

Promotional Activity in “The Vilas”

Saturday 16th Dec

The vilas is a residential gated condominium in DLF Phase 2. An upscale community of 327 flats, it is a fairly new development even by Gurgaon standards and opened for occupation less than 5 years ago. Population is all High income group families, spread between professionals and business families who have moved from Delhi.

The complex has a small grocery outlet who stocks Keggs.



A very good turn out with people collecting while we were still setting up. Like with other communities populated by professionals, the people here also gathered in clusters of friends and neighbours.



Like elsewhere , the some were Keggs customers, some had seen in the shops and never bought and some had no idea at all.





Universally, all of them loved the product and the concept as well. Generally, knowledge around healthy food was limited and almost none of our customers knew much about the various “negatives” around consuming commodity or mass produced eggs.



Interestingly, we were asked if we would be open to doing a stall at their Christmas Mela (on a chargeable basis) .

Almost all who ate picked up on the richer taste and flavours. More prominently in the ones who ate boiled eggs. One fried egg was ordered – with hard cooked yolk.

Jumbos continue to be an interesting talking point.

