



## MARKET

The edible oil industry is one of the largest industries because of its sheer size. Hence, it is a major revenue generating industry for the Government. Edible oils like soybean, canola, palm and olive, are mainly imported in the country. Currently approximately 3 million tons of oil is consumed annually out of which 0.8million tons is locally produced. Although the market consists predominantly of hydrogenated fats (in Pakistan a type of hydrogenated fat is called Banaspati and the reference is to the same), the share of cooking oils is on rise. There are more than 100 manufacturers in the industry with vast differences in prices and quality between the premium brands and the lower end regional brands. Soya Supreme is among the leading brands catering to the high end, health conscious house holds. Although all cooking oils and fats are used to enhance the taste of food, it is the trust in the basic value of consistently delivering high standards that makes Soya Supreme the prime choice of consumers.

## ACHIEVEMENTS

- Soya Supreme was the first brand in Pakistan to initiate the concept of light coloured oil back in 1991, which was a direct result of better refinement and is a proof of high quality.
- It is the leading national brand with dominant market share in the Sindh region. It is the fastest growing brand among premium priced brands.



- The brand is among the top 50 National Brands recalled by consumers according to a survey report printed in the leading magazine Dawn Aurora in 2004.
- Soya Supreme is the market leader in PET bottles.
- The brand has won the Export Brands of the Year Award 2006-7 in the Banaspati category from the premier business association the



## FPCCI.

- The makers of Soya Supreme, Agro Processors and Atmospheric Gases Pvt. Ltd. have won the CSR Award for 2006.

- It has initiated the trend of bringing out creative promotions that have enhanced the penetration of Soya Supreme tremendously thereby increasing the base of loyal consumers.

## HISTORY

Agro Processors started as a family concern and continues to be as such. The management of the Company has a rich experience in edible oil industry, spreading over more than five decades. It owned the renowned E.M. Oil Mills back in 1951. Then in 1973, all the edible oil and fats manufacturing concerns were nationalised and the plant was taken over by the Government. After the liberalisation of the Government policies, focusing on its core expertise, the management started a new company by the name of Agro Processors in 1981. Besides edible oils and fats, the Company was also engaged in manufacturing dry ice and atmospheric gases. In its quest to provide the best cooking oil and hydrogenated products including banaspati, the Company made huge investments in research and product development and brought out the famous brand Soya Supreme Cooking Oil in 1991. The best available technology was brought in to manufacture

the best refined cooking oil.

Besides Soya Supreme, Agro Processors also manufacture other brands like Malta Cooking Oil and Banaspati. It also sells brands like Supremo to commercial users. It is a major manufacturer of industrial margarines specialised for bakery products and restaurant usage. In fact, most of the bakeries in Pakistan use industrial margarines manufactured by Agro Processors despite the availability of competing brands. It also exports Taqat Cooking Oil and Banaspati in various packs for individual users as well as commercial users.

## THE PRODUCT

Soya Supreme is available in two categories: Cooking Oil and Banaspati. The crude oil used for both is imported. The core reason of a huge following of the brand is the enhanced quality of the oil produced after processing and treatment. The oil is washed, bleached and refined under the most sophisticated technology under strictest quality controls. The continuous deodorising process is the core activity that sets the brand apart from the competition. It refines the oil at the Ultra High Temperature of 255 degrees centigrade that results in the following benefits:

- Reduces free fatty acids from the core product.
- Reduces the metallic compounds that other treatments leave behind.
- Increases the shelf life.
- Makes the end product odourless.

- Makes the colour as well as the viscosity of oil so light that it is easily digested and does not affect the appearance of food.

The physical properties of light colour and less viscosity set the brand above and apart from the rest. These are the basic properties that directly result in the brand values.

It is the technology used at Agro Processors that brings consistency to the texture and structure of the hydrogenated fats and Banaspati. Needless to mention, that it is very difficult to maintain such consistency because of environmental effects on the product.

Soya Supreme is available in four kinds of packs: PET bottles, tins, jerry cans and poly bags. Keeping in mind the convenience of various market segments the packs are available in 2.5 litre/kilogram, 5 litre/kilogram, 10 litre/kilogram tins, 10 litre jerry cans; 1litre/kilogram poly bags and 1 litre, 3 litre and 5 litre bottles.

