

OVERALL VERDICT

7.4

OUT OF 10

TILKUT

Packaging audit for **200g Pouch Front-of-Pack**

ASSESSMENT DATE

21 February 2026 · 10:00 UTC

ASSESSED BY

Aanya Mehra

THEREFORE

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PROJECT BRIEF · THE CONTEXT WE WERE GIVEN

Project context

Everything below was entered by the design team when the project was created.
Verdict's audit was scored against this brief.

BRAND	Tilkut
CLIENT	Magadhi Sweets & Confectionery Pvt. Ltd.
CATEGORY	Indian sweets / gifting
PROJECT TYPE	Refresh + festive gifting range
POSITIONING	Heritage Bihari sweet, reimagined for a modern Indian gifting occasion. Premium enough for Diwali, everyday enough for a Sunday tea.
TARGET AUDIENCE	26-42, Tier-1 + Tier-2 gifting buyers; nostalgic about regional sweets but shop through modern trade and quick-commerce.
ASPIRATIONS	'The Kashmir of Bihar' — a proud, warm regional sweet that stands next to any premium mithai brand in the modern-trade aisle.
COMPETITORS	Haldiram's Bhujia · Bikaji Namkeen · Chitale Bandhu · Anand Sweets



DESIGNER NOTES

Client wants to lock the front-face design before the festive launch window (Sept). Foil-print budget approved for the 500g SKU only.

- <https://www.haldirams.com/all-products/>
- <https://www.bikaji.com/products>

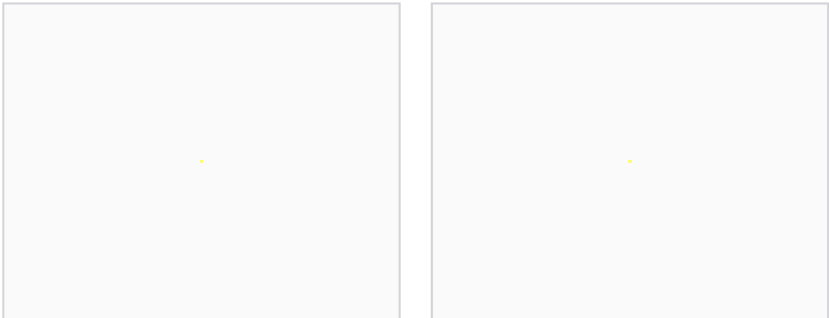


ASSESSMENT INPUTS · WHAT VERDICT LOOKED AT

Assessment inputs

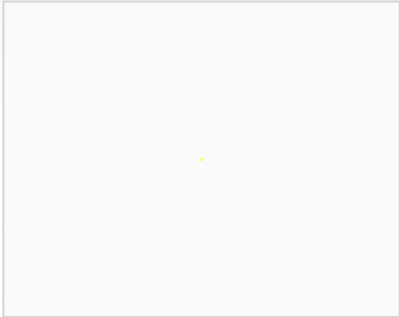
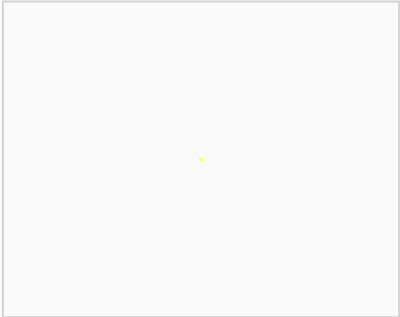
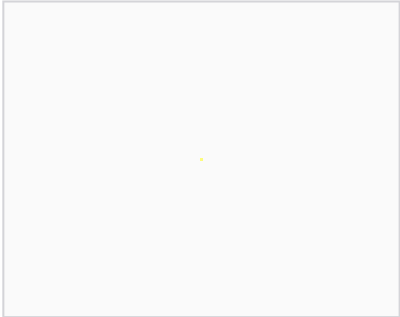
ASSESSMENT TITLE	Refresh — 200g Pouch Front-of-Pack
ASSESSMENT KIND	Primary
SUB-PREMISE / VARIANT	200g Pouch Front-of-Pack
DESIGNER	Aanya Mehra
MODEL	anthropic/claude-sonnet-4.5
EXTRA CONTEXT	This is the refreshed festive front-face — compare against the 2023 pack still on shelf. Client cares most about (1) shelf-block on modern trade gondolas and (2) recognisability under kirana fluorescent lighting.

