



THE MARKETING ENCYCLOPEDIA

A Project by Group 14



A PROJECT REPORT
ON
The Marketing Encyclopaedia
Marketing Management

A report is submitted in partial fulfilment of the requirements of MBA Program of
IBS Hyderabad



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Chapter 1: Introduction to Marketing / Marketing in 21st Century

1.

ADVERTORIAL

What's New? Summit Delhi 2023: The next frontiers and opportunities in digital marketing

ET Spotlight • Last Updated: Aug 23, 2023, 09:59 AM IST

SHARE FONT SIZE SAVE PRINT COMMENT

Synopsis

Dive into the electric future of digital marketing and explore its new tenets at the exclusive What's New? Summit Delhi on July 27 hosted by KIT Global, and supported by The Economic Times. Watch the finest minds share inspiring, evidence-led insights on the innovative pathways to growth in a new era of marketing



These are interesting times for the fast-growing, ever evolving universe of digital marketing.

Across complex consumer journeys and redefined brand relationships,



1st

<https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/whats-new-summit-delhi-2023-the-next-frontiers-and-opportunities-in-digital-marketing/articleshow/102955255.cms>

Description- 21st Century is an era of Digital Marketing. Marketers are looking at creative future- proof ways to widen their audience and address the increasing need for connected experiences.

By Anushka

2. Domains of marketing-



Service

Event

Property



Goods

Place

People

Marketing typically involves 10 different domains: Goods, Services, Events, Enterprises, Persons, Places, Properties, Organizations, Information, Ideas. Above are some of advertisements marketing in different domains.

Source: Times of India newspaper, 25th August 2023

By Reeshmika G, 23BSPHH01C0780

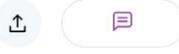
The Morning After: Get ready for Amazon Prime Day 2023

Intel tidies up its chip lineup and VW's next PHEV gets a longer range.



Daniel Cooper
Senior Editor

Fri, Jun 16, 2023 · 3 min read



SOURCE :- [The Morning After: Get ready for Amazon Prime Day 2023 \(engadget.com\)](https://www.engadget.com/the-morning-after-get-ready-for-amazon-prime-day-2023-154031101.html)

DESCRIPTION :- Amazon Prime Day is an annual event where Amazon offers discounts on a variety of products. This is an example of product marketing, which is the process of promoting and selling products to consumers.

Kotler defines a product as "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want." In the case of Amazon Prime Day, the products that are being offered are discounts on a variety of goods and services.

Product marketing is an important part of any business's marketing strategy. By effectively marketing their products, businesses can increase brand awareness, generate leads, and drive sales.

DATE :- 16 JUNE, 2023

By ROHAN KUMAR GUPTA

4.

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ETBrandEquity DigiPlus Fest
India's digital marketing industry is growing at a staggering pace.



Let's Talk Growth
Learn how businesses can utilize messaging to drive engagement & customer...



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Advertise during the Asia Cup 2023 and ICC Men's Cricket World Cup 2023

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Successful performance marketing is a lot like investing

The author lists five mistakes people make whether it's investing or performance marketing, specifically self-serve advertising.

 **Rohit Onkar** • ETBrandEquity
Updated On Sep 11, 2023 at 07:52 AM IST

Read by:
18805 Industry Professionals





Advertise during the Asia Cup 2023 and ICC Men's Cricket World Cup 2023

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<https://brandequity.economictimes.indiatimes.com/news/marketing/successful-performance-marketing-is-a-lot-like-investing/10356036>

Description:-

The article is related to marketing as it draws parallels between performance marketing and investment strategies. It likely discusses how principles of sound investing can be applied to marketing efforts to achieve better results and returns on marketing investments.

By PULKIT

Watch | How are entrepreneurs making millets appealing to us?

The driving force of millets consumption is nutrition and healthy option, but entrepreneurs reveal the challenges of persuading consumers to purchase a cereal that is not as easy on the palate as rice or wheat

June 22, 2023 03:42 pm | Updated June 23, 2023 05:54 pm IST - Bengaluru



DHIRAJ SHETTY



How entrepreneurs reach their customers

True Elements sells 75% of their products through Amazon and other online platforms while the rest is routed through retail chains in south & west India. In 2022, FMCG major Marico took a 54% stake in True Elements. Marico is not interested in marketing the products of True Elements, but is figuring out the online marketplace that the relatively-young-company operates in.

Slurpp Farm sells on Amazon, but their products are also available in 1,200-odd stores across India. Meghana says, "The plan is to get that to about 10,000 stores by 2026." Slurpp Farm has raised over \$10 million (approx ₹80 crore) in the last five years.

<https://www.thehindu.com/news/national/karnataka/feisty-entrepreneurs-impart-desirable-twist-to-humble-millets-in-international-year-of-millets-2023-india/article66694339.ece>

HOLISTIC MARKETING

SOURCE : THE HINDUSTAN

DATE : 22 JUNE 2023

Holistic marketing is a marketing strategy that focuses on the whole business as one entity. It takes into account all the different aspects of the business, such as product development, pricing, distribution, and promotion.

The article discusses the marketing strategies of three companies that are trying to promote millets in India. These companies are True Elements, Slurpp Farm, and Siri Millets.

True Elements sells its products through a variety of channels, including online and offline. The company believes that it is important to reach consumers through multiple channels in order to be successful.

Slurpp Farm also sells its products through a variety of channels, but it focuses on offline channels. The company believes that it is important to build relationships with retailers in order to be successful.

Siri Millets sells its products primarily through offline channels. The company believes that it is important to connect with consumers in their local communities in order to be successful.

All three companies are using a variety of marketing strategies to promote millets in India. These strategies include:

Product development: The companies are developing new and innovative products made from millets. For example, True Elements has developed a millet-based pancake mix.

Pricing: The companies are pricing their products competitively. For example, Slurp Farm's millet-based granola bars are priced similar to other granola bars on the market.

Distribution: The companies are distributing their products through a variety of channels. For example, True Elements sells its products through Amazon and other online retailers.

Promotion: The companies are promoting their products through a variety of channels. For example, Siri Millets has partnered with restaurants in Karnataka to offer millet-based dishes on their menus.

BY SUPRIYA

Home / Special Report / M.A.D: Marketing & Advertising, Decoded
 / 'Learning to read a food label is more important than coding in the 21st century': Revant Himatsingka aka Foodpharmer

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'Learning to read a food label is more important than coding in the 21st century': Revant Himatsingka aka Foodpharmer

He speaks about his viral social media videos that have created a stir in the FMCG sector, and how pressures of the job are often alleviated by public support



BY MANU BALACHANDRAN, Forbes India Staff

7 min read

PUBLISHED: Jul 31, 2023 03:08:58 PM IST

UPDATED: Jul 31, 2023 03:28:50 PM IST

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<https://www.forbesindia.com/article/m.a.d-marketing-advertising-decoded/learning-to-read-a-food-label-is-more-important-than-coding-in-the-21st-century-revant-himatsingka-aka-foodpharmer/87141/1>

Description :-

The article highlights the intersection of consumer awareness, perception, and personal career choices with marketing principles, particularly in the context of food products and labeling.

By PULKIT

Chapter 2: Marketing Process / Marketing Mix

1.



Four Ps of marketing

1. Products: Idly, dosa, coffee, sandwich, noodles, Indian breads, ice cream, rice, curries, beverages, sweets
2. Place: Raichandani Business Bay, Kokapet. Also available to order on Swiggy & Zomato
3. Price: Approximate prices are available on Swiggy & Zomato. 10% discount offer is given on the flyer
4. Promotion: Promoting the restaurant through flyers and online advertisements through swiggy & Zomato

Source: Flyer from Times of India, 25th August, 2023

By Reeshmika G, 23BSPHH01C0780

2. How Wow! Momo aims to grab India's 'stomach share' amid McDonald's, KFC's dominance

Synopsis

Wow! Momo has reported a 2x jump in revenues and is expanding its offerings in terms of brands, food, and ou
In a country like India where the organised QSR market is completely dominated by international chains, offeri
this the dawn of Indian QSR finally?

The Indian restaurant market has gone through a massive shift post-pandemic. And quick-service restaurants or QSRs have been the biggest beneficiaries. While the space is dominated by international players such as **McDonald's**, **KFC**, Domino's, Pizza Hut, Burger King, and Taco Bell, one Indian chain has slowly been making its mark.

Founded in 2008, Kolkata-based popular QSR chain **Wow! Momo** has posted an almost 2x jump in its revenue from operations, as claimed by Sagar Daryani, who co-founded the company along with Rinod Homagai. The company grew

<https://economictimes.indiatimes.com/prime/consumer/how-wow-momo-aims-to-grab-indias-stomach-share-amid-mcdonalds-kfcs-dominance/primearticleshow/102954852.cms>

Description- WOW Momo fought international bands eg. Burger king, Taco bell, Dominos with their marketing strategy. Momo has posted an almost 2x jump in its revenue from operations.

By Anushka

With durability at their core, here is how the Samsung Galaxy A54 5G & A34 5G prove that #AwesomeIsForEveryone!

SPOTLIGHT | Updated: Aug 29, 2023, 12:59 IST

  [A-](#) [A+](#)

SAMSUNG

Galaxy A54 | A34 5G
Slip can be awesome
Corning® Gorilla® Glass



Samsung, a leading brand that has always stayed committed to bringing technology within reach of all, continues to redefine smartphones with its awe-inspiring Galaxy A series. Among the latest additions to this remarkable lineup are the Samsung Galaxy A54 5G and Galaxy A34 5G! They are blurring the lines between

premium and mid-range handsets with super-tough Corning® Gorilla® Glass 5 and IP67 rating (water and dust resistance), beautiful design, powerful processors, trendy colours and abundant experiential features.

Continue reading to know how Samsung proves #AwesomeIsForEveryone.

SOURCE:- With durability at their core, here is how the Samsung Galaxy A54 5G & A34 5G prove that #AwesomeIsForEveryone! - Times of India (indiatimes.com)

DESCRIPTION:- The article is an example of product marketing. Product marketing is a type of marketing that focuses on promoting the features and benefits of a product. The goal of product marketing is to convince potential customers that the product is worth buying. In this case, the article is trying to convince potential customers that the Samsung Galaxy S22 Ultra is a durable phone that can withstand everyday use. The article highlights the phone's metal frame, Gorilla Glass Victus+ display, and IP68 water resistance rating as evidence of its durability.

DATE:- 29 AUGUST, 2023

BY ROHAN KUMAR GUPTA

Blog · 5 Min Read

The marketing mix of the digital age

The point to be noted is that the marketing mix elements (traditional) are led by the contemporary 4Ps relevant to this digital age.



S Ramesh Kumar · ETBrandEquity
Updated On Jun 14, 2022 at 08:52 AM IST

Read by:
6641 Industry Professionals



Representative image

Let us visualise a scenario, in a decade ahead, with the rapid onset of machine learning and AI and their applications in marketing. Detergent powders have penetrated, into the households and there are several brands, in the

category, that advertise and innovate in order, to build brand equity.

