



The reason we love ice cream is simple: science. The chemistry of its ingredients – sugar, fat, frozen water and air – make for an irresistible and addictive combination. Science has also proven that ice cream can mend broken hearts! Whether that's due to its association with happy childhood memories or because our brains are wired to find high caloric food rewarding, ice cream definitely makes you happy. And the one brand that has taken this science and turned it into the art of making every day happier is Vadilal. As India's second largest ice cream brand, Vadilal churns out over 150 flavours of happiness.

Market

Though ice cream existed in Persia around 500 BC – where flavoured ice shavings were consumed as summertime treats, Indians developed a taste for ice cream around the 16th century, when the Mughal emperors introduced the Persian Qulfi. Of course, Indians having the sweetest tooth in the world, embraced ice cream wholeheartedly, and it has stayed on since to become as essential as mithai (Indian sweets). It is not just a dessert, but an anytime indulgence, consumed throughout the day, across the year.

An ice cream makes everything better, be it a broken heart, tooth-ache, an everyday occasion or life's most precious moments. Vadilal's range of ice creams and frozen desserts have always fulfilled this promise by making these special moments even more beautiful.

Increasing urbanisation, rising disposable incomes and increasing out-of-home food consumption coupled with the ever-increasing availability of ice cream carts and parlours in residential areas are some of the reasons driving the ice cream industry.



The ancient Vedas had instructed for a sweet to be eaten at the outset of a meal to pacify the 'vata' (wind) element of the taste buds to enable better absorption of nutrients. However, Indians took this to the extreme and became fixated with sugar and anything sweet. The innumerable festivals and celebrations in India contributing in no small measure. In the midst of this excessive presence of sweets, chocolates, desserts and candies, ice cream has managed to carve out a sizeable niche. Market forecasts for 2022 say that almost 425 million kilograms of ice cream, valued at around ₹6,000 crore, will be made in India. Fortunately, there's milk available to make all that ice cream thanks to the milk revolution. India is the world's second largest producer of milk accounting for around a fifth of the milk produced globally – helping it to become a leading producer of ice cream globally.

Achievements

Being amongst the earliest ice cream entrepreneurs in India, withstanding the test of time through constant innovation and creating everyday moments of happiness amongst millions of Indians – Vadilal's lofty position in the history of Indian ice cream is hard-earned and well-deserved.

In a journey that started almost a century ago, Vadilal has been committed to delivering 'the taste of happiness' by spearheading ingenious innovations in the ice cream industry. To spread the happiness to all segments of society, Vadilal products are affordably priced and easily accessible through a widespread distribution network of 1,25,000 dealers and 250 Vadilal franchisee parlours.

Amongst the brand's achievements are a series of firsts in the Indian ice cream category. Vadilal was the first to launch ice cream dummies, cones and sundaes. It was the first to get a fully automated candy manufacturing

line in the country. It was the first company in India to manufacture frozen desserts. Only Vadilal kulfis are made in fully-automated machines. The Pundhra facility is the largest fully-automated plant in the country.

On any given day the Vadilal facilities process around eight lakh cups, ten lakh candies, six lakh cones, one tonne of dry fruits and three tonnes of liquid chocolate. Despite this staggering level of production, the ice creams daily undergo 50

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The adherence to international quality standards has been extremely rewarding. Vadilal is the most awarded ice cream brand in the country – having received 27 awards across four years at the Great Indian Ice Cream Contest organised by the Indian Dairy Association. It was voted – Most Trusted Ice Cream Brand in 2013 by the Trust Research Advisory Council and the Brand Equity Survey. The Economic Times Survey ranked Vadilal amongst the Top 20 Food Brands in India. It was also selected a Superbrand for 2019-20 by consumers.

Not only has Vadilal won the battle in the palates of people, but its commitment to stringent Good Manufacturing Practice (GMP) norms and process innovations has also earned it many ISO certifications to mark its world-class quality.



