

A new home for BPL

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BPL, the brand that once strode the Indian markets as one of the country's homegrown success stories, is diving back into the mainstream. With a low-key and low-budget marketing plan, it has laid out a strategy for growing its current businesses as well as reclaiming its name in the consumer durables categories.

BPL has been missing from the brand sweepstakes for many years now. Poor management, family battles and growing competition took the group down. Even though it relaunched itself online last year, allying with e-commerce player Flipkart for exclusive sales of its televisions and other durables, the former consumer electronics giant has struggled to reconnect with its consumers.

In the meantime it has built up its business in home automation and security solutions and medical equipment, but the brand stayed on the side lines. Now, the group is making a fresh pitch for consumer attention, drawn by the fact that the Indian consumer durable market is expected to grow at 17 per cent annually till 2020 to reach at Rs 20,200 crore.