<https://brandequity.economictimes.indiatimes.com/blog/the-marketing-mix-of-the-digital-age/92193567>

Description - The marketing mix of the digital age represents the modern adaptation of traditional marketing strategies to the digital landscape. In this digital era, the four classic components of the marketing mix (Product, Price, Place, and Promotion) have undergone significant transformations.

By Mehar Ahuja

The screenshot shows the homepage of ET BRAND EQUITY.com. At the top, there's a navigation bar with links for News, Exclusives, Leaders Speak, Events, Awards, Webinars, More, Marketing, Digital, Advertising, Media, Interviews, Martequity, People Report, Business of Brands, and More. Below the navigation is a banner for the India DigiPlus Awards, featuring the ET BrandEquity DigiPlus Fest logo and a call to action for advertising during the Asia Cup 2023 and ICC Men's Cricket World Cup 2023. To the right of the banner is a section for 'Let's Talk Growth' with a link to WhatsApp. Further right is a 'Download App' section with a smartphone icon. The main article headline is 'Can CMOs go beyond metrics and metros?' by Srinath Sridharan, published on July 17, 2023, at 07:28 AM IST. The article has a 5-minute read time and is categorized under Marketing. It has 717 industry professionals reading it. The article content discusses the shift in focus for CMOs from metrics to a holistic approach. On either side of the central article are vertical banners for Disney+ hotstar advertising opportunities.

<https://brandequity.economictimes.indiatimes.com/news/marketing/can-cmos-go-beyond-metrics-andmetros-/101804926> Description:-

The use of metrics in marketing, market expansion, and the strategies needed to address the changing marketing landscape. It highlights the challenges and opportunities that marketers face in the contemporary business environment.

BY PULKIT

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Preparing for marketing mix modeling: What you need to know

Google Analytics 4 is of limited use for attribution modeling. That's where marketing mix modeling comes in.

Katie Robbert on August 25, 2023 at 10:33 am | Reading time: 8 minutes

Do you see more "unassigned" and "direct" traffic in your Google Analytics account even if you're careful with your UTM tagging? That's because data privacy regulations protect the users visiting your website.

As data privacy regulations increase, attribution models may struggle to stay accurate and valuable. Many use Google Analytics 4 for attribution modeling, [but it is not GDPR-compliant](#). Because of this, attribution models like those from Google Analytics will be less effective. They won't accurately show which channels are working. This is where [marketing mix modeling](#) comes in.

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Ok

<https://martech.org/preparing-for-marketing-mix-modeling-what-you-need-to-know>

Description

It focuses on a methodology, marketing mix modeling, that plays a significant role in measuring the effectiveness of marketing efforts, optimizing marketing spend, and making data-driven decisions to improve marketing strategies.

BY PULKIT

Chapter 3: Micro and Macro-Environment

1.

Scrumptious Millet Menu Leaves First Spouses Full of India

Spouses of 15 G20 leaders visited PUSA-IARI in New Delhi, and left impressed with the breakthroughs in Indian agriculture

Press Trust of India

New Delhi: As many as 15 spouses of G20 leaders including Japanese Prime Minister Fumio Kishida's wife, Yoko Kishida, on Saturday visited the 1,200-acre PUSA-Indian Agricultural Research Institute (IARI) campus here - the seat of India's Green Revolution - and saw the breakthroughs in Indian agriculture and enjoyed the farm-to-fork millet experience. UK Prime Minister Rishi Sunak's wife Akshata Murty and World Bank President Ajay Banga's wife Ritu Banga were among the delegation of first ladies and spouses of G20 leaders who visited the IARI campus here in the national capital. They were received by Kyoko Jaishankar, the wife of India's external affairs minister S Jaishankar.

They were welcomed by a grand "millets-rangoli" at the exhibition that showcased the curated millets from 18-odd countries, and the burgeoning startup ecosystem and Farmer Producer Organisations (FPOs) in India.

"At the exhibition area, 15 agristartups showcased innovative tech solutions to address ground-level challenges. FPOs from across the nation displayed edible products, marketed nationwide, aligning with the theme 'Empowering Rural Prosperity through Collective Agriculture,'" the agriculture ministry posted on social media platform X.

The exhibition, which was organized by the ministry, showcased

DELEGATES MET WOMEN TRIBAL FARMERS WHO ARE LEADING A MOVEMENT TO REVOLUTIONISE MILLET CULTIVATION

India's agricultural excellence, featuring farmers, cutting-edge agri-tech and celebrity chefs, it said.

During an hour-long visit, the delegates also met women tribal farmer Lahari Bai from Madhya Pradesh who has made a significant contribution in conservation of millets in her farm field.

They saw vertical farming, hydroponic farming and other sustainable agriculture methods.

Lahari Bai is among 20 women farmers from remote villages who shared their experiences and wisdom about millet farming with the spouses of G20 leaders at IARI. These women are at the forefront of a movement to revolutionise millet cultivation in their respective regions.

Women farmers were invited from far-flung villages in 11 millet-producing states - Madhya Pradesh, Assam, Bihar, Chhattisgarh, Rajasthan, Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu, Uttarakhand, and Odisha.

"The progress of Indian agriculture depicting advances made in agriculture through research in food and nutrition security was displayed through exhibitions. The delegates took keen interest in understanding all about Indian agriculture," IARI Director A K Singh said. Besides millets, the advances made in dairy, fishery and floriculture were displayed in the exhibition, he added.

The spouses of G20 leaders also visited the "live millets cooking counter" at IARI where celebrity chef Kunal Kapur prepared dishes.



PHOTO X INTERNATIONAL YEAR OF MILLETS 2023

Micro-marketing Environment –

Spouses of G20 leaders took part in the millets farm-to-fork experience where edible millet products which were marketed nationwide. This meet was featured with Agri-tech and celebrity chefs promoting millets-based food varieties and its health benefits. Wives are the major influencers of family's health decisions. G20 summit was the best platform for India to influence these wives who could bring a worldwide awareness of millet farming.

Source: Economic Times, 10th September 2023

By Reeshmika G, 23BSPHH01C0780

2. Macro marketing Environment

'India rising in world order with +ve macros'

► From P 1

If the 27 countries tracked by Morgan Stanley's Asia strategists, India rose to number 1 from number 6 earlier with relative valuations for the country less extreme than in October 2022.

"Multipolar world-trends are supporting FDI and portfolio flows, with India adding a reform and macro-stability agenda that underpins a strong capex and profit outlook. We see a secular trend toward sustained superior (earnings per share) growth versus emerging markets over the cycle, with a young demographic profile supporting equity inflows," the report noted.

The bullishness among Morgan Stanley analysts stems from the fact that the economic and market situations in the country are in stark contrast to that in China. "With GDP per capita only \$2.5k (against China's \$12.7k)

ly \$2.5k (against China's \$12.7k) and positive demographic trends, India is arguably at the start of a long wave boom at the same time as China may be ending one," states the report.

In India, manufacturing and services PMIs have rallied consistently since the end of Covid restrictions, in contrast to the rapid fade seen in China. Also, "real estate transaction volumes and construction have broken out to the upside. Moreover, India's ability to leverage multipolar world dynamics is a significant advantage." The analysts also feel that India is benefitting from a surge in inward FDI as companies from US, Taiwan and Japan are looking at its large domestic market. And "India is rising in the world order with significant positive macro and market implications," the report noted.

Macro environment –

Morgan Stanley's Asia strategies compared India and China majorly for macro environment. It was found that India has more macro-stability than China.

Source: Times of India, 4th August 2023

By Reeshmika G, 23BSPHH01C0780

3.

Synopsis

A macro investor with a keen eye on deep value, Rajiv Jain takes big bets on big companies in emerging markets. He, however, invests in companies where the government's policy matters a lot. He picks those that are either monopolies or have critical market share in the business they operate in. No wonder India and Brazil top his list.

Rajiv Jain is an unapologetic capitalist. When the **Adani** Group gained international infamy earlier this year following the Hindenburg report, Indian-origin Jain, chairman and CIO at **GQG Partners**, sensed an opportunity amid the crisis.

Adani Group stocks had corrected sharply and were down more than 50% from their peak valuations. That's when Jain decided to invest INR15,446 crore (USD1.87 billion) in four Adani Group companies in early March.



BY
Priyanka Salve

8 MINS READ

Jun 2, 2023, 04:45 AM IST

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A A

<https://economictimes.indiatimes.com/prime/money-and-markets/50-gain-in-3-months-from-adani-stocks-behind-gqg-partners-rajiv-jains-investing-style/primearticleshow/100684734.cms>

Description-A macro investor with a keen eye on deep value, Rajiv Jain takes big bets on big companies in emerging markets. He, however, invests in companies where the government's policy matters a lot. He picks those that are either monopolies or have critical market share in the business they operate in. No wonder India and Brazil top his list.

By Anushka

4.

In 2023 and beyond, these 5 trends will define influencer marketing

July 7, 2023, 11:07 AM IST / Devdatta Potnis in Voices, Markets, TOI



Devdatta Potnis
CEO, Animeta

The creator economy is an ever-changing terrain. It is no secret that it is booming, however the principles that govern this space are dynamic. Navigating this landscape can be overwhelming for creators, whose key focus is content creation. Here the role industry experts in guiding the creators becomes even more evident. Algorithms of platforms, changing consumer demands all play a huge role in shifting rules of the game. In this scenario, data plays a key role, apart from help in managing and understanding the landscape from experts. While we will be looking at the role of data more closely later in the article, it is important to note that amidst this dynamic landscape there are certain enduring trends are

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<https://timesofindia.indiatimes.com/blogs/voices/in-2023-and-beyond-these-5-trends-will-define-influencer-marketing/>

Description - At the micro level, this article emphasizes the challenges and dynamics that individual creators face. On the macro level, the lines suggest that there are enduring trends and foundational principles emerging within the broader creator economy.

By Mehar Ahuja

5.

Texas to Tokyo: Global fuel supply threatened by heat

Bloomberg
feedback@government.com

Searing temperatures from Texas to Tokyo over the summer are the latest reminder of a growing headache for the energy system, as extreme heat becomes a threat to fuel supply. In addition to causing spikes in electricity demand as people fire up air conditioners, the scorching temperatures have led to a spate of disruptions at oil refineries. This summer was particularly grueling July was the world's hottest month on record, following the hottest June. The searing heat led to refiners cut oil processing by at least 2% globally over those two months, according to Macquarie Group.

"The extreme weather conditions we have seen this year really are a big deal," said Ben Luckock, the co-head of oil trading at commodities behemoth Trafigura Group.

While that might not seem that much, the outages have hit a refining system that's been stretched by years of under-investment and oil product markets that were already tight due to the war in

European crude processing dropped by 700,000 barrels a day over the summer from a year earlier

Ukraine. "The heat has created huge problems for refineries in Europe and America with more outages and problems that are harder to fix," he said in an interview in Singapore this week.

European crude processing dropped by 700,000 barrels a day over the summer from a year earlier, according to an estimate from industry consultant PGE.

