



About Atomberg Technologies

Atomberg Technologies was started by graduates from IIT Bombay in 2012. This modern hardware start-up was incepted with a vision to create smart and energy efficient appliances. And the result is 'Gorilla Fan'- India's most energy efficient fan - that consumes only 28 W of electricity even while running at full speed, compared to the 75-80 W consumption of other fans in the market. This fan can help the customers save anywhere between Rs.1,500 and Rs.2,000 per year, making this a strong innovation to reckon with.

Scale-Up Intervention

Challenge: When they entered MIF's Scale-Up Program, they were faring well in the B2B space and were bagging several accolades as well. They now wanted to talk directly to the customer i.e. enter the B2C space. This is a logical extension to their business where their plan was to seamlessly shift from the B2B to B2C model through an offline retail channel which currently sells 90% of ceiling fans.

“Roughly 80-90% of our business was from B2B customers. We wanted to shift our focus to consumers because, ultimately, fan is a consumer product.” - Arindam Paul, Co-Founder, Atomberg Technology.

Marico Innovation Foundation brought in the expert – **Mr. Sudhir Trehan, ex-MD, Crompton & Greaves**, as the external mentor for this intervention. He believed Atomberg was not yet equipped to tackle challenges that offline retail would present. But since there were already getting some traction through the online channel, it would be best to use it as a prototype for expansion to B2C customers. This would give them direct access to the consumer and hence real-time product feedback.

This brought about a pivotal shift in their business strategy, where the B2C market was to be captured using online medium only.

Now Atomberg needed a strong e-commerce strategy to scale their B2C model. Thus, Marico Innovation Foundation approached **Sumant Kakaria, Head of E-Commerce Business at Marico Limited**, as the internal mentor for the Scale-Up intervention.

Over 6 months, he worked closely with the team to tackle the fresh set of challenges including content of the online listing, best practices on how to attract customers to the page and eventually how reduce drop outs and increase conversion rates.

Sumant Kakaria's tips on basics of E-comm listings:

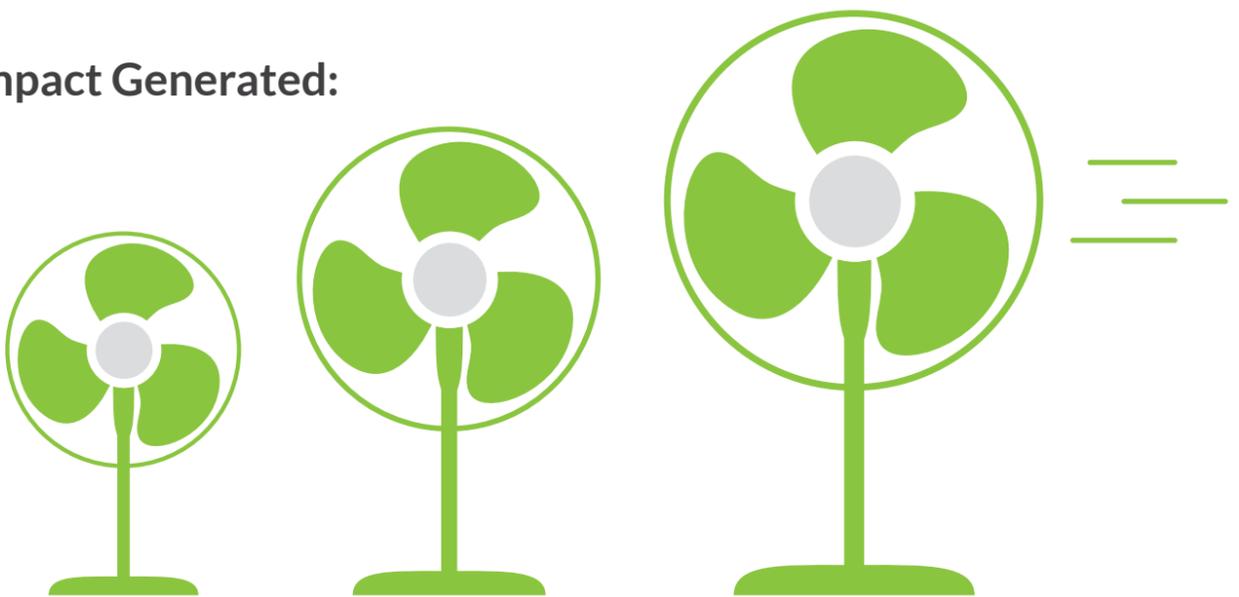
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This intervention had a robust two-pronged approach - a first the strategic input by an external mentor and then the functional expertise of an internal mentor that paved the way for growth. This is a classic case of how a combination of the right kind of mentors can impact your scale up journey.

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Impact Generated:



Atomberg's sales numbers went up a whopping 7X times!
The online sales are now make up 60% of their total revenue.

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