

## “Focus vs Spread”



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Two brands that caught my eye on focus were [4700BC](#) and [Aava Alkaline Natural Mineral Water](#). Both brands were late entrants to their categories but have stayed focused.

I remember 4700 because their brand name is close of 4711, one of the great colognes of the world.

4700 is available in all the major airlines in the world, its there on Air India international flights. They have stuck to popcorn and tried to get the category to experience innovation.

Aava again is an Ahmedabad based brand which is focussed on hotels,airlines,restaurants and clubs.Their focus on this horeca channel is strong.

Focus requires discipline. In the past large indian houses had license access and hence stretched into every category and failed.

In today's age start ups have VC license to grow and spread into multiple categories. They think they own the consumer because they have done ok in one category. You never own the consumer, startups should learn from what happened to telecom operators who thought they owned the consumer.

Its better to have one category that jumps 7 feet than having 7 categories that jump a foot each.

Focus is also needed in varianting as the PepsiCo example shows. Brands tend to proliferate variants in good times and thats a sin. Years ago Pantene had 72 variants of shampoo when there were only 45 types of hair in the world. Variants and SKU proliferation again needs discipline.

In the mad chase for growth at any cost, the burden falls on manufacturing and supply chain to meet every unnecessary need of a channel or a brand manager.

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[https://www.linkedin.com/posts/shivshivakumar\\_focus-vs-spread-two-brands-that-caught-my-activity-7365956174795501568-eL9Y](https://www.linkedin.com/posts/shivshivakumar_focus-vs-spread-two-brands-that-caught-my-activity-7365956174795501568-eL9Y)

26 August 2025

PS: Am not involved with 4700 and Aava in any way





Curly Tales +



## PepsiCo discontinues 9 drinks, 21 others have 'limited time'

To streamline and focus more on core products, PepsiCo has discontinued nine sodas and listed 21 more drinks as "limited time left", meaning the company has stopped producing the drinks. Besides sodas, the beverage company has also axed production of several sparkling water, Gatorade, and energy drink flavours.

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