As well as constraining supply, the rising temperatures are boosting oil that is commonly used to generate electricity in the Middle East and South Asia.

Extreme heat is still much more of a problem for stretched electricity grids than fuel refineries. But its impact on fuel markets has been magnified by dwindling stockpiles, with US inventories of middle distillates, including diesel, near a five-year seasonal low.

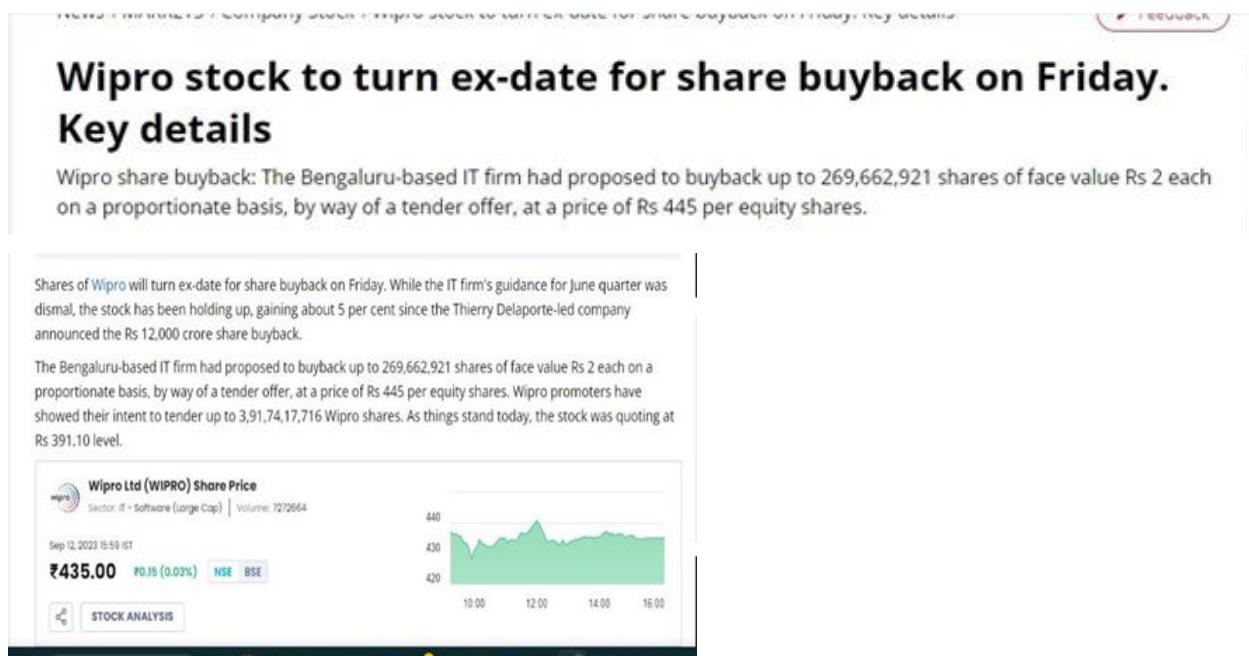
The increase in weather-driven refinery disruptions highlights the growing array of challenges as the world attempts to wean itself off fossil fuels, while at the same time trying to cope with their impact on the climate.

SOURCE:- MINT

DESCRIPTION:- In summary, the threat posed to the global fuel supply chain by extreme heat events is a complex issue with micro and macro marketing implications. Marketers need to navigate these challenges by assessing their micro and macro environments, adapting to changes in customer behavior and preferences, and staying attuned to regulatory and industry developments to remain competitive and sustainable.

DATE :- 11 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

6.**MACRO ENVIRONMENT**

<https://www.businessstoday.in/markets/company-stock/story/wipro-stock-to-turn-ex-date-for-share-buyback-on-friday-key-details-385698-2023-06-15>

SOURCE : THE HINDUSTAN

DATE: 15 JUNE 2023

Macro environment refers to the external factors that affect a business, such as economic, political, social, technological, and environmental factors.

The article discusses the share buyback by Wipro, an Indian multinational information technology company. The buyback is a way for Wipro to return capital to its shareholders.

The article also discusses the impact of the share buyback on retail investors. Retail investors are individuals who invest in shares of companies. The share buyback could be beneficial for retail investors if it leads to a higher share price. However, it is important to note that the share price could also go down if the macro environment factors are not favorable.

the share buyback by Wipro is a way for the company to return capital to its shareholders. The macro environment factors could affect the share buyback price.

BY SUPRIYA

7.


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Analyzing Industry Trends Using Macro and Micro Factors with an Analysis of The News Minute

Rahat Mehra | Updated 22 Aug 2023 | 9 min read

The Oxford dictionary defines the environment as “the surroundings or conditions in which a person, animal, or plant lives or operates.” Even inanimate organisms thrive in their environment. Similarly, a business also does not operate in a vacuum. Any company/firm is affected by a myriad of factors that determine the business’s growth, decline, or failure. These factors force organizations to pivot from their initial strategy.

In broad terms, we can divide this environment into two categories:¹

1. The micro-environment

Small forces within the company affect its ability to serve its customers and influence the functionality of a particular business itself.

2. The macro-environment

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[Building Your Marketing Technology \(MarTech\) Stack: 7 Must-Have Tools for Success](#)

[Top 5 Marketing Case Studies from Fortune 500 Companies to Inspire Your Marketing Initiatives](#)

<https://www.zyxware.com/article/6447/analyzing-industry-trends-using-macro-and-micro-factors-analysis-news-minute>

Description

The importance of macro and micro factors analysis in understanding industry trends and making informed marketing decisions. This analysis is fundamental for developing effective marketing strategies and staying competitive in the market.

BY PULKIT

Chapter 4: Consumer Markets

1.

Budweiser maker says premium beer labels are giving it a high

/ Sagar Malviya, ET Bureau • Last Updated: Aug 25, 2023, 12:08 AM IST

RATE STORY SHARE FONT SIZE SAVE PRINT

Synopsis

AB InBev, the maker of Budweiser, has reported gaining market share and outperforming the beer market in India. The company attributed its success to rising demand for its premium brands such as Hoegaarden and Corona. Rival companies United Breweries and Carlsberg experienced low growth due to supply chain issues and changes in the route-to-market.



AB InBev, the maker of **Budweiser**, said it gained market share and outperformed the beer market due to rising demand for its premium brands even as rivals **United Breweries** fell and Carlsberg grew in mid-single digits.

"With the industry growing at about

<https://economictimes.indiatimes.com/industry/cons-products/liquor/budweiser-maker-says-premium-beer-labels-are-giving-it-a-high/articleshow/103034288.cms>

Description- AB InBev's performance and strategies in the beer market are directly related to the consumer market as they reflect consumer preferences, spending habits, and brand loyalties. The provided data suggests a positive outlook for premium beer brands and underscores the importance of brand strength and diversification in achieving growth in a competitive market.

By Anushka

India's consumer market set to become the world's third largest by 2027, behind the U.S. and China

PUBLISHED WED, SEP 6 2023 8:40 PM EDT

Charmaine Jacob
@CHARMAINEMJACOB

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KEY POINTS

- India's consumer market is set to become the world's third largest by 2027 as the number of middle to high-income households rise, according to a report by BMI.
- The growth in India's household spending per capita will outpace that of other developing Asian economies like Indonesia, the Philippines and Thailand at 7.8% year-on-year, the report said.
- The country's ongoing urbanization will also help boost consumer spending as companies can more easily access consumers and open more physical retail stores to cater to them.

<https://www.cnbc.com/2023/09/07/india-consumer-market-to-be-the-worlds-third-largest-by-2027-report.html>

Description - India's consumer market is poised for remarkable growth, with predictions indicating that it will secure its place as the world's third-largest consumer market by 2027. This coveted position will rank India just behind the United States and China.

By Mehar Ahuja

3.

Buying decision process

The biggest playground of luxury.

A 62,000 sq.ft. clubhouse

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Five stages of buying decision process

1. Problem recognition - When a consumer gets triggered due to internal or external stimuli, he looks into purchasing the product. In this case, a house.
2. Information search – Information sources like newspaper ads, online advertisements could be a major source for finding appropriate information.
 - Total set - By gathering information, he gets the awareness about how the market dynamics are. Now he has a total information about the apartments available for sale.
 - Awareness set – He gets awareness about the existing construction companies and their layout.
 - Consideration set - Here he filters out a few options which could be out of his range with attributes like place, cost, area, community, city accessibility, etc.
 - Choice set – Here he will identify the major players and rule out companies who are performing well or has a negative history with previous clients.
 - Choice – Finally consumer comes to a conclusion on which apartment to go ahead with.
3. Evaluation of alternatives –
 - Attitudes & believes - Every customer has different believes and attitudes specially when it comes to purchase a house. He looks into amenities and their necessity, Vastu, etc. It depends on many factors like religion, financial background and family.
 - Information processing – First, consumer checks if the flat and apartment he chose is satisfying the basic needs. Second, validates the benefits from the offering. Third, he checks whether the benefits offered are satisfying the desires

- Expectancy-value model – Consumer compares with other options available in the market and try to check for all positives and negatives based on different attributes.
4. Purchase design -Finally after all the possible evaluations, consumer comes a conclusion and confidently goes ahead to purchase a flat.
 5. Post purchase behavior – Here comes the reality part of the purchase. How well the marketed product is performing. No matter how much evaluates before purchasing there are always some hidden disadvantages which will come into light only with experience.

Source: Times of India, 5th August 2023 , By Reeshmika G, 23BSPHH01C0780

4.

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Business News > News > Economy > Indicators > Tepid demand hits businesses across apparel, footwear, fast food sectors as consumers tighten purse strings

Tepid demand hits businesses across apparel, footwear, fast food sectors as consumers tighten purse strings

SOURCE:- [Tepid demand hits businesses across apparel, footwear, fast food sectors as consumers tighten purse strings - The Economic Times \(indiatimes.com\)](#)

DESCRIPTION :- Businesses can conduct market research to understand why consumers are tightening their purse strings. This could involve surveying consumers, conducting focus groups, or analyzing sales data.

DATE:- 17 AUGUST, 2023

BY ROHAN KUMAR GUPTA

5.

BENCHMARKS: **CLOSED**
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Business News > Markets > Expert Views > Indian consumer durable brands have now matured: Nilesh Gupta, Vijay Sales

Indian consumer durable brands have now matured: Nilesh Gupta, Vijay Sales

Last Updated: Sep 01, 2023, 12:31 PM IST

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Synopsis
After a gap of around four to five years, we saw at all the consumer durable stores, including ours at Vijay Sales, huge footfalls.

 Agencies
" Yes, there was no growth in air conditioners, but we did not lose out much. There was only a negligible 1 or 2% de-growth which happened," says **Nilesh Gupta, MD, Vijay Sales.**

I have to say that it has been a bit unexciting maybe when it comes to the summer season so far. It has been unseasonal rains. How has Onam danned out for you and we are stepping

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<https://economictimes.indiatimes.com/markets/expert-view/indian-consumer-durable-brands-have-now-matured-nilesh-gupta-vijay-sales/articleshow/103273733.cms>

Description

The article is related to marketing as it touches on the maturity of consumer durable brands, which reflects the evolution of marketing strategies, consumer engagement, brand positioning, and competitiveness in the market.

