

A pair of hands is shown holding a glowing lightbulb. The lightbulb is illuminated from within, casting a warm, yellow glow that illuminates the hands and the surrounding area. The background is dark, making the lightbulb and hands stand out. The overall image conveys a sense of inspiration, creativity, and innovation.

*What drives “Product
Innovations”?*

The key factors in “Product Innovation” are.....

Consumer needs and preferences

Cost and Profitability

Technological capabilities

Material availability & logistics





Some insights on Consumer needs and preferences impacting “Product Innovations”

1. Food habits & taste preferences.....

? Beverage with breakfast – Tea / coffee / juice

? Meals – Rice / Wheat based

? Vegetarian / Non Vegetarian populace

? Snacking habits – Biscuits / Savouries / Snacks / Beverages

? Health requirements – Sugar / Lactose / Gluten unsuitability



2. Affordability.....

? Rich country / poor country

?Sustenance product / indulgence product

?Health product / gratification product

?Basic package / advanced package

•Etc



3. Specific regional preferences ...

? Asia pacific – Soy / Cereal

?Middle east – sweet

?Europe – sour / soda

?Salt / spicy

•Etc





Elements of ‘cost’ and ‘profitability’ impacting “product innovations”...

1. *Ingredient costs*

? Commodities

? Seasonal ingredients

? Speciality ingredients

? Additives

? Nutrients

? Processing aids

? Indigenous / Imported ingredients



2. Packaging costs

- ? Low shelf life
 - ? simple material
- ? High shelf life
 - ? Rigids
 - ? Barrier multiply laminates
- ? Secondary / Tertiary package
 - ? Strength for longer travel & storage



3. *Technology costs*

? Manual

? cottage / kitchen scale

? Semi-automatic

? Small scale

? Medium large scale

? Automated high precision

? Very large scale





How ‘ technological capability’ impacts “product innovation” ...

1. R&D Capabilities

? Knowledge building / Data acquisition

? Recipe / formulation / prototyping capabilities

? Process / pilot / scale up capabilities

? Analytical capabilities

? Scientific interface – Institutes / vendors / solution providers

? Regulatory interface



2. Operational Capabilities

? Manufacturing plants

? Existing lines

? Incremental infrastructure / equipment

? New technologies

? New components

? New lines

? New plants





*How 'logistics' & material availability impact
"product innovation"*

1. Logistics

? Material transportation /
handling / storage

?Lead time for order

?Finished product
handling/transportation
/storage

?Shelf life

• etc....

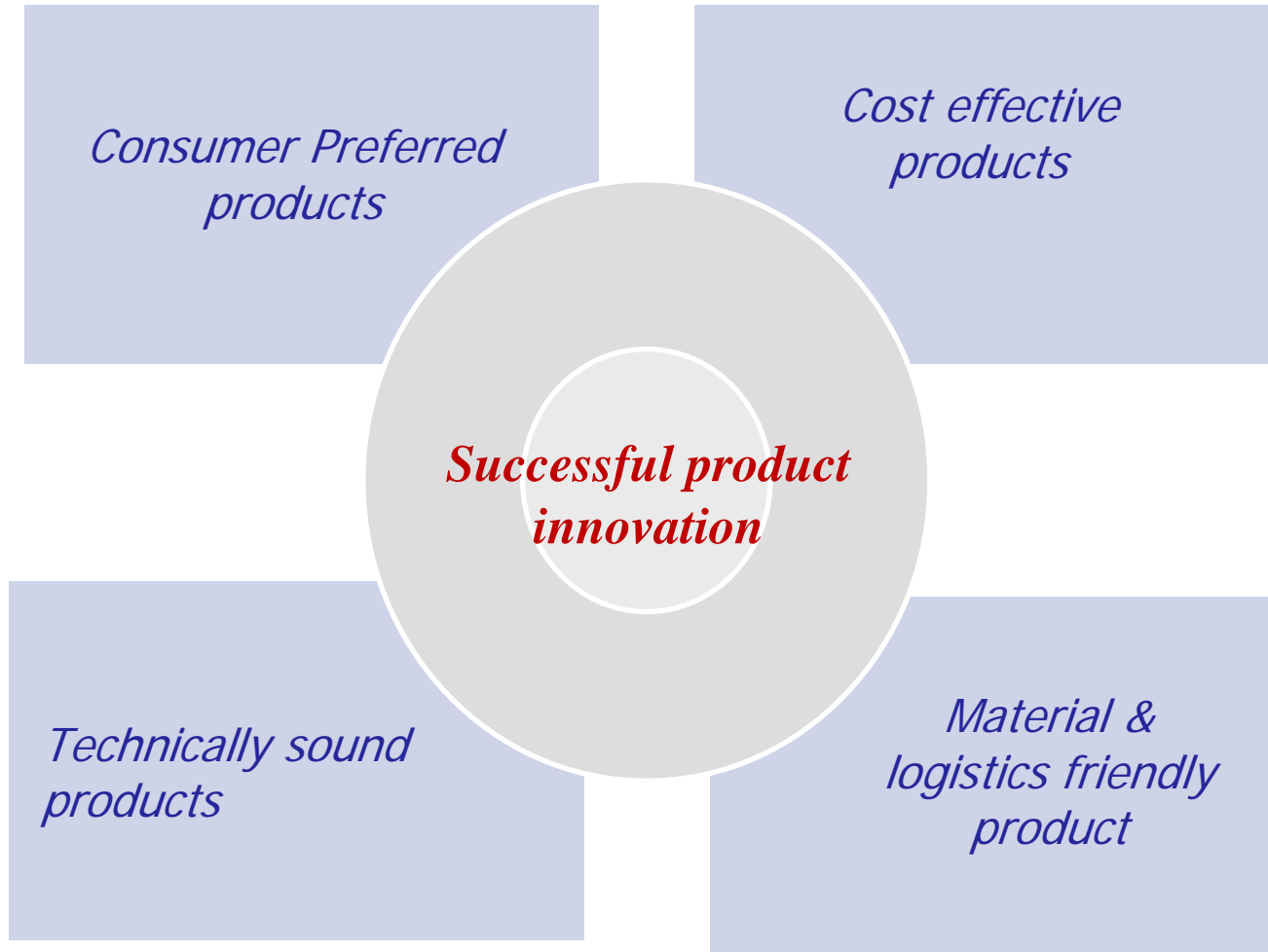


2. Material availability

- ? Existing material
- ? New indigenous material
- ? Imported material
- ? Specially developed material
- etc....



To Sum Up.....



Thank you.