

## Case Study

# Haldiram's UK



### Project: UK PR launch of Haldiram's brand in the UK

Founded in 1937 and still family-owned, Haldiram's is India's most iconic snack brand. With revenues surpassing Domino's and Burger King combined in India, it is a dominant force in the global food industry.

Today, Haldiram's produces 500+ products spanning sweets, namkeen, ready-to-eat and frozen foods, distributed through 1,000+ partners to 7 million outlets across 80+ countries, including the UK, USA and Australia. The brand also operates 300+ restaurants in India, employs 15,000 people worldwide, and continues to innovate through sub-brands such as Minute Khana, Khaas and Cherish.

### The Brief

1. To establish a strong PR foundation for Haldiram's in the UK market by showcasing the brand's 88-year legacy and unique brand proposition.
2. To build credibility with trade and consumer media, and laying the groundwork for influencer engagement and digital activity.



### Our Strategy:

RMG's strategy focused on promoting Rhea Agarwal, Haldiram's UK & EU Director of Business Development, as a Gen Z leader driving a step change for the brand. By positioning Rhea as a fresh, dynamic voice, we set out to demonstrate how Haldiram's is evolving its approach to reach new and diverse audiences in the UK. Alongside this leadership profiling, we developed a comprehensive press kit, drove high-level media relations, organised the first UK factory tour, and worked closely with Haldiram's marketing team to plan a nationwide sampling roll-out to engage directly with communities across the country.

### Activities

Raised the profile of Rhea Agarwal as a Gen Z leader through targeted national and trade media interviews and features

Created a full press kit showcasing Haldiram's history, ethos and global footprint

Nurtured relationships with all key food trade and consumer press and influencers

Organised and hosted Haldiram's first UK factory tour for trade journalists

Organised and managed photo shoots with our photographers for visual PR content

Launched the UK gifting range with wide trade and consumer coverage

Worked with Haldiram's marketing team to drive a national sampling roll-out, targeting communities across the UK

Full representation at key food events and ambassadorship for the Haldiram's brand, business networking and initiating business conversations for potential sales opportunities and hospitality partnerships

## Case Study

# Haldiram's UK

**Project:** UK PR launch of Haldiram's brand in the UK



### Successes

60+ pieces of coverage achieved in top-tier trade, food and business titles within 4 months

Front page press coverage and multiple leadership interviews secured with Rhea Agarwal as a Gen Z business leader shaping Haldiram's UK growth

Gifting range announcement secured 24 pieces of coverage across UK trade media and consumer channels

4 high-level media factory tours have positioned Haldiram's as a serious UK manufacturer, driving positive sentiment and credibility

National sampling campaign launched, reaching diverse communities across the UK and creating direct consumer engagement

Strategic commercial opportunity secured with a top luxury hotel group expanding brand influence into premium hospitality

Connected with over 20 targeted and relevant influencers, as earned media opportunities (not paid for)

Strong PR foundation established, paving the way for influencer campaigns and deeper consumer connection in Phase 2

“Rose Media has been the absolute natural choice for us. Their loyalty, integrity and deep understanding of our brand is nothing short of incredible. Their passion has been evident from the start and their experience is exactly what we need as we utilise PR for the first time to promote our homegrown brand.”

**Rhea Agarwal**

UK & EU Director of Business Development, Haldiram's UK