BY PULKIT

6.

CONSUMER MARKET

HOME / BUSINESS / ECONOMY RETAIL INFLATIONS

June inflation quickens to 4.8% as food prices climb

Food price inflation quickens to 4.5% from less than 3% in the previous month due to rising costs of items such as cereals, pulses and tomatoes; Retail inflation below RBI's upper threshold limit

July 12, 2023 06:10 pm | Updated July 14, 2023 11:05 am IST

 VIKAS DHOOT

 COMMENTS  SHARE  READ LATER



Vegetables on sale at Azadpur Mandi in New Delhi on July 12, 2023. | Photo Credit: PTI

India's retail inflation hardened in June to a three-month high of 4.81% from 4.31% in May, driven by a spike in food price inflation to 4.5% from less than 3% in the previous month, owing to rising costs faced by households for items like cereals, pulses, milk and tomatoes.

While the pace of consumer price rise in June broke a four-month streak of moderation from the 6.5% uptick recorded this January, urban consumers faced nearly 5% inflation in June with food price inflation nearly doubling from May's 2.4% level to 4.3% last month.



Vegetables on sale at Azadpur Mandi in New Delhi on July 12, 2023. | Photo Credit: PTI

<https://www.thehindu.com/business/Economy/june-2023-inflation-quicksen-to-48-as-food-prices-climb/article67071700.ece>

SOURCE: THE HINDU

DATE: JULY 12, 2023

The recent increase in inflation, particularly food inflation, is a significant concern for consumers. As the cost of food rises, consumers have less disposable income to spend on other goods and services. This can lead to a decrease in overall demand in the consumer market.

BY SUPRIYA

Chapter 5: Business Markets

1.

'Keep Vigil on Sale of Falsified Versions of 2 Drugs'

Last Updated: Sep 11, 2023, 05:38 AM IST

★ RATE STORY
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Synopsis

The Drugs Controller General of India (DCGI) has asked drugs controllers of all states and UTs to keep a vigil on sale of falsified versions of two drugs following alerts issued by the World Health Organisation (WHO).



The **Drugs** Controller General of India (DCGI) has directed the drugs controllers of all states and Union territories to keep a strict **vigil** on the **sale** and distribution of **falsified versions** of two drugs, liver medication Defitelio and Takeda's cancer drug Adcetris (injection), following alerts issued by the **World Health**

Organisation (WHO). In an advisory on September 5, the DCGI said the WHO

<https://economictimes.indiatimes.com/epaper/delhicapital/2023/sep/11/et-comp/keep-vigil-on-sale-of-falsified-versions-of-2-drugs/articleshow/103560496.cms>

Description- As it involves Global Market, for the business market, especially in the pharmaceutical sector, maintaining the integrity and authenticity of products is crucial for both financial and ethical reasons.

By Anushka

AI has the power to change B2B market research forever

Many are talking of the ways AI will rip up the rulebook on creativity, but for B2B the biggest disruption AI will cause is to diagnosis.



<https://www.marketingweek.com/ai-b2b-market-research/>

Description - Artificial Intelligence (AI) has the transformative potential to revolutionize B2B market research. By harnessing AI-driven data analytics and insights, businesses can gain unprecedented access to real-time, actionable intelligence about market trends, competitor strategies, and customer behavior.

By Mehar Ahuja

NEWSPLUS

U.S. Small-Business Confidence Improves Amid Inflation, Labor Quality Concerns

By [Sabela Ojea](#)

June 13, 2023 6:19 am ET

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SOURCE:- [U.S. Small-Business Confidence Improves Amid Inflation, Labor Quality Concerns - WSJ](#)

DESCRIPTION :- The article highlights the importance of inflation and labor quality as marketing considerations. Marketers need to be aware of these factors when developing marketing campaigns for small businesses. For example, they may need to adjust their pricing strategies to account for inflation, or they may need to focus on recruiting and retaining quality employees. The article suggests that small businesses are looking for marketing solutions that can help them address their challenges. This creates opportunities for marketers to develop new and innovative marketing solutions for small businesses.

DATE :- 13 JUNE, 2023

BY ROHAN KUMAR GUPTA

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Small Business Trends and Predictions for 2023

Updated Jul 12, 2023

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Alex Halperin
Contributing Writer at businessnewsdaily.com

Alternative funding sources are becoming more common for small businesses and may be an important option as interest rates rise.

- Look out for more paid media placements in traditional outlets, as well as increased investment in digital marketing.
- Human resources departments are increasingly offering more child care and mental health benefits to employees.
- **This article is for entrepreneurs who want to understand the major trends affecting small businesses in 2023.**

Small businesses need to adapt to a constantly changing market. To meet

Related Articles

10 Local Legislative Issues Small Businesses Should Be Watching

Small Business Financing Trends to Watch

10 Ways Human Resources Will Continue to Change

<https://www.businessnewsdaily.com/7605-business-trend-predictions.html>

Description

Articles on business trend predictions are generally related to the business market as they provide insights into the evolving business landscape, which can impact strategic decisions, competitive positioning, and overall business success.

BY PULKIT

5. Business to Business Relationships -

View: India needs to restore faith in the 'World's Pharmacy'



Representative image

Synopsis

The reputation of India's pharmaceutical industry is at risk due to concerns over sub-standard exports. While India has long been proud of its pharmaceutical sector as a big export earner, it has become clear that many manufacturers in the country are not doing their duty to customers at home and abroad. The issue has presented a danger to public health, as the quality of drugs being produced has been linked to deaths in Africa and Central Asia. To address this situation, there is a need for consolidation of regulators into one and for all generics manufacturers to undergo the same tests as those making new drugs.

Indians have long been proud of their pharmaceutical sector. It's a big exports earner in a country that can't have too many. It boasts a number of well-regarded, profitable companies. And its exports to other developing countries allow us to think of ourselves as benefactors, and therefore leaders, of the Global South. Our success exporting generic medicines in particular has led us to take a dim view of modern patent protections — and we have soaked up the approval of anti-Big Pharma activists in the West.

We ought to be a little less self-satisfied and little angrier. For more than a decade, it has been clear that too many medicine makers in India have not been doing their duty by their customers, here and abroad. That's bad in any industry — and outright infuriating when it comes to medicines.

Last year, local investigators linked Indian-origin medicines to multiple deaths of children in Africa and Central Asia. Bloomberg News reported recently that the **US Food and Drug Administration** has sent out dozens of notices to Indian pharmaceutical companies as it restarts its on-site inspections post-pandemic. Many of these firms are accused not only of negligence, but of deliberately ignoring warnings. The Pentagon is so worried about the quality of generics that it's independently testing medicines meant for US soldiers and their families.

Doubts about Indian drugs will have dangerous ripple effects. Without Indian-made generics, pharmacies across the world would be much emptier. The FDA, for instance, has banned drugs produced by Intas Pharmaceuticals Ltd. from being imported into the US. That will hurt the millions of patients who rely on the company's generic version of the cholesterol drug Lipitor. Indeed, US regulators have had to make exceptions for some of Intas's cancer drugs, which are already in very short supply.

There's a distinct possibility economic nationalists in the US could seize on examples such as Intas to force the onshoring of medicine production, even of generics that can and should be made cheaply and efficiently elsewhere. That would raise prices and reduce supply for everyone.

This is hardly a new problem. More than a decade ago, Ranbaxy Laboratories Ltd. — then considered the jewel of India's pharma sector — had to recall tens of thousands of bottles of its generic version of Lipitor for fear that they contained tiny fragments of glass. That was just the beginning of a series of revelations about the quality of Ranbaxy's medicines — oil specks in some tablets, falsified trial data, adulteration — that eventually caused the company to fold in 2014. The saga left neither India's pharma sector nor its regulators looking very good.

Apparently, they haven't improved much. Sure, part of the problem is that the FDA limited inspections of manufacturing facilities in India during the Covid pandemic. The agency needs to staff up its overseas offices, including the one in New Delhi.

India's reputation for exporting generic medicines has been damaged since a decade as the deaths of children of Africa and central Asia was linked with Indian-origin medicines. Post pandemic when investigations were asked to conduct, the firms ignored warnings. This caused a huge damage on the reputation and trust issues on Indian pharmaceutical companies. Corporate trustworthiness and credibility is damaged.

Source: <https://economictimes.indiatimes.com/industry/healthcare/biotech/pharmaceuticals/view-india-needs-to-restore-faith-in-the-worlds-pharmacy/articleshow/100926858.cms?from=mdr> , By Reeshmika G, 23BSPHH01C0780

7. MANAGING B2B RELATIONS

With Transparent Pricing, High Quality and Omnichannel Strategy, IKEA B2B on an Expansion Spree



BY - Nandini Banerjee
Managing Editor, IndianRetailer.com & Retailer Magazine

Jun 09, 2023 / 7 MIN READ



The world of B2B business is quite distinct from the B2C ecosystem. For one, it caters to corporations with multiple decision-makers and large quantities. Swedish giant IKEA, known for its world-class customer service and communication in the B2C segment has now ventured into the B2B category. IKEA B2B caters to all businesses, corporations, and organizations, whilst providing additional resources for B2B and smaller, developing firms.

In India, IKEA B2B has already made its mark with prestigious projects such as student accommodation for DY Patil University, Azim Premji University, and IIM Ahmedabad, and show flats of brands like Prestige Construction, Hiranyadani, Jindal Steel, American Embassy, and many more.

Indian Retailer caught up with Sumit Parthi, Country IKEA Business Manager to understand how this vertical works for IKEA India.

"IKEA is for many people, and customers have different needs and requirements. IKEA B2B is the home for all business needs. It is an extension of our vision - to create a better everyday life for many people. We live in a VUCA (volatility, uncertainty, complexity, and ambiguity) world and have been constantly adapting to the changing dynamics of our environment. Our customers choose IKEA because of our home furnishings knowledge, well-designed, good quality, affordable, functional, and sustainable home furnishing solutions, and our services. The potential for institutional business is tremendous in India as the economy is growing, urbanization is rapid and real estate is booming that gives us many opportunities to work with our business partners and grow IKEA

The company's current campaign, IKEA's Lakh Back, is an interesting concept wherein the business partners can get up to Rs 2 lakh cashback. The response has been tremendous and the brand is planning more such initiatives where they can make their business mutually beneficial.

"We always look forward to creating an incredible experience for our customers and reaching out to their end customers to showcase how IKEA can play an important role in a better everyday life at home," he said.

Customer is the King

At the center of IKEA's ethos are the customer's needs and wants, and the global brand helps them craft simple and stylish home furnishing solutions to create a positive impact on their business and lives.

