



“Khaane mein kya hai?” (What is there to eat?) This is a question that millions of Indian mothers are asked several times a day. Her challenge is to satisfy her family’s evolving palate with exciting food on a daily basis. This is where Ching’s Secret decided to step in with a single-minded mission to bring excitement to her dining table thrice a day, seven days a week, on all 365 days of the year. Ching’s is India’s leading Desi Chinese food brand offering a wide array of sauces, masalas, soups, noodles, frozen entrées and chutneys. Not only did Ching’s cull out the ‘Desi Chinese’ cuisine so unique to India, it raised the stature of this cuisine to such heights that every Indian can unapologetically say, “I love Desi Chinese!”

Market

At the end of the 18th century, during upheavals in China, members of the Hakka tribe crossed borders, settled down and created communities in Chennai, Mumbai and Kolkata popularly known as ‘Chinatowns’. When the Chinese immigrants in India started incorporating Indian spices into their cooking, and when the locals adapted Chinese cooking techniques and seasonings, they ended up creating a whole new cuisine in India: Desi Chinese.

And ever since, Indians have been in love with this fusion of flavours – where red hot Sichuan peppers met sharp green Indian chillies and when soy sauce became a popular ingredient. Indians enthusiastically embraced Chinese flavours and happily created new dishes that cannot be found anywhere else in the world – from Schezwan Bhajiyas and Dosa to Chinese Samosa and Bhel.

Today Desi Chinese is the second most popular cuisine across the length and breadth of India. Each region has its own version of Desi Chinese. Down South, chicken was tempered with curry leaves and chilli powder to create the fiery Chicken 65. The nationally popular Gobi Manchurian gets a twist of chaat masala powder in the North. Chilli Chicken could very well have been created in Andhra Pradesh where chilli is added to just about anything. The ubiquitous Udupi restaurants too have several dishes with a Schezwan tadka loved by customers. Chaat stalls are tossing together a mean Schezwan or Chinese Bhel. Schezwan Chutney is a must with Momos everywhere.



Sometimes, it’s tough to get hold of local dishes in a city. But it’s never difficult to get a local version of a Desi Chinese dish.

Achievements

The brand’s biggest achievement lies in identifying and naming a unique Indian cuisine, Desi Chinese, which today is synonymous with Ching’s Secret.

In a largely unorganised sector, Ching’s Secret was the first to offer consumers hygienically manufactured products that

were consistent in quality. The state-of-the-art factory in Nahuli manufactures noodles by machines, untouched by human hands. To make the ‘soul food’ of India accessible to everybody, many of Ching’s products are available in

reasonably priced sachet sizes, easily affordable by all.

Ching’s was an early adopter of Facebook and today the brand has almost a million followers for its page and has accumulated over a million likes for its posts. The brand has effectively utilised social media to constantly engage with its loyal consumers.

History

In 1996, Ajay Gupta launched Capital Foods. Using his marketing experience, he scouted the food market to explore profitable niches and homed in on Ching’s Secret, a brand that would offer Chinese food ingredients. He followed this up with Smith & Jones, a brand that would offer international foods and food ingredients.

Ching’s Secret debuted the staple trilogy of Chinese sauces – Soy Sauce, Red Chilli Sauce, Green Chilli Sauce. This was followed up with an offering of noodles, dubbed as Hakka Noodles in India. The logo design, packaging and initial communication all added to make the brand sound authentically Chinese.

In August, 2015, Ajay had a eureka moment – the Chinese food that was being consumed and loved by millions in India was the Indian version of Chinese. Thus, was established the category of Desi Chinese, an Indo-Chinese or fusion cuisine that evolved through the migrating Hakka tribes to Indian kitchens.



Product

Armed with a mission to bring excitement to Indian dining tables, Ching's Secret offers the widest range of Desi Chinese food ingredients and food products.

From staple Chinese sauces – Ching's Soy Sauce, Green Chilli Sauce, Red Chilli Sauce and Chilli Vinegar – to specialised sauces – Ching's Schezwan Chutney and Badnaam Chutney, Ching's Secret has taken the country by storm. These versatile chutneys can be used as a dip or as a wicked mix of tangy, sweet and sharp flavours that add a drool factor to any snack or dish.

Hakka Noodles, vegetarian or with egg, is supplemented with a range of Desi Chinese Instant Noodles – Schezwan, Manchurian and Hot Garlic. Unlike the most popular noodles in the country, Ching's Instant Noodles are not soggy, their firm shape is maintained even after cooking. Ching's Hot Garlic Instant Noodles was at one point was rated to be amongst the spiciest in the world.

Ching's Instant Soups range includes Manchow, Tomato, Hot & Sour, Mix Veg and Sweet Corn. Priced at an accessible ₹10, these tasty soups are quick and easy hunger-busters. The premium range of cook-up soups, Manchow, Tomato, Sweet Corn and Hot & Sour, have real bits of exotic vegetables to create a richer flavour.