## RECENT DEVELOPMENTS

The Company has recently joined hands with Sunora Foods Canada to make a new brand of Canola for the Pakistani market. There are future plans to bring out further brands in association with the same Company.

Soya Supreme Banaspati has recently been re-launched with a complete change in packaging to bring it at par with the refined taste the brand promises. Its campaign also focuses on the amazing aroma the brand adds to all cooking. As a result of the revamped packaging design and new promotion, the trial of Soya Supreme Banaspati has increased.

## PROMOTION

The Company promotes the basic brand values of health, trustworthiness and premium oil in all its communications. Its main campaign called "The Colour of Health" links the very distinct light colour of Soya Supreme Cooking Oil to health. The viewer on one hand is able to see the difference between the colours of commonly available oils and Soya Supreme and on the other hand they can appreciate the quality and appearance of food



cooked in the brand. Both the messages clearly show the benefits of the refining process of Soya Supreme. Today Soya Supreme is strongly linked up to the concept of "UHT Treatment" that is the core differentiating advantage of the brand.

Soya Supreme strongly believes that all promotional tools, whether advertising, point of sale communications or direct marketing, communicate the differentiation of the brand so that it stands out of the clutter. It uses all the available media including electronic, press, outdoor, point of sale advertising, direct contact tools to strengthen its position in the consumers' mind.

The Company has created a leadership place for Soya Supreme PET bottles by constantly focusing on special consumer offers that would entice consumers to purchase the brand repeatedly. These included unique ideas such as "Complete your Cutlery Set" and "Complete your Dinner Set".

Soya Supreme has also given unique promotions like "Scratch and Win Instant Cash on Every Pack" and done joint promotions with other kitchen related brands that included 3M as well as a well known tea brand, Tapal, on its poly bags and tin packs respectively. In both the cases, the consumers would get instant gifts from the other company on purchase of Soya Supreme Cooking Oil and Banaspati. The brand also gave consumers a chance to win cars through lucky draws in another consumer promotion. These promotions were on pack and were also knitted in full fledged campaigns involving all media. Apart from conventional advertising media, the brand has created a relationship of friendship with the main user of Soya Supreme that is the house wife. Serving good food at meal times to the whole family is a very satisfying experience to a house wife. However, it is also quite challenging to cook great dishes daily. Working as a friend of the house wife, Soya Supreme has recently launched a cook book by the name of "Professional Cooking Made Easy by Soya Supreme". It is a coffee table book that gives more than 150 recipes tips and tricks to give a professional touch to cooking done at home. The book is available in major bookstores and has received a very enthusiastic response from the targeted market. Keeping in mind the extensive interest shown in the book, a cooking show based on selected recipes from the book was also launched in the year 2006. It was aired on all the major TV networks and received high appreciation from the audience. The Company has also recently launched DVDs of another popular cooking show based on Italian cooking for the convenience of its target audience.

The Company also arranges events that not only create a direct contact of consumers with the brand but also make the audience feel good about the whole experience. These include cooking demonstrations by cooking experts and cooking competitions among ladies of all age groups especially younger women graduating from colleges. Various clubs with high female memberships are also used to create such contacts. In all these activities, the brand values are well knit and the audience gets a chance to experience the brand.



## BRAND VALUES

The brand name Soya Supreme is strongly linked to consistently high quality and good health. It is the lightest, clearest cooking oil and has been readily accepted by health conscious urban markets. The brand personality is young, modern, urban, health conscious and sophisticated. All the communications aim at maintaining this image of the brand.

[www.soyasupreme.com](http://www.soyasupreme.com)

## THINGS YOU DIDN'T KNOW ABOUT SOYA SUPREME

- The UHT Treatment of oil at 255 degrees centigrade makes Soya Supreme cooking oil so refined that its colour becomes much lighter than competing brands.
- Food deep fried in Soya Supreme comes out crisp and dry as its light viscosity makes it ideal for deep frying.
- Over 1.2 billion meals are prepared from Soya Supreme every year.