"We have done some notable projects and I feel that our work truly showcases our offerings and what we could bring to our customers. India is a potential market for IKEA B2B, and we are here for the long term. Our two projects in Delhi NCR are progressing well. We are opening IKEA stores anchored with Ingka Centres meeting places, part of the Ingka Group which also includes IKEA Retail and Ingka Investments. We are focusing on an omnichannel expansion for IKEA across India, and are currently exploring opportunities in different areas where we could," Parthi commented.

<https://www.indianretailer.com/article/retail-business/retail/transparent-pricing-high-quality-and-omnichannel-strategy-ikea-b2b>

SOURCE: INDIANRETAILER.COM

DATE:09 JUNE 2023

IKEA B2B publishes its prices on its website and in its catalogs. This allows businesses to compare prices easily and make informed purchasing decisions. IKEA B2B also offers volume discounts and other pricing incentives to its customers.

IKEA B2B uses high-quality materials and construction methods in its products. This ensures that its products are durable and long-lasting. IKEA B2B also offers a warranty on all of its products.

IKEA B2B customers can shop online, in-store, or through its business centers. They can also use a variety of tools and resources to help them plan and design their spaces. IKEA B2B also offers personalized service to its customers.

By focusing on these three areas, IKEA B2B is building strong relationships with its customers. These relationships are based on trust, confidence, and mutual respect. As a result, IKEA B2B is well-positioned for continued growth in the B2B market.

BY SUPRIYA

Chapter 6: Market Segmentation

1.

Why are products marketed to women sometimes more expensive?

A new study upends popular assumptions about the "pink tax"

BY SUSIE ALLEN

4 min read

PUBLISHED:
Aug 30, 2023 12:34:52 PM IST

UPDATED:
Aug 30, 2023 12:46:53 PM IST



While it's true that women's deodorants often cost more than ones targeted to men, the women's version likely has different ingredients. Image: Shutterstock

Have you ever noticed that the deodorants marketed to women are just a bit pricier than the deodorants "for him"?

The notion that women pay a "pink tax" for products seemingly identical to those marketed to men has led to several new and proposed laws aimed at ending the perceived price discrimination.

But the legislation and outcry assume that so-called men's and women's products are, indeed, the same. New research reveals no significant price differences between comparable products aimed at women and men, explains Anna Tuchman, a professor of marketing at the Kellogg School. She coauthored the study with Sarah Moshary at the University of California, Berkeley, and Natasha Bhatia of Cornerstone Research.

"Comparable" is the key word, Tuchman explains. The researchers focused on personal-care products, a category in which gender targeting and segmentation are pervasive. "We find that when firms sell products targeted to men and women, they're rarely identical products that are sold in different colored packaging," she says. "The prices charged for products targeted to men and women differ, but it seems to be driven by the fact that the products themselves are different."

Segmenting Consumer market-

Demographic Segmentation – Female and male deodorants are segmented and conducted a study on why there is a price discrimination. But, it was found that the ingredients used for making the perfume itself are different because of which there is a price difference.

Source: <https://www.forbesindia.com/article/kellogg-school-of-management/why-are-products-marketed-to-women-sometimes-more-expensive/87879/1> , By Reeshmika G, 23BSPHH01C0780

2. Market Segmentation

Honeywell India looks to tap mid-market segment

Priyanka Sangani, ET Bureau • Last Updated: Mar 06, 2017, 01:12 PM IST

 RATE STORY  SHARE  FONT SIZE  SAVE  PRI

Synopsis

Honeywell has participated in a few Smart City initiatives and Chadha said that this was an opportunity that would continue to play out over the next few years.

ET Bureau

Honeywell

PUNE: **Honeywell India** will look at creating more products in the urban and midmarket segment as it seeks to expand its customer base in the country, Vikas Chadha, president, told ET to snare aspiring consumers demanding better products and services.

"As urbanisation happens, the mid-segment will blossom. A lot of consumers,

<https://economictimes.indiatimes.com/industry/cons-products/electronics/honeywell-india-looks-to-tap-mid-market-segment/articleshow/57484598.cms>

Description- Honeywell India looking at creating more products in the urban and midmarket segment as it seeks to expand its customer base so they are adapting segment marketing.

By Anushka

3.

We want to build a premium portfolio; in entry and deluxe segments, it will be more about refreshes: Hero MotoCorp CEO

Last Updated: Aug 30, 2023, 09:42 AM IST

RATE STORY SHARE AA SAVE

Synopsis

"If you look up any segment, if the segment is dull and there is no excitement, the segment starts to stagnate. Therefore, the more the merrier. People will compete against each other to provide better value to the customer and the customers will have a good time getting the most innovative products in their hands and it augurs well for the two wheeler industry."



Niranjan Gupta, CEO, **Hero MotoCorp**, says "the first target is to cross 100 cities by December, which is what we have said and we are well on track on that. Thereafter, we are going to put products in the mid and the affordable segments. That will be the plan for FY25. FY24 is about 100 cities and FY25 is about putting products in the

<https://economictimes.indiatimes.com/markets/expert-view/we-want-to-build-a-premium-portfolio-in-entry-and-deluxe-segments-it-will-be-more-about-refreshes-hero-motocorp-ceo/articleshow/103194192.cms>

Description-Hero MotoCorp's strategy, as outlined by their CEO, is an example of segmentation in action. By identifying and targeting specific segments within the broader market, companies like Hero MotoCorp can tailor their product offerings and marketing strategies to more effectively meet the needs of different consumer groups.

By Anushka

Automotive Premium Tires Market to grow by USD 33.72 billion from 2021 to 2026 | The increasing penetration of TPMS in truck tires to boost the market growth- Technavio



PR Newswire

Fri, September 8, 2023 at 3:05 AM GMT+5:30 · 7 min read



NEW YORK, Sept. 7, 2023 /PRNewswire/ -- The **automotive premium tires market** size is expected to grow by **USD 33.72 billion** from 2021 to 2026, progressing at a **CAGR of 10.58%**

<https://finance.yahoo.com/news/automotive-premium-tires-market-grow-213500877.html>

Description - Market segmentation involves breaking down a larger market into smaller groups based on relevant characteristics, and in the context of the Automotive Premium Tires Market, potential segments could be based on vehicle type, technology adoption, geography, or customer preferences.

By Mehar Ahuja

4.

trained in local languages, to join hands with Tata Group to build AI infra

Nvidia to Partner Reliance, Tata to Boost AI in India

Our Bureau

Bengaluru: American chipmaker Nvidia and Reliance Industries, India's largest company by market cap, will together build a foundational large language model (LLM) — an artificial intelligence algorithm — that will be trained on an array of diverse Indic languages used by the country's 1.4 billion people, chief executive Jensen Huang announced on Friday. The \$27.5 billion company, which is the world's best known maker of hardware and software for AI tools, also said that it will partner with the salt-to-software conglomerate Tata Group to advance AI infrastructure in India.

The co-created LLM, which is the bedrock behind all generative

AI models such as ChatGPT, will be eventually owned by Reliance, Huang said. "They (Reliance) can create AI models, services and applications for their 450 million customers," he added. Meanwhile, the partnership with the Tata Group's Tata Consultancy Services, Tata Motors and Tata Communications is aimed at building "AI infrastructure that is over an order of magnitude more powerful than the fastest supercomputer in India today." Huang told reporters in Bengaluru while unveiling the two big-ticket partnerships.

"India really needs to accelerate its infrastructure building. We would like to do it almost immediately, the best we (Nvidia) can do is probably create supercomputers that are an order of magnitu-

de 100 times faster than the fastest supercomputer in all of India today. By the end of next year, (India) will have very large computers," said the 60-year-old Nvidia founder who is on a week-long visit to India, which included a meeting with Prime Minister Narendra Modi on Monday.

Noting that "Reliance with 450 million customers has more customers and access to data than any company on the planet (and) they support probably all 22 languages and 2,500 dialects of the country", Huang said that Nvidia will help co-create AI solutions for Reliance using this data.

In a statement on Friday, Mukesh Ambani, chairman and managing director of Reliance Industries said that "as India advances from a country of data prolifera-

tion to creating technology infrastructure for widespread and accelerated growth, computing and technology super centers like the one we envisage with NVIDIA will provide the catalytic growth just like Jio did to our nation's digital march".

Pointing to the advancements that have "made focus on AI a central priority in governments, industries and society at large", N Chandrasekaran, chairman of Tata Sons, said "the impact of AI and machine learning is going to be profound across industries and every aspect of our lives".

The Tata Group's partnership with Nvidia will "democratise access to AI infrastructure, accelerate build-out of AI solutions and enable upgradation of AI talent at scale", he said in a statement.

SOURCE:- TIMES OF INDIA

DESCRIPTION:- Merger: The merger with Tata Motors, TCS, and Tata Communication will give Reliance access to a wider range of customer data. This data can be used to improve the accuracy of AI models and to target customers more effectively.

Designing, communicating, and delivering value: By using AI models to target customers more effectively, Reliance can design, communicate, and deliver value to customers in a more personalized way. This can lead to increased customer satisfaction and loyalty.

DATE :- 8 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

5.

SEGMENT BUSINESS MARKETS

BUSINESS > COMPANIES

AT&T mines for business services opportunities in wireless, mid-market segments

The service provider is pursuing new business service opportunities for wireless services and aggressively targeting the medium-sized business segment.

Sean Buckley
Sept. 7, 2023

Being one of the largest telcos, AT&T has traditionally focused its business services solutions efforts on large enterprises. However, AT&T sees opportunities to take a share of the medium and small to medium-sized business markets.

Stankey said that to target these types of businesses with cloud and virtual services, AT&T will have to take a different approach by trying to understand how these segments purchase services.

"AT&T was not well suited to the mid-part and the low end of the market based on how customers are buying today two segments that use cloud-based services and SDN," he said. "Those customers buy in different ways: sometimes they use integrators and sometimes they buy from online communities. We've been retooling the business to ensure we're present in those areas to win and build the right distribution partnerships."

<https://www.lightwaveonline.com/business/companies/article/14298653/att-mines-for-business-services-opportunities-in-wireless-midmarket-segment>

AT&T is trying to capture a share of the medium and small to medium-sized business (SMB) market. This is a significant shift from its traditional focus on large enterprises.

AT&T's focus on the SMB market is a positive development for the segment. It will lead to more competition and better prices for SMBs. AT&T's expertise in wireless and cloud services will also be a valuable asset to SMBs.

BY SUPRIYA

Chapter 7: Targeting

1.

