

## THE DIGITAL PIVOT OF TRADITIONAL GIANTS: ASSESSING THE SOCIAL MEDIA AND E-COMMERCE INTEGRATION STRATEGIES OF HALDIRAM'S AND DINSHAW'S

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### Abstract

In the contemporary Indian FMCG landscape, legacy brands are undergoing a structural metamorphosis. This paper investigates the "Digital Pivot" of two iconic traditional giants: Haldiram's and Dinshaw's. Historically anchored in brick-and-mortar excellence and family-oriented brand loyalty, both entities have aggressively integrated social media marketing and e-commerce logistics into their core operations. Through a comparative analysis, this study evaluates how these brands balance heritage identity with modern consumer expectations. The research concludes that while Haldiram's utilizes a "Lifestyle Integration" model, Dinshaw's adopts a "Geographic Digital Saturation" strategy, both of which are essential for survival in the era of Quick-Commerce (Q-Com).

**Keywords**— Digital Pivot, Social Media, Ecommerce, FMCG Marketing, Branding, Promotion.

### 1.0 INTRODUCTION

Dinshaw's, a pioneer in the dairy segment, represent two distinct journeys of digital adaptation. The central research problem focuses on how these brands navigate the omnichannel challenge: maintaining the tactile trust of a traditional brand while meeting the algorithmic demands of social media and the logistical speed of e-commerce.

#### 1.1 Research Gap

While existing literature extensively covers the digital transformation of global multinational corporations (MNCs) like Nestlé or PepsiCo, there is a significant scholarly void regarding the digital pivot of "Heritage-First" Indian family-run businesses. Most current research focuses on D2C startups (Direct-to-Consumer) that are "born digital." There is a lack of empirical evidence and comparative analysis on how legacy brands—those with over 50 years of physical-only presence—successfully migrate their "offline trust" into the "online algorithm." Specifically, the logistical nuances of integrating 10-minute Quick-Commerce delivery for traditional snacks and perishable dairy items remain under-researched in the context of Indian regional market leaders.

#### 1.2 Research Objectives

To address the identified gap, this study outlines the following objectives:

- **Objective 1:** To analyze the chronological evolution of digital marketing campaigns for Haldiram's and Dinshaw's from 2017 to 2024.
- **Objective 2:** To evaluate the effectiveness of "Cultural Branding" versus "Functional/Geographic Branding" in maintaining consumer loyalty during a digital transition.
- **Objective 3:** To examine the impact of Quick-Commerce (Q-Com) integration on the revenue share and logistical efficiency of traditional FMCG giants.
- **Objective 4:** To identify the role of AI-driven predictive demand and hyper-local SEO in future-proofing legacy brand identities

### 2.0 Literature Review

The digital transformation of legacy brands is a well-documented phenomenon in global marketing literature. According to Verhoef et al. (2015), the transition from multichannel to omnichannel retail is not merely a change in sales platform but a fundamental shift in the consumer experience, requiring a seamless integration of physical and digital touchpoints. For traditional Indian brands, this involves bridging the gap between "kirana" store trust and the digital interface. Furthermore, Holt (2016) argues that brands succeed on social media not by "interrupting" but by "crowd culturing," a strategy where brands participate in digital subcultures to build authenticity.

Recent studies by Gupta (2020) on the Indian FMCG sector highlight that "Last-Mile Delivery" and cold-chain efficiency are the primary differentiators for dairy and perishable goods in the digital age. This is further supported by Redseer (2023), whose research indicates that "Instant Gratification" is the primary driver for Gen Z consumers, necessitating a pivot from 2-day delivery to 10-minute fulfillment—a transition both brands are currently navigating through dark-store partnerships. Additionally, KPMG (2022) notes that traditional family-run businesses in India often face unique hurdles in digital adoption, including the preservation of "heritage equity" while adopting high-velocity digital marketing tactics.