History

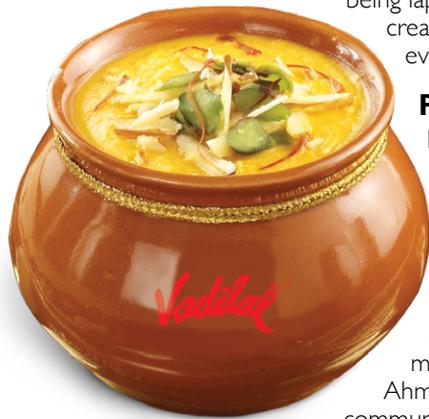
It all began with a soda fountain set up by Vadilal Gandhi in Ahmedabad in 1907. He started making ice cream using a small hand-cranked machine. Gujarat is India's ice cream capital, with people here passionately obsessed with this creamy dessert. Catering to the Gujarati's appetite for cold desserts, Vadilal Gandhi started delivering homemade ice creams in thermal flasks.

In 1926, when Vadilal's son, Ranchod Lal, took over the guruh udyog (home industry), he opened a small retail outlet at Three Gates and then another one at Raipur Darwaja – both of which are still thriving in Ahmedabad. When his sons,



Ramchandra and Laxman joined the family business, they brought in a new vision and took some calculated risks with flavours and forms. It was 1972, and the Gujarati's craze for unusual and unique flavours of ice cream was on the rise. Ice cream makers were experimenting and creating unusual flavours. The two brothers joined in and invented Rajbhog ice cream - a fusion of Bengali mithai and ice cream. Paan ice cream, made with frozen betel leaves, became a popular post-meal digestive. The ingredients were mind-boggling - spices, condiments, chilli flakes, green tea, rose petals, silver foil used in barfis - and even Rum & Raisin

The dividing line between mithai and ice cream was considerably thinning down. Ice cream was fast becoming the default dessert. With ten more outlets, more flavours were needed. Vadilal started churning out new flavours and new forms. Intense fruit flavours with fruit chunks, mithai ice creams with bits of mithai in them, juicy fruit lollies, cassatas - all helped Vadilal get a major chunk of the ice cream industry, well before the multinational ice cream brands made a foray into the country. In 1985, the now popular brand went full steam ahead into the neighbouring states of Rajasthan and Madhya Pradesh. The unique flavour combinations favoured by Gujarat were being lapped up by ice cream lovers everywhere.



Product

High quality milk, so essential for Vadilal's products, is available in abundance in Gujarat. The company procures milk from the Ahmedabad farmer communities that it has

age-old links with. The milk is tested, transferred, stored and processed with hands-free technology to maintain hygiene. Then a team of highly trained technicians use imagination and ingenuity to create innovatively flavoured and shaped ice creams. With more than 150 flavours in 300 packs and forms, Vadilal is the largest player in the cones, cups and candies categories. By keeping a finger on the pulse of evolving consumer tastes and habits, the brand has been able to remain current and relevant and has become a force to reckon with in the domestic market.

With more Indians globe-trotting and experiencing new flavours, Vadilal brought the world to India by launching international ice cream experiences. Cutting edge technology has been set up in the plants to create flavours and forms that are completely new to the country along with its ever-popular cones, candies, dollies, kulfis, bars and sundaes.

The super-premium Gourmet range was created for high-end consumers with a refined palate. It has sumptuous flavours such as Nutty Belgian Dark Chocolate, Choco Brownie Dip, Silk Chocolate, Pistachio Almond Fudge and Kesar Mohini.



To counter the onslaught of taste-alike bars in the market, Badabite bars were launched in never-before flavours - Dark Truffle, Red Velvet, Cookies 'N' Cream and Mango.

To stand out amongst the many ice cream cones available now, the adventurous Flingo cones pack in more than just ice cream and are loaded with chocolate discs and nuts.

Working on the insight that kids these days need excitement constantly, Vadilal came up with the cool and fun Ice Trooper range in unusual forms and flavours - Double Spin, Smiley Launcher and Thunder Stick.