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NOT A SUBSTITUTE FOR VARIED DIET. Benefits are ingredient-based. Not for medicinal use. *Source: Nielsen Heis Global CHC database, Q3 22. Creative Visualization: PM-IN-CNT-23-00048

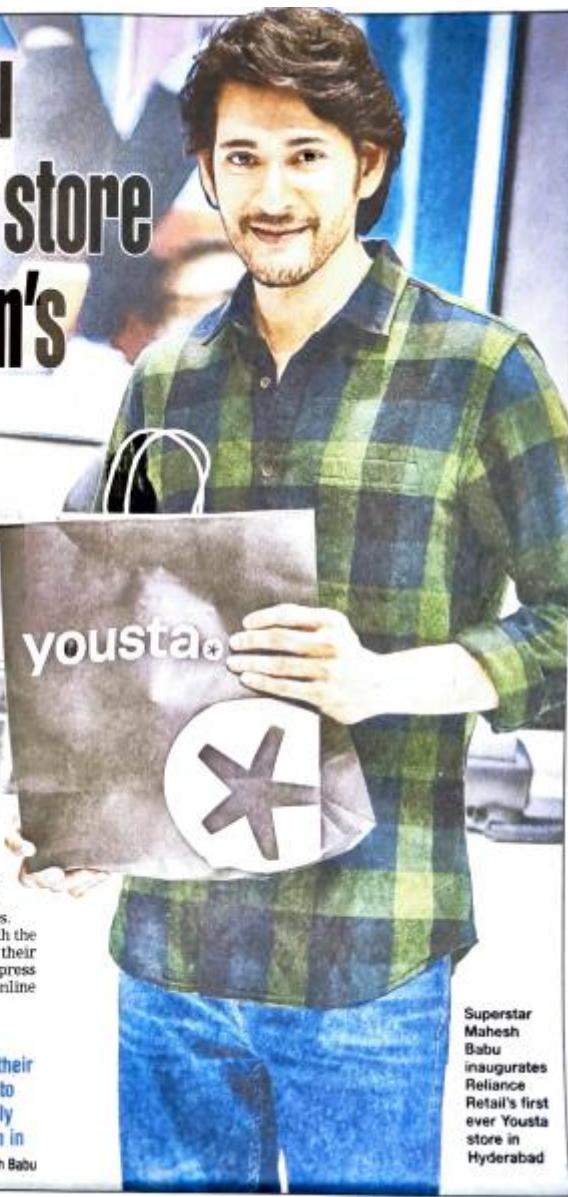
Targeting Multiple Segments –

Centrum has targeted four segments of market based on their age and gender. Demographic segmentation included men and women from their gender and customers aged above 50. They have targeted multiple segments and used the product specialization technique where each product has different proportions of vitamins needed for each customer segment.

Source: Times of India, 27th August 2023

By Reeshmika G, 23BSPHH01C0780

2. Targeting



Mahesh Babu launches 1st store of retail chain's youth brand

The presence of Superstar Mahesh Babu amped up the excitement levels as Reliance Retail launched the first store of their youth-focused brand Yousta, offering high fashion at affordable prices to young customers. Speaking about the outlet located in Sarath City Mall, Akhilash Prasad, President and CEO - Fashion and Lifestyle, Reliance Retail, says, "Our tech-enabled store layout gives customers access to QR-enabled screens for information, self-checkout counters and charging stations." He adds, "What's more, our garments and accessories are all affordably priced below ₹999, with most of them priced below ₹499."

Akhilash says that the store boasts of a range of products, including unisex merchandise, character-based merchandise apart from a weekly capsule. "The Starring Now collection will see brand new looks drop every week. We also feature locally sourced and manufactured products at the store as it's important for us to contribute to the growth of local economy and reduce ecological footprint," he adds.

They have also partnered with a non-profit, he says, adding, "Customers can now donate old clothes at the store, which will be sent for community programmes. Our team continuously works to grow and evolve with the youth of this country. We want to stay in touch with their evolving fashion needs, while helping them express themselves." The Yousta range can also be accessed online through Ajo and JioMart.

I really liked the collections. Nowadays young people have so much going on in their lives, they are absolute stars. So they deserve to dress like a star! I didn't plan on it but I actually ended up buying something for a young person in my family. Am sure they will like it. — Mahesh Babu

Superstar Mahesh Babu inaugurates Reliance Retail's first ever Yousta store in Hyderabad

Target segment –

Yousta is a brand for the young generation and also middle-class and lower middle-class customers.

Products in this store are made for the youth of the nation at most affordable prices. Reliance positioning Yousta again Tata's Zudio.

Source: Times of India, 27th August 2023

By Reeshmika G, 23BSPHH01C0780

3. Targeting

Reliance Retail launches youth-centric fashion brand 'Yousta'; opens first store in Hyderabad

Last Updated: Aug 24, 2023, 10:00 PM IST

RATE STORY SHARE FONT

Synopsis

Reliance Retail, an Indian retail giant, has launched its youth-centric fashion brand called 'Yousta'. The brand offers high-fashion at affordable prices, with all products priced below Rs. 999. Reliance Retail plans to expand its portfolio by bringing in a new collection every week and also offering daily unisex merchandise and character merchandise.'



Indian retail giant, **Reliance Retail** launched its youth-centric fashion brand '**Yousta**', the company announced on Thursday. It also opened its first store in Hyderabad's Sarath City Mall. The 'Yousta' range is also available on e-commerce platforms Ajio and **JioMart**.

<https://economictimes.indiatimes.com/industry/cons-products/fashion/-cosmetics/-jewellery/reliance-retail-launches-youth-centric-fashion-brand-yousta-opens-first-store-in-hyderabad/articleshow/103028517.cms>

Description- Reliance Retail has launched its youth centric fashion brand called 'Yousta'. It is targeting only Young people who can buy fashionable clothes.

By Anushka

With margins back to pre-covid level, Hero MotoCorp targets enhanced market share, biz growth

The country's largest two-wheeler maker is also looking at enhancing production capacity to roll out Harley-Davidson X440 which has already received over 25,000 bookings.

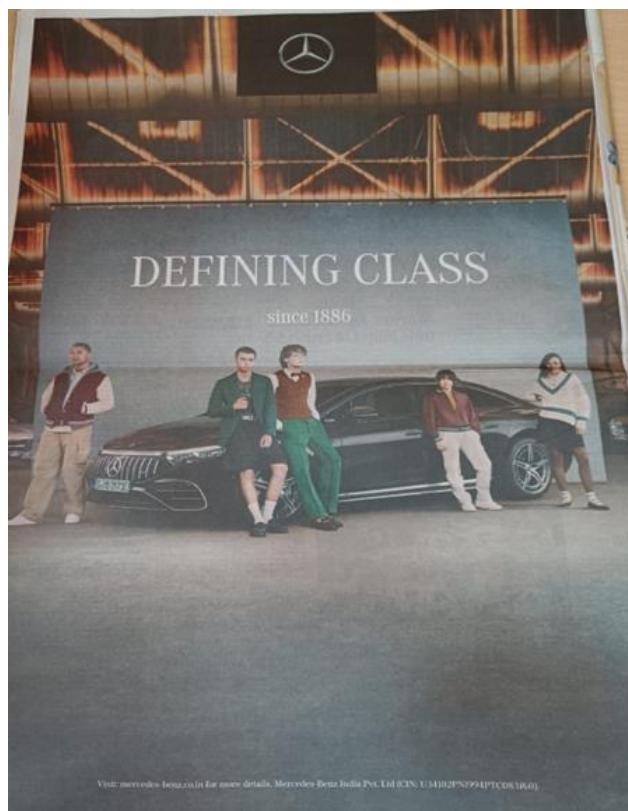


<https://www.zeebiz.com/economy-infra/news-with-margins-back-to-pre-covid-level-hero-motocorp-targets-enhanced-market-share-biz-growth-249653>

Description - Hero MotoCorp's pursuit of enhanced market share and business growth, despite returning to pre-COVID margin levels, reflects a strategic focus on market targeting.

By Mehar Ahuja

4.



SOURCE:- The Times Of India

DESCRIPTION:- They have segmented their market and identified their target customers. Mercedes-Benz, as a luxury automobile manufacturer, engages in targeted marketing efforts to reach specific audiences who are more likely to be interested in their high-end vehicles. This targeting can involve various strategies, such as:

Demographic Targeting: Mercedes may focus on age groups, income levels, and other demographic factors that align with their typical customer profile.

Psychographic Targeting: Understanding the lifestyle, values, and preferences of potential customers can help Mercedes create marketing campaigns that resonate with their target audience.

Geographic Targeting: They might concentrate their efforts in regions or countries where there is a higher demand for luxury vehicles.

DATE:- 11 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

5.

THE ECONOMIC TIMES | Industry

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Business News ▾ Industry ▾ Auto ▾ Two wheelers & three wheelers ▾ Mid-size motorcycle segment in India is in a sweet spot, Royal Enfield to roll out e-bike by 2025: Siddhartha Lal

ETPrime

Mid-size motorcycle segment in India is in a sweet spot, Royal Enfield to roll out e-bike by 2025: Siddhartha Lal

By Sharmistha Mukherjee, ET Bureau ▾ Last Updated: Aug 31, 2023, 09:22 PM IST

SHARE FONT SIZE SAVE

Synopsis
Sales of premium motorcycles in India are expected to double in the next five years, according to Siddhartha Lal, managing director of Eicher Motors. The growth in sales is driven by the aspirations of the middle-class in India, which is set to become the third-largest economy in the world. Lal also noted that India already accounts for half of the global mid-weight motorcycle market (250-750 cc).

ET

Sales of premium motorcycles are accelerating at twice the pace of entry-level commuter mobiles and will double in the next five years, mirroring the aspirations of the middle-class in an economy slated to become the third

<https://economictimes.indiatimes.com/industry/auto/two-wheelers-three-wheelers/mid-size-motorcycle-segment-in-india-is-in-a-sweet-spot-royal-enfield-to-roll-out-e-bike-by-2025-siddhartha-lal/articleshow/103255523.cms> Description

The article relates to marketing as it discusses Royal Enfield's product strategy, market positioning, competitive analysis, consumer engagement, and brand extension within the context of the mid-size motorcycle segment and the introduction of an electric bike.

BY PULKIT

Chapter 8: Positioning & Value Preposition-

1.



Value Preposition-

Functional value – The advertisement mentioned “Trusted by over 25000 families” which promotes the offering’s performance & reliability. They have different kinds of packaging and home delivery options which creates a ease-to-use value.

Psychological value – “No antibiotics, no preservatives, no hormones” and “Farm fresh milk” highlights the health benefits which is deeply craved these days by consumers. Using this product can give the consumers a satisfaction of consuming pure products.

Monetary value – Though they are not giving any cost benefits like offers & discounts, they are offing the product in different categories like cow milk and buffalo milk.

Positioning –

This premium priced product is positioned as an easily available, healthy and chemical free offering in the minds of target market customers. By identifying the customer's needs, brand succeeded in clarifying the essence of brand. Not much uniqueness is found but, the usage of technology for delivering the product kept the product out of the crowd.

Source: Times of India, 27th August 2023

By Reeshmika G, 23BSPHH01C0780

2.

