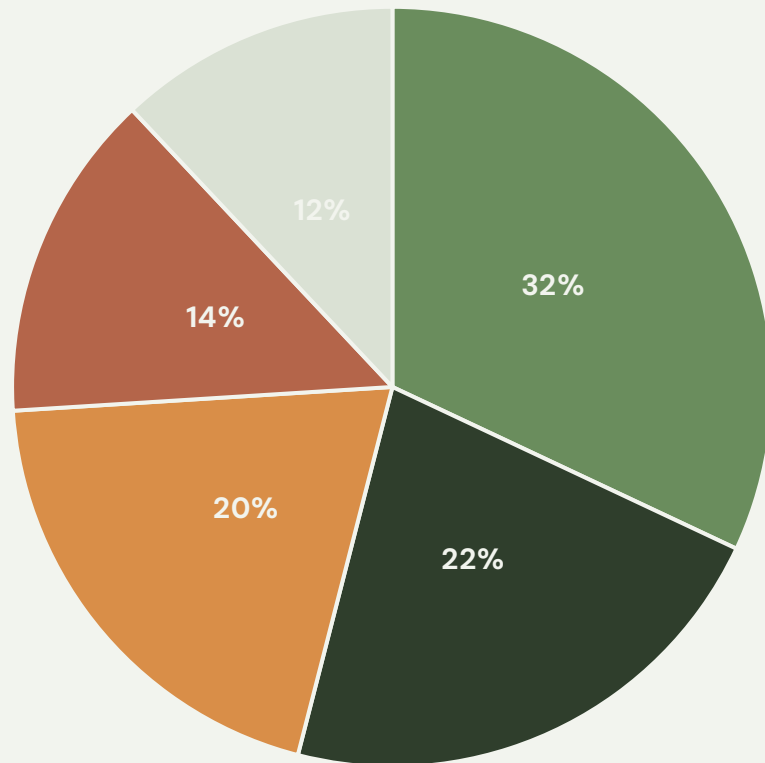
FESTIVE SHOPPER

Looks for premium hampers.

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

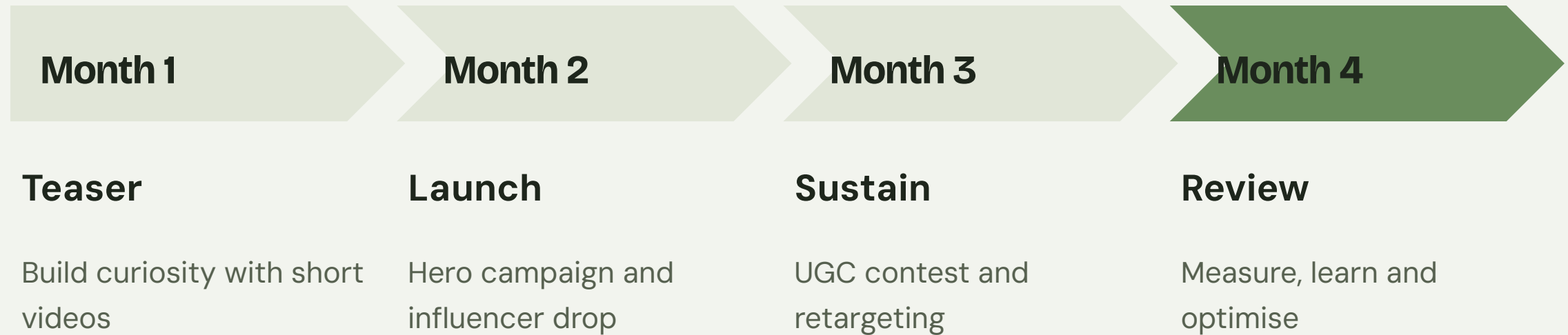
Campaign idea

07 | Channel mix



Sample data for illustration.

08 | Campaign calendar



09 | 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

10 | 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.

11 | 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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