Customers can indulge in a European ice cream experience at Vadilal's Melt In parlours with its range of high-end artisanal gelato ice cream.

To cater to the Indian diaspora of loyal Vadilal fans present all over the world, the brand has made its presence felt globally - mainly in the US, as well as Australia, the Middle East, Singapore, Japan and Mauritius.

Recent Developments

In 2018, as part of its constant quest for innovative experiences, Vadilal brought out Occassionz Ice Cream Tubs in a range of traditional Indian flavours. The premium segment saw new entries with the ice cream sandwiches, artisan ice cream cakes and jumbo ice cream cups that are made of pure milk cream and premium ingredients.

As the ice cream retail outlets got more crowded with new brands, Vadilal felt it was time to refresh its image and stand out in the clutter. A packaging revamp led to a refreshed logo that has a more organic and fluid feel to it without losing its core identity. The packaging design is minimalistic, contemporary yet distinctive, and pays homage to the product and flavour.

Taking a cue from the proliferating coffee shops that are becoming community hubs of connections and conversations, Vadilal has launched three types of exclusive parlours - Scoop Shop, Hangout and Express. Not only do these reiterate and reflect the brand's trendy new personality, but are fast becoming popular meeting points.

Vadilal has recently forayed in the flavoured milk segment under the brand name Power Sip. It comes in a uniquely shaped bottle ensuring a proper grip and is available in flavours like Kesar, Elaichi, Coffee and Rose with more flavours being developed. The latest launch is Shrikhand, in two exciting flavours - both in India and internationally.

Promotion

The Vadilal brand promise has always been about 'happiness'. The iconic TV commercials of the 80's pegged the brand as Pure Happiness and opened consumers' eyes with visions of mouth-watering ice creams. This tag line evolved into - Taste of Happiness and Happiness Ka Swad. It is currently positioned as - The Best Part of Everyday.

Hugely prolific in terms of advertising, the brand has released several campaigns across the years, either showcasing insightful emotions centred around ice cream or highlighting new flavours and ingredients with appetising imagery.

Vadilal has now roped in actor Parineeti Chopra to promote its brands. With her sweet demeanour, she is the perfect brand ambassador who appeals to adults and kids alike.

Brand Values

As a brand that has its roots in the ice-cream capital of the country, Gujarat, Vadilal's journey has been guided by its imaginative ingenuity. With this core value, the brand has not been held back by any boundaries - whether it comes



to exploring new flavours, experimenting with new technology and forms, expanding marketing and distribution innovatively, following global trends or refreshing the brand identity.

Leveraging the ingenuity displayed by its founding father, the family uses its imagination to create a world-class brand.

Vadilal continues to stretch its creativity to find ways and means of bringing 'happinezz' to more and more customers across the world, by offering best-in-class products at the best possible prices. Vadilal is firmly committed to being 'the best part of everyday'.

Things you don't know about VADILAL ICE CREAM

- * Vadilal had four ice cream shops pre-independence and became popular for its flagship Cassata ice cream
- * In 2001, Vadilal made the world's largest ice cream sundae with 4,950 litres of milk, 125 kgs of dry fruit, 255 kgs of fresh fruit and 390 litres of sauces
- * Vadilal ice creams are made with 100% natural flavours and colours in strict accordance with international standards
- * Vadilal is the first and only Indian ice cream producer to have the fastest cone-making machine - with a production capacity of six lakh cones per day
- * Vadilal has a core team of in-house ice-cream experts who taste 15-20 products a day
- * With its Gourmet range, Vadilal pioneered the use of black coloured packaging for ice cream
- * Vadilal launched the iconic I+I scheme in the take home segment - Party Packs - a hugely successful scheme that made this SKU vital for all ice cream manufacturers in the country
- * Vadilal was the first to introduce mithai-based ice creams like Gulab Jamun, Rasgulla and Gajjar ka Halwa ice cream