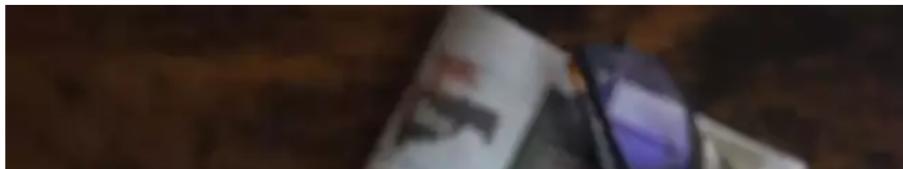
Parle-G: The humble biscuit that became the taste of India

ne • Last Updated: Sep 01, 2023, 04:07 PM IST

RATE STORY  FONT SIZE  PRINT 

Synopsis

Parle-G, the iconic biscuit brand in India, has remained popular with the masses for decades. It has been a symbol of India's large consuming class, including the poor population. During the COVID-19 lockdowns, Parle-G became a relief food for migrants and donated millions of packs to the needy. Despite challenges like higher taxes and rising inflation, Parle-G continues to dominate the biscuit market and has expanded into premium products.



<https://economictimes.indiatimes.com/industry/cons-products/fmcg/parle-g-the-humble-biscuit-that-became-the-taste-of-india/articleshow/103279991.cms>

Description- Parle G has its own POD and POP. It is well differentiated product and all consumers of all financial status can buy this.

By Anushka

3.

HCL Tech launches new brand positioning and logo

2 min read • 27 Sep 2022, 08:25 AM IST

Livemint (with inputs from ANI)

HCL Tech also launched its new employee value proposition (EVP) - 'Find Your Spark'.



HCL Tech new brand positioning and logo

IT services major HCL Technologies has launched its new brand identity and logo, which seeks to embrace a distinct global brand identity while retaining connectivity with HCL Group.

<https://www.livemint.com/companies/news/hcl-tech-launches-new-brand-positioning-and-logo-11664247015299.html>

Description - It signals HCL Technologies' intent to position itself as a distinct and globally recognized brand while benefiting from the reputation and heritage of the HCL Group.

By Mehar Ahuja

4.

Reliance eyes partners for chipmaking foray

The move could address co's needs and cater to growing demand in India

Reliance Industries Ltd has begun exploring a foray into semiconductor manufacturing, a move that could address its supply chain needs and cater to growing chip-demand in India, two people familiar with its strategy said.

The telecom-to-energy conglomerate has held early-stage talks with foreign chipmakers that have the potential to become technology partners, said one of the people who have direct knowledge of the plans.

"There is intent, there is no timeline," said the person, adding that Reliance has "yet to make a call on whether they want to ultimately invest."

The names of the foreign chipmakers could not be immediately learned.

The sources were not authorized to speak to media and declined to be identified. Reliance, whose interest in making semiconductors has not been previously reported, did not respond to repeated requests for comment.

Prime minister Narendra Modi has declared he wants his country to become a chipmaker for the world but those ambitions, first laid out in 2023, have suffered setbacks. The country does not as yet have any chip manufacturing plants, although India's Vedanta and Taiwan's Foxconn are both looking at building facilities. IT ministry and Prime Minister's office also did not respond to requests for comment.

Reliance sees merit in getting into semiconductors as the move would help safeguard against chip shortages that could affect its telecom and electronic devices businesses, the sources said. In 2021, for example, the conglomerate delayed the launch of a low-cost smartphone it was developing with Google citing chip shortage.

\$80 B
Estimated worth of
domestic chip
market by 2025

Demand for semiconductors in India and globally is also increasing, they noted. India's government has forecast the domestic chip market will be worth \$80 billion by 2028 compared with \$23-billion currently.

Reliance, which has a market capitalization of around \$200 billion, would be one the best-positioned companies in India to delve into semiconductors, said Arun Mampadhy, a former India executive at US-based chipmaker GlobalFoundries. "They also have deep pockets and know how to work with the government," he said.

But chip manufacturing is an industry that has historically been beset with booms and bust cycles and requires much expertise.

"Getting a tech partner – as a joint venture, or via transfer of technology, is the make or break point" for Reliance, said Mampadhy.

Setbacks for India's chip ambitions have come despite the government's offer of \$10 billion in incentives.

Plans by ISMC, a venture between Abu Dhabi-based Next Orbit Ventures and Israel's Tower Semiconductor, to invest \$3 billion in India, have moved slowly even before it got off the ground as the two sides struggled to find a tech partner, with Foxconn complaining that the project had not moved fast enough.

Foxconn has since decided to invest in India without Vedanta.

Plans by ISMC, a venture between Abu Dhabi-based Next Orbit Ventures and Israel's Tower Semiconductor, to invest \$3 billion in India, have moved slowly even before it got off the ground as the two sides struggled to find a tech partner, with Foxconn complaining that the project had not moved fast enough.

Reliance has for months been considering an investment of \$300 million that would give it a 30% stake in the venture, a third source with direct knowledge of discussions said.

Next Orbit Ventures and Tower did not respond to requests for comment.

SOURCE:- MINT

DESCRIPTION:- Reliance needs to define how it wants its semiconductor chips to be perceived in the market. Is it aiming for high-performance chips, cost-effective solutions, or something else.

Positioning: Positioning is the process of creating a unique image for a product or service in the minds of consumers. This image is based on the product's or service's features, benefits, and relationship to competing products or services.

Target market: Reliance needs to decide who its target market is for its semiconductor chips. This will help the company to determine how to position its chips in the market.

DATE:- 09 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

5.

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Business News > Tech > Startups > Meesho revamps brand identity to enhance positioning as inclusive, egalitarian platform

Meesho revamps brand identity to enhance positioning as inclusive, egalitarian platform

PTI • Last Updated: Jun 08, 2023, 07:58 PM IST

SHARE FONT SIZE SAVE PRINT COMMENT

Synopsis
 With the revamped branding, the company aims to strengthen its positioning as a one-stop horizontal platform that meets the everyday needs of Indian shoppers.



Layoff Tracker **tech**

<https://economictimes.indiatimes.com/tech/startups/meesho-revamps-brand-identity-to-enhance-positioning-as-inclusive-egalitarian-platform/articleshow/100854825.cms>

Description

The article is related to marketing as it addresses Meesho's efforts to shape its brand identity and positioning, which are fundamental aspects of marketing strategy to connect with and engage its target audience effectively.

BY PULKIT

6.

BRAND POSITIONING

Mahindra & Mahindra unveils new brand identity for electric vehicles. Details here

2 min read • 15 Aug 2023, 07:40 PM IST

[Livemint](#)

Mahindra & Mahindra unveils new brand identity for electric vehicles, plans to set up E-SUV factory in Chakan.



customers who deeply care for the planet."

Pratap Bose, Chief Design Officer, Mahindra & Mahindra said, "The new identity is a visual exploration of different dimensions, proudly showcasing our all-new global electric range. The new visual identity will address a global audience with its deep symbolism. The infinity sign represents the constant flow of energy; the racetrack denotes our racing pedigree and the exhilaration of performance, and the circularity indicates intelligent sustainability, which is powered equally by science and creativity towards a positive planet. This new identity is future-facing, sustainable, distinctive, and fun!"

<https://www.livemint.com/auto-news/mahindra-mahindra-unveils-new-brand-identity-for-electric-vehicles-details-here-11692106650416.html>

SOURCE: LIVEMINT

DATE :15 AUG 2023

The new brand identity is a clear departure from Mahindra's traditional branding for its internal combustion engine vehicles. The new branding is more modern, minimalist, and sustainable. It is designed to appeal to a global audience of eco-conscious consumers.

The new brand identity is an important part of Mahindra's overall strategy for its electric vehicle business. Mahindra is investing heavily in electric vehicle technology and is committed to becoming a leading player in the global electric vehicle market. The new brand identity will help Mahindra to attract customers and build a strong reputation for its electric vehicles.

BY SUPRIYA

Chapter 9: INTRODUCTION TO PRODUCT

1.

Product characteristics & classification



Product characteristics-

Hide & seek, the sub-brand of parle is well known for chocolate-based biscuits. Choco rolls, crème sandwiches, black bourbon and chocolate chip cookies are all different in price, size, shape, quantity, taste and colour (differ by shades of brown).

Product classifications-

Hide & seek is categorised by the base flavour of the biscuit. The first thing that comes into consumer's mind on hearing this sub-brand of Parle is the chocolate flavoured cookies. This eventually became a convenient good under snacks. This also became a speciality good in the rich chocolate flavoured and choco-chip cookies category.

Source: Times of India, 27th August 2023

By Reeshmika G, 23BSPHH01C0780

2.



Representative Image

U.S. packaged food companies are set for a flurry of deals in a push to revamp their brand portfolios. As millennial-era fortunes fade and benefits of price hikes start to taper off.

SOURCE:- [U.S. food companies go deal hunting as pandemic growth fades, Marketing & Advertising News, ET BrandEquity \(indiatimes.com\)](#)

DESCRIPTION :- Food companies could be conducting portfolio analysis, a concept from Kotler's framework, to assess the performance of their products. They may divest underperforming product lines and invest in or acquire products or brands that align with emerging consumer trends or healthier eating habits post-pandemic.

DATE:- 09 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

3.

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Business News > Industry > Auto > LCV & HCV > Ashok Leyland expands product offering in CNC, launches truck in 18.5 tonne segment

Ashok Leyland expands product offering in CNG, launches truck in 18.5 tonne segment

PTI - Last Updated: Aug 28, 2023, 10:33 PM IST

SHARE FONTSIZE SAVE PRINT COMMENT

Synopsis
President-MHCV, Ashok Leyland, Sanjeev Kumar said, "in an endeavour to expand our product offerings in the CNC segment to strengthen the portfolio, and meet the ever-growing demands of the customers, we have introduced 1922 4X2 truck in the 18.5T segment...this new range will further strengthen our portfolio, helping us improve our market share in the fast-growing CNC space."



Representative Image

Strengthening its CNG portfolio, **Ashok Leyland** on Monday unveiled the 1922 4X2 truck in the 18.5 tonne segment with multiple cylinder options and four loading span choices. The haulage truck offers industry-best **fluid efficiency**, power and range (single fill) in its segment, the leading commercial

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<https://economictimes.indiatimes.com/industry/auto/lcv-hcv/ashok-leyland-expands-product-offering-in-cng-launches-truck-in-18-5-tonne-segment/articleshow/103146301.cms>

Description

The article relates to marketing as it discusses Ashok Leyland's product expansion and launch, which involves various marketing aspects such as product promotion, market analysis, competitive positioning, and customer targeting.

BY PULKIT

4.

XIAOMI HAS INTRODUCED THE UNIBLADE TRIMMER IN THE INDIAN MARKET, OFFERING A 3-WAY PRECISION SHAVING HEAD AND A 60-MINUTE BATTERY LIFE, ALL FOR THE PRICE OF ₹1,499



Xiaomi has launched the Uniblade Trimmer in India, offering a versatile grooming tool with a unique rotary dial that allows users to trim, shave, and style their hair as desired.

The trimmer features a 3-way precision shaving head designed to handle both short and long hair with specialized mesh blades. Made from durable stainless steel, it can trim hair from 0.25 millimeters to 8.5 millimeters, making it suitable for beards and mustaches.