SUBJECT PACK · 2 images

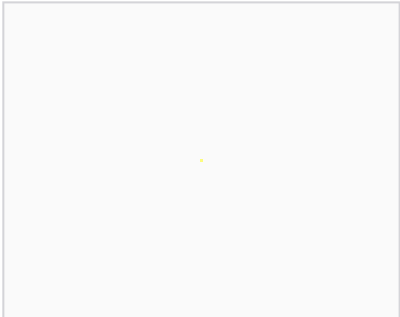




COMPETITOR REFERENCE · **3 images**



EXISTING ON-SHELF PACK · **1 image**





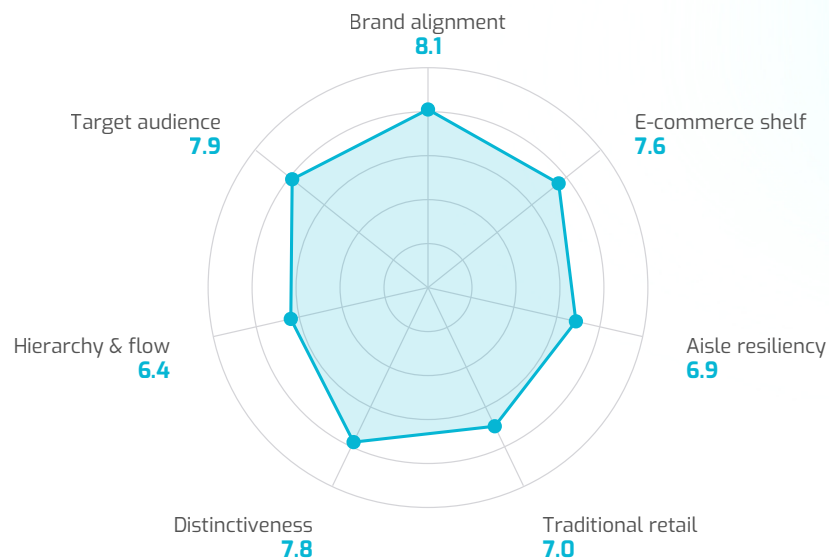
THEREFORE / VERDICT

PACKAGING AUDIT

Overall · 7.4

VERDICT · PACKAGING AUDIT · INDIA

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01

Brand
Alignment
vs
Positioning



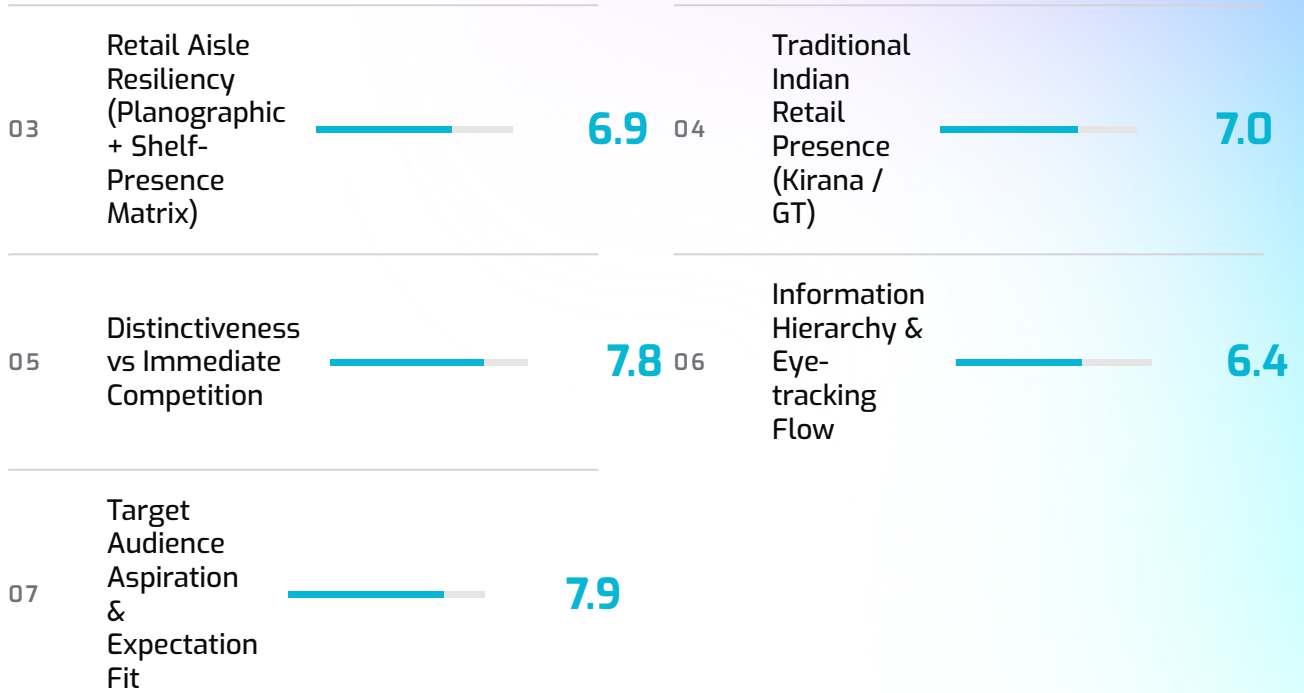
8.1

02

E-commerce
Shelf
Performance
(3-second
scan &
recognition
heuristics)



7.6





THE VERDICT

Tilkut

7.4

Refresh — 200g Pouch Front-of-Pack

Aanya Mehra · anthropic/claude-sonnet-4.5

The refresh sharpens the brand mark and improves shelf legibility, but the variant cue still gets lost from 1.5m. Hierarchy needs one decisive cut to compete with Bikaji red on the gondola. The pouch geometry is fine but the front face overcrowding undermines the brand block at the most critical glance distance. Tier-2 gifting buyers will read warmth from the mark, but tier-1 modern-trade shoppers will struggle to pick the right variant under fluorescent lighting. Worth resolving before the festive launch lock — every additional second on the shelf erodes conversion.

SHORTCOMING TAGS · hierarchy · variant cue · regulatory crowding



ACTION PLAN

Priority recommendations

1. Push the variant colour-band to occupy approximately 22 percent of the front panel so the variant becomes the primary cue from a 1.5-meter glance distance, not the brand mark.
2. Demote the regulatory tag below the product descriptor — currently it competes for attention and breaks the visual flow from brand → variant → descriptor.
3. Lock the brand mark size — currently it scales unevenly across the 100g, 200g and 500g range, which weakens shelf-block when SKUs sit adjacent on the gondola.
4. Introduce a top-band colour block in brand maroon so the SKU has a unified shelf-block that resists ambient lighting variations across general trade outlets.
5. Simplify the back-of-pack copy — the current architecture forces consumers to hunt for the gifting cue. Move the gifting badge above the descriptor and shrink the heritage paragraph.
6. Test a higher-contrast variant against the current cream base in three Bengaluru kirana stores during the next two weeks; the data will tell us whether the colour saturation is enough.
7. Consider a tactile finish on the brand mark for the premium 500g gifting SKU; this matches the aspirational positioning and survives the festive gifting context far better than a flat print.