An entire range of Desi Chinese Masalas have also been blended with Indian spices and herbs to rustle up proper Desi Chinese dishes in just few steps. Ching's Masala range includes Schezwan Fried Rice, Fried Rice, Chowmein Hakka Noodles, Veg Manchurian, Gobi Manchurian, Paneer Chilli, Chicken 65 and Chicken Chilli. All aptly priced for the Indian consumers.

Recent Developments

Ching's Snacky Oats for new-age mothers and their kids is a new entrant. A cool way to get kids to eat more veggies, these Snacky Oats come in three whacky flavours – Schezwan, Manchurian and Singapore Curry.

For those who crave for more global flavours, Ching's has recently introduced a range of Pad Thai Noodles as well as international sauces like Oyster Sauce, Green Chilli Sauce and Black Pepper Sauce. Special combo masala packs are



also on shelves now to help consumers whip up entire Desi Chinese meals, from starters to main course, in minutes.

A combo sauces pack also makes the purchasing options easier for a housewife.

I ♥ Desi Chinese

Promotion

Between 1996 to 2014, Ching's Secret created several advertising campaigns to launch its products. Insightful and a bit irreverent, the Instant Noodles made a dig at its famous rival with the tag line - Ching's Khao, Baaki Bhool Jao! The Schezwan Fried Rice Masala was launched with the insight that every household in India has leftover rice that can easily be turned into delicious fried rice with Ching's Chinese Masalas. Instant soups were introduced with a bang and the call to action was – Hunger Ki Bajao!

But the brand's saliency needed a bigger push to cut through the clutter and create a huge buzz. In 2014, the world was introduced to 'Ranveer Ching'. The brand signed on the hugely popular youth icon, Ranveer Singh. In a music video called – My name is Ranveer Ching, directed by Shaad Ali, with lyrics by the renowned Gulzar, music composed by Shankar-Ehsaan-Loy and with choreography by Ganesh Hegde, the campaign took 'hatke' to a whole new level. For the first time ever Ranveer changed his Twitter handle to 'Ranveer Ching' for a day. A tie-up with Yash Raj Films, helped promote the video like a movie promo. The brand's saliency and awareness hit all-time highs and Ching's Secret gained national recognition.

Right after this came the I Love Desi Chinese campaign starring Saqib in a series of

entertaining films featuring Ching's Secret Soups, Noodles, Masalas and Schezwan Chutney. In 2016, this was followed up with the biggest Desi Chinese blockbuster titled, Ranveer Ching Returns, which was directed by Rohit Shetty and co-starred Tamannaah Bhatia. This five minute 'movie' even had its own premiere and continued to feed into the I Love Desi Chinese campaign. Ranveer Ching Returns was awarded Campaign of the Year by YouTube having crossed 11 million views in less than three weeks. It received ₹1 crore worth earned PR.

Two years later, a larger than life, sci-fi film re-introduced Ranveer as Captain Ching in a space film promoting Schezwan Chutney and Instant Noodles directed by Abbas Ali Zafar. The brand consciously upturned the category templates and positioned Ching's as an innovative, 'hatke' and always full of surprises.

The late superstar, Sridevi, in her last advertising campaign, became a 'cool mom' to launch Ching's Snacky Oats. She did a memorable double role in the Ching's Masalas films capturing three different types of housewives whose culinary problems she helps solve. She also starred in a delightful music video to establish the new age mom to a track sung by Hard Kaur.

Ching's has continuously been working on its visibility by tying up with Bollywood film makers for impactful product placements in popular movies like Golmaal Again, Fan and Simmba.

Brand Values

The core values of a brand motivate its every act. From the product and packaging to benefits and communication – everything is driven by the brand's core values.

Ching's Secret is defined by its innovative approach. From identifying and owning a unique cuisine – Desi Chinese, to creating a product portfolio that is tailored to the Indian palate. In order to evolve with changing tastes, it regularly conducts extensive consumer research into local cuisines and evolving culinary habits. Ching's has made innovation the cornerstone of its new product development. Innovation helps the brand stay in tune with the times as well as ahead of the competition which helps it to stay current and fresh in consumer perceptions. Capital Foods is a food tech company with innovation being the core value percolating across all its brands. From the product offerings, manufacturing, packaging to marketing, it's all about Innovation. Or as the brand likes to say, it's about being 'hatke'.

Things you didn't know about CHING'S SECRET

- * The factory in Nahuli was the first to manufacture Hakka Noodles untouched by human hands
- * Ching's Secret was the first brand to place a real green chilli in its Chilli Vinegar bottles
- * Ching's Schezwan Chutney was completely conceptualised and created by Capital Foods
- * The driving motto of Capital Foods is Good Taste Knows No Boundaries

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