

Brand Licensing Case Study

Personal and Home Audio India



“Our top-line has been increased by 100% right in the first year of offering Blaupunkt branded products.”

Sukhesh Madaan, CEO Envent Ltd. India

Region:

- India
- Sri Lanka

Product Categories:

- Personal Audio
- Home Audio
- Accessories

BLAUPUNKT entered the Indian market more than 25 years ago with car audio products and has a reputation for excellent “German engineering.” Envent has setup a product lineup in the mid-premium segment. The BLAUPUNKT brand opened doors to top E-tailers such as AMAZON and FLIPKART but also to well organized retail chains which was previously hard to achieve with Envents own brand.

100%

top-line increase in 1st year after signing the licensing plan

1 year

... time it took BLAUPUNKT sales to exceed the sales of own brand after 5 years.

Top 3

Today’s BLAUPUNKT audio market position in India

Challenges:

BLAUPUNKT had a reputation of German quality; but, only for car audio and a lower brand awareness with younger buyers.

Solution / Result:

Envent easily extended the excellent BLAUPUNKT car audio reputation to an across-the-board audio reputation. Today BLAUPUNKT is among the top 3 Audio brands in the huge India market competing with A-brands such as Sony and JBL.

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Sukhesh Madaan is the CEO and owner of the Blaupunkt licensee Envent Ltd. and is sharing his story:

BLAUPUNKT had an excellent long-lasting car audio history in India. Why did you decide to sign a BLAUPUNKT licensing agreement for mobile and personal audio, two categories where BLAUPUNKT have never been present in India?

We did our analysis of the market and realized that BLAUPUNKT is well known for quality sound, and people were receptive to the BLAUPUNKT story being extended from a car audio only brand to simply an audio brand. Well, honestly, there was one emotional reason too... Growing up, I wanted to own a BLAUPUNKT system for my car and couldn't afford it since it was a little over budget for me. When I got an opportunity to lay my hands on it as a brand licensee... I just couldn't resist.

You are experienced working with licensed brands as well as with your own brand. What is the importance of the BLAUPUNKT brand in your portfolio?

BLAUPUNKT's contribution is the highest to our overall organizations revenue, so it's essential for us. BLAUPUNKT was the first brand we picked as a licensee, so it is very close to our heart emotionally too. We have expanded by adding one more category

to our licensing contract and now intend to grow it further in the coming years.

What was the reaction of your customers and retailers when you presented them the BLAUPUNKT brand?

Senior management and people who were 35+ were well aware of the brand, but the younger lot weren't. However, with sustainable marketing support, we managed to get the younger people on board rather quickly.

What are your primary B2B customers for BLAUPUNKT, and did BLAUPUNKT open you any "new doors"?

In India, we are mainly selling through online channels. Roughly 60% sales come from Amazon and the local portal Flipkart. This is followed by corporate sales where it's more of a B2B sale. We also sell to corporations who further sell it along with their products or gift them to their customers, channel partners, etc. Yes, BLAUPUNKT has been beneficial in opening new doors. Organized retail chains are one of those. The corporate sales are also picking up very well since the acceptance level of end consumers for BLAUPUNKT is very high.

Can you tell us something about the BLAUPUNKT market shares in your categories?

In India, the home audio segment is where we are doing the best. We are among the top 3 brands in this category in terms of volumes.

What is the current positioning of your products?

People perceive BLAUPUNKT as a mid-premium brand, and our attempts to sell it at a very aggressive price point wasn't accepted well by the consumer. Though, even in the true wireless earbud category, we have positioned BLAUPUNKT at around \$60+.

Which impact on your financial company results compared to the "pre-BLAUPUNKT" times is caused by the decision to work with the BLAUPUNKT brand?

Our top-line has increased 100% in the first year of the operation itself. Already in the 1st year, we realized a higher turnover with our BLAUPUNKT portfolio than we could manage with our own brand products after 5 years.



About Blaupunkt

BLAUPUNKT is a German brand for consumer electronics, car multimedia, and related consumer lifestyle products. Founded in Berlin in 1924 as the "Ideal" company, BLAUPUNKT gained notoriety through the internal test label for headphones - the blue dot. The quality feature became a trademark, and in 1938 also the company name.

Today, the brand is being developed by GIP Development SARL as part of a licensing program launched in 2009. More than 40 licensees around the world distribute BLAUPUNKT products on all continents in more than 90 countries in the categories: audio, video, TV, car multimedia, mobile telephones, E-Mobility, home appliances, security systems, cleaning robots, air conditioning, and many more.

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Our BLAUPUNKT licensing experts are ready to discuss with you how brand licensing can help you earn more money and improve your go to market process.

We speak English, German, French, Mandarin, Polish, and Spanish.