Brand Alignment vs Positioning

8.1



STRENGTHS

- The refreshed wordmark sits confidently in the top third and reads warmly even on muted backgrounds across both the festive maroon and the standard cream colourways.
- The chosen serif carries the Magadhi heritage without becoming gimmicky — it threads the needle between premium and approachable, which matches the brief.
- The gold foil treatment on the 500g gifting SKU elevates the mark without competing with the variant cue.

WEAKNESSES

- The variant colour-band is too narrow at roughly 12 percent of the front panel; it cannot anchor the brand block at a 1.5-meter shelf distance.
- The aspirational tagline at the bottom of the pack feels disconnected from the visual warmth of the mark itself — it reads like a regulatory afterthought.
- On the smallest 100g SKU the wordmark loses kerning integrity, causing the second 'k' to appear closer to the 't' than intended.



IMPROVEMENTS

- Widen the variant band to 22 percent of the front panel and shift the regulatory tag to the side strip.
- Promote the descriptor above the regulatory tag and align it to the optical center of the front face.
- Lock the brand mark kerning at a fixed size across the 100g, 200g and 500g range using a master file rather than free-scaling.
- Add a subtle drop-shadow on the gold foil so the foil edge holds against the dark maroon backdrop in low-light kirana lighting.



02 / 07

Overall · 7.4

E-commerce Shelf Performance (3-second scan & recognition heuristics)

7.6



STRENGTHS

- Strong thumbnail read at the standard 200x200 size used across BigBasket, Blinkit and Zepto category grids.

WEAKNESSES

- Low-contrast variant cue means the cream and maroon variants merge into a single visual at thumbnail scale.

IMPROVEMENTS

- Add a distinct cyan band on the cream variant and a contrasting gold on the maroon variant to differentiate at thumbnail scale.



03 / 07

Overall · 7.4

Retail Aisle Resiliency (Planographic + Shelf-Presence Matrix)

6.9



STRENGTHS

- Bold colour block on the front face creates an above-average shelf-block when SKUs are placed adjacent.

WEAKNESSES

- Loses recognisability at 1.5m, particularly in fluorescent-lit modern-trade aisles where the cream variant washes out.

IMPROVEMENTS

- Increase the descriptor type weight by 1 step and shift the secondary colour band higher on the panel.



04 / 07

Overall · 7.4

Traditional Indian Retail Presence (Kirana / GT)

7.0



STRENGTHS

- Hindi script on the side panel is well-positioned and uses a culturally appropriate Devanagari face.

WEAKNESSES

- The regulatory tag is too loud — at kirana eye-level it competes with the variant cue and confuses shopkeeper-led purchases.

IMPROVEMENTS

- Move regulatory information to a side stripe so the front face stays brand-and-variant focused.



05 / 07

Overall · 7.4

Distinctiveness vs Immediate Competition

7.8



STRENGTHS

- Unique wordmark and brand block; clearly differentiated from Haldiram's red and Bikaji's orange.

WEAKNESSES

- Standard pouch silhouette doesn't add to brand recognition; the shape is generic to the category.

IMPROVEMENTS

- Consider a custom die-line for the premium 500g gifting SKU — a six-sided gusseted pouch would be ownable and high-impact.



06 / 07

Overall · 7.4

Information Hierarchy & Eye-tracking Flow

6.4



STRENGTHS

- Brand name is clear and reads first.

WEAKNESSES

- Regulatory tags and aspirational copy compete for second-place attention, breaking the brand → variant → descriptor flow that the category rewards.

IMPROVEMENTS

- Make one decisive cut: demote the aspirational copy to the back-of-pack and let the front face be brand → variant → descriptor only.



Target Audience Aspiration & Expectation Fit

7.9



STRENGTHS

- Premium feel is achieved through the gold foil and serif choice; the gifting audience will read this as 'celebration-ready'.

WEAKNESSES

- Slightly cluttered front panel undermines the premium positioning at glance.

IMPROVEMENTS

- Simplify the back panel by removing two of the three callouts; the gifting buyer doesn't need a heritage paragraph at point-of-sale.

THEREFORE

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