

# **Indian Institute of Management Kozhikode**

# **Case Study**

### IIMK/CS/135/MM/2020/22

# **March 2020**

Re-launch of Parle Rol-a-Cola: Would Nostalgia Work?

#### Atanu Adhikari<sup>1</sup>

6

All rights belong to their respective authors.

Please contact the corresponding authors if you would like to access the full case.

<sup>1</sup>Professor, Marketing Management, Indian Institute of Management, Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673570, India; Email:atanu.adhikari@iimk.ac.in, Phone Number (+91)495 – 2809241

#### ABSTRACT

Research Office Indian Institute of Management Kozhikode IIMK Campus P. O., Kozhikode, Kerala, India, PIN - 673 570

Phone: +91-495-2809237/ 238 Email: research@iimk.ac.in

Web: https://iimk.ac.in/faculty/publicationmenu.php

