



From Strategy to Store Shelves

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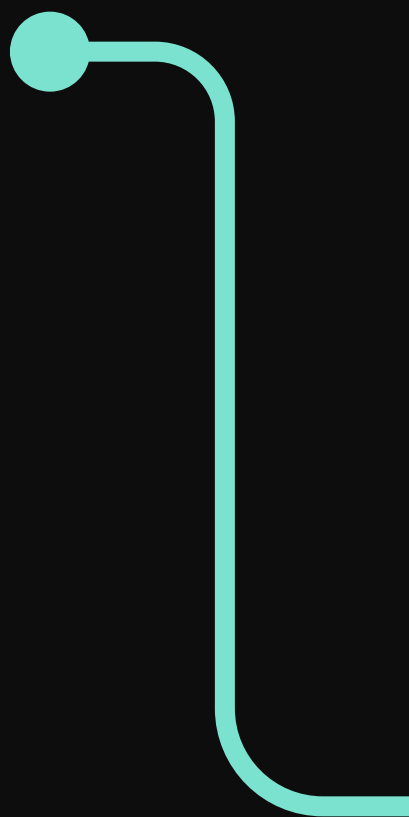




Market Research

Every successful market entry starts with clarity. Deep market research uncovers real consumer behavior, competitive dynamics, pricing benchmarks, and category gaps, helping brands avoid assumptions and design strategies grounded in India's on-ground realities.

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Product Adaptation

What works globally often needs recalibration in India. Product formulation, pack sizes, pricing architecture, and value communication must align with local preferences, usage patterns, and affordability expectations to drive adoption at scale.





Compliance

Regulatory readiness is not a checkbox, it's a strategic advantage. Understanding and aligning with FSSAI regulations, labeling norms, and category-specific approvals ensures smoother launches, reduced delays, and long-term operational stability.





Distribution

Distribution determines visibility, availability, and velocity. A well-structured channel strategy, across general trade, modern trade, e-commerce, and regional distributors—turns planning into consistent shelf presence and repeat demand.

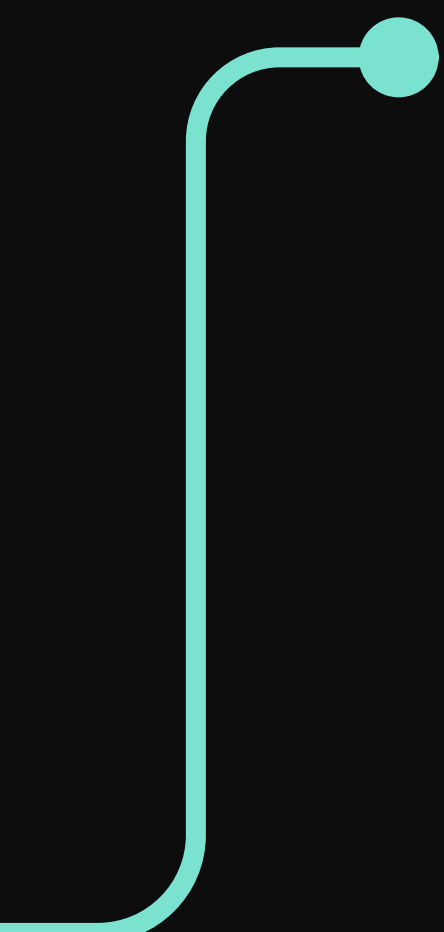




Sales Growth

Sustainable sales growth is the outcome of aligned strategy and execution. When product-market fit, pricing, compliance, and distribution work together, brands move beyond trial purchases to predictable, scalable revenue streams.





Building brands for India's complex markets

30Sixty Tech partners with FMCG and nutraceutical brands to build India-ready strategies and execute launches that move from insight to impact, efficiently, compliantly, and at scale.

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