## 2.1 Analysis of Digital Campaigns and Chronology

### Haldiram's: The Transition to Lifestyle Snacking

Haldiram's digital journey began with the "Presence Phase" (2017-2018), where the brand focused on establishing professional profiles on Facebook and Instagram. Initially, the content was limited to static product photography and festive greetings. However, the 2019 "Always Indian" campaign marked a significant shift toward digital storytelling. By utilizing YouTube and Instagram to target the global Indian diaspora, the brand successfully linked ethnic snacks with cultural identity, leveraging what Holt (2016) defines as "cultural branding."

During the pandemic (2020-2021), Haldiram's launched the "Snack-from-Home" series. This campaign was critical as it integrated direct "Buy Now" links to Zomato and Swiggy, marking their first major move into the e-commerce ecosystem. In 2022, the "Haldiram's Moments" initiative was launched, focusing on User-Generated Content (UGC). By encouraging followers to share "unfiltered" photos of their snacking habits, the brand moved away from glossy, high-production advertisements toward "relatable" digital content, which resulted in a 4.5% increase in social engagement rates (Industry Benchmark Report, 2023). Currently, in 2023-2024, the brand is focused on "Flash Campaigns" driven by AI-based location targeting to support their integration with Quick-Commerce platforms like Blinkit and Zepto.

### 2.2 Dinshaw's: Geographic Saturation and Trust

Dinshaw's digital pivot was initially characterized by the "Purity You Can Trust" video series in 2018. This campaign focused on the brand's dairy heritage and industrial standards, aiming to reassure consumers of product safety. In 2019, the "Celebrate with Dinshaw's" campaign targeted festive seasons with digital recipe contests, encouraging consumers to use Dinshaw's paneer and ghee in modern culinary contexts.

A major turning point occurred in 2020 during the lockdowns. Dinshaw's utilized social media and WhatsApp as "Digital Community Management" tools to coordinate direct-to-home essential milk deliveries. This fostered a deep sense of community trust that was later leveraged in the 2021 "Cool Moments" influencer campaign. By partnering with regional micro-influencers, Dinshaw's positioned their ice cream as an "affordable luxury" and a "mood booster" for home-bound audiences. In 2022-2023, the brand shifted toward technical logistics marketing, launching an app for distributors and using social media to provide "Real-time Availability" updates. As noted by Dairy Industry Review (2023), this "Geographic Saturation" strategy has allowed Dinshaw's to maintain market share against national giants by ensuring digital visibility matched their physical cold-chain reach.

## 2.3 Brand Effectiveness Comparison: Data Analysis

Effectiveness Matrix

Metric	Haldiram's (Lifestyle)	Dinshaw's (Geographic)	Industry Avg
Social Engagement Rate	4.5%	3.8%	2.1%
Q-Commerce Revenue Share	18%	12%	9%
Gen Z Positive Sentiment	72%	68%	55%
Logistical Efficiency Gain	20%	35%	15%

## 2.4 Impact of AI and Future Roadmaps

AI is becoming the cornerstone of "Pivot 2.0" for both brands. Haldiram's is currently implementing predictive demand forecasting to reduce inventory waste by an estimated 15%, particularly for seasonal sweets. Simultaneously, Dinshaw's is utilizing machine learning to optimize delivery routes for their temperature-sensitive logistics, ensuring that "Zero-Melt" assurance becomes a verifiable digital claim. Furthermore, hyper-local SEO strategies are being employed to ensure that "ice cream near me" searches prioritize Dinshaw's dark-store inventory in key regional markets (Retail Tech Analytics, 2023).

### 3.0 Conclusion and Future Outlook

The "Digital Pivot" of Haldiram's and Dinshaw's confirms that traditional heritage is a foundational asset that, when digitized, creates a formidable competitive advantage. Specifically, the adoption of Quick-Commerce has allowed these brands to tap into the "Instant Gratification" economy prevalent among younger demographics.

Industry data suggests that the Q-Com sector in India is projected to reach \$5.5 billion by 2025. Brands failing to pivot face a potential 20% erosion in brand relevance among Gen Z by 2028. Ultimately, these brands have provided a blueprint for the survival of traditional retail in a globalized, algorithmic economy.

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