The Mi by Xiaomi Uniblade Trimmer also includes an adjustable trimming comb within the rotary dial, providing 14 different length options for various grooming needs. It boasts a 60-minute battery life on a single charge and features fast-charging via a Type-C charger, filling up the battery in just 1.5 hours. Users can easily monitor the battery level as the trimmer's light turns solid white when fully charged and orange when it requires recharging.

This trimmer is waterproof with an IPX7 rating, making it safe to use in wet conditions. It includes a travel lock function to prevent accidental activation and comes with accessories such as an Adjustable Trimming Comb, Charging Dock, Wall Mount, and Protective Cover. The Xiaomi Uniblade Trimmer is priced at ₹1,499 and is available for purchase from Flipkart and the official Mi website.

<https://www.itvoice.in/xiaomi-has-introduced-the-uniblade-trimmer-in-the-indian-market-offering-a-3-way-precision-shaving-head-and-a-60-minute-battery-life-all-for-the-price-of-%E2%82%B9149>

SOURCE: ITVOICE WEBSITE

DATE: 05 SEPT 2023

The development of the Uniblade Trimmer is a good example of how Xiaomi is using innovation to meet the needs of consumers. The trimmer is a well-designed and well-made product that offers a number of features that are not found on competing products. The Uniblade Trimmer has the potential to be a successful product in the Indian market.

BY SUPRIYA

Chapter 10: Product mix / Product portfolio

1.



Product portfolio-

Sneha is the main company offering a variety of products in different categories.

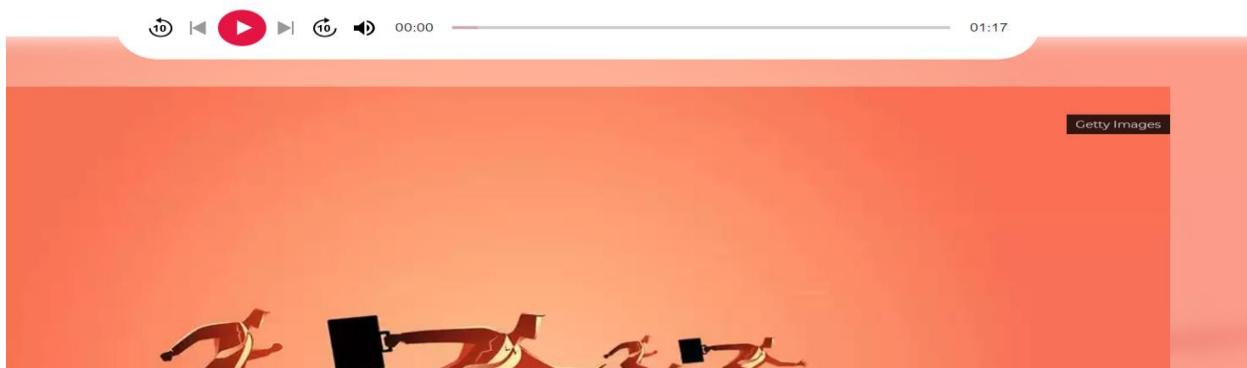
- ❖ Company: Sneha
 1. Product line 1 - Cooking oil
 - Product 1 - Sunflower oil
 - Product 2 - Rice bran oil
 2. Product line 2 - Poultry
 - Product 1 - Chicken
 - Product 2 - Eggs
 3. Product line 3 - Ready-to-fry snacks
 - Product 1 - Tandoori Drumsticks
 - Product 2 - Achari Chicken Tikka
 - Product 3 - Spicy wings

Source: Times of India, 15th August 2023

By Reeshmika G, 23BSPHH01C0780

2. Product mix

Torrent Pharma is gearing up to take over Cipla. Here's why it's a tightrope walk.



<https://economictimes.indiatimes.com/prime/pharma-and-healthcare/torrent-pharma-is-gearing-up-to-take-over-cipla-heres-why-its-a-tightrope-walk-/primearticleshow/103481996.cms>

Description-Torrent Pharma with an opportunity to expand its footprint into territories where it has limited or no presence. With an expanded product mix, there might be an opportunity to optimize manufacturing operations. The combined entity can explore consolidating production facilities or focusing R&D efforts more efficiently based on the broader product range.

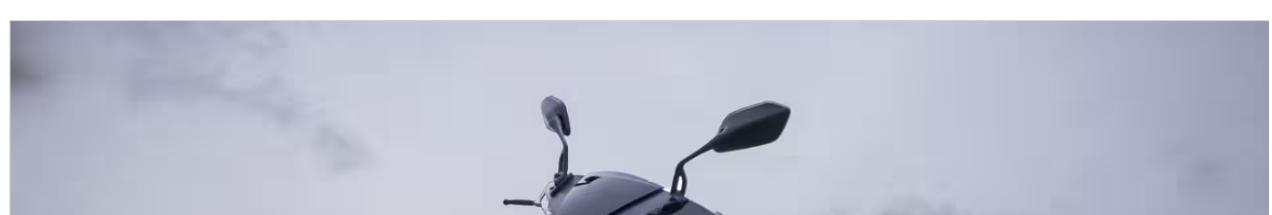
By Anushka

3.

Ather unveils refreshed product portfolio, launches 450S: See pics

The newly launched 450S and the refreshed 450X will be packed with new safety and performance features that are unseen in the industry yet, including India's first DeepViewTM Display making its debut in the new 450S.

MONEYCONTROL NEWS | AUGUST 11, 2023 / 03:07 PM IST



<https://www.moneycontrol.com/news/photos/automobile/ather-unveils-refreshed-product-portfolio-launches-450s-see-pics-11158161.html>

Description - Ather's move to introduce the Ather 450S and refresh its product portfolio exemplifies the concept of a product mix, showcasing how the company offers a variety of products to meet the diverse needs and preferences of its customers in the electric scooter market.

By Mehar Ahuja

4.

Teva Pharmaceuticals upgraded with improving product mix set to bolster gross margins

Published: 14:51 06 Jul 2023



Deep dive



Xeris Biopharma improves patient lives by developing and...

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I Analysts at UBS have upgraded their rating on Teva Pharmaceuticals, a manufacturer of generic pharmaceuticals, to 'Neutral' from 'Sell' citing a

SOURCE:- [Teva Pharmaceuticals upgraded with improving product mix set to bolster gross margins | NASDAQ:TEVA \(proactiveinvestors.com\)](#)

DESCRIPTION:- Analysts at UBS have upgraded their rating on Teva Pharmaceuticals, a manufacturer of generic pharmaceuticals, to 'Neutral' from 'Sell' citing a now balanced risk/reward profile. They also raised their price target from US\$7 to US\$8. Teva shares traded at US\$7.53 on Thursday afternoon.

DATE:- 6 JULY, 2023

BY ROHAN KUMAR GUPTA

5.

THE ECONOMIC TIMES | Markets

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Bajaj Auto Q1 Preview: Profit may increase up to 45% on healthy volumes, favourable product mix

By Akash Podishetti, ETMarkets.com | Last Updated: Jul 25, 2023, 11:05 AM IST

Synopsis

EBITDA margins for the quarter are expected to expand year-on-year due to better pricing and scale. Investors will keep an eye on the demand outlook in the overseas markets.

Bajaj Auto is expected to post healthy growth in revenue and profit, benefitting from favourable product mix and better volumes during the first quarter.

The company had reported 10% growth in overall volumes, led by 72% year-on-year increase in domestic 2W segment volumes on account of a favorable base and over 150% year-on-year increase in domestic 3W segment volumes, partly offsetting a decline in exports.

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Go zero for life

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<https://economictimes.indiatimes.com/markets/stocks/earnings/bajaj-auto-q1-preview-profit-may-increase-up-to-45-on-healthy-volumes-favourable-product-mix/articleshow/102085966.cms>

Description

product mix, sales volumes, brand perception, and market trends. Marketing plays a role in influencing these factors and contributing to a company's overall performance.

BY PULKIT

6. PRODUCT PORTFOLIO

Retail India News: Superfoods Valley Expands Product Portfolio with Good Monk

BY - Indian Retailer Bureau
Sub Editor
Sep 01, 2023 / 6 MIN READ



<https://www.indianretailer.com/news/retail-india-news-superfoods-valley-expands-product-portfolio-good-monk>

Superfoods Valley's decision to launch Good Monk: Healthy 50+ is a good example of how product diversification can be used to meet the needs of a specific customer segment. The company has identified a gap in the market for nutrition products that are specifically designed for adults aged 50 and above. By launching Good Monk: Healthy 50+, Superfoods Valley is hoping to fill this gap and capture a share of this growing market.

Superfoods Valley's expansion of its product portfolio with Good Monk: Healthy 50+ is a positive development. It is an example of how companies can use product diversification to meet the needs of their customers and address social problems.

SOURCE: INDIANRETAILER.COM

DATE: 01 SEPT 2023

BY SUPRIYA

Chapter 11: Product Life-cycle

1.

AUTO | ETPrime

Royal Enfield has an electric motorcycle up its sleeve, and it is working to make it lightweight



<https://economictimes.indiatimes.com/prime/transportation/royal-enfield-has-an-electric-motorcycle-up-its-sleeve-and-it-is-working-to-make-it-lightweight/primearticleshow/99249161.cms>

Description- Royal Enfield's strategy of partnering with a specialized electric motorcycle start-up like Stark indicates forward-thinking. It's an attempt to tap into the expertise of a niche player while mitigating the risks associated with the introduction and growth stages of the PLC. This approach ensures that by the time the product is ready for launch, it is technologically advanced, potentially speeding up the transition from the introduction to the growth stage.

By Anushka

2.

Increasing Product Life Cycle: Best Strategies for a Product Manager

TOI Education / Jul 14, 2023, 15:02 IST



You're Reading



Increasing Product Life Cycle: Best Strategies for a Product Manager



Application deadline nearing for Parul University's UGC Approv...

Product managers can enhance product lifecycle management through various tips and strategies. By leveraging their expertise in product management, gained through product management courses and certifications, they can effectively ana ... [Read More](#)



<https://timesofindia.indiatimes.com/education/upskill/increasing-product-life-cycle-best-strategies-for-a-product-manager/articleshow/101754709.cms>

Description - Extending the product life cycle is a crucial strategy for maximizing the profitability and sustainability of a product.

By Mehar Ahuja

Apples of Our Eyes

At its mega event this week, Apple is expected to launch a slew of new products and services. Aabhas Sharma lists down what to expect from Cupertino this year

On September 13, Apple is hosting a big tech event titled 'Wonderlust', where the tech major is expected to launch its latest series of iPhones and Watch models.

TWO NEW WATCHES

Apple is expected to announce two new Watch models. The second-generation Apple Watch Ultra—targeted at hardcore fitness enthusiasts—is expected to get an upgraded processor. Little else is known about it. Also in the offing is the Watch Series 9 that could see improvements in display as well as an all-new processor.

FOUR IPHONES, ONE CHANGE

Apple generally launches four variants of a phone. The iPhone 15 series is expected to be quite different. One big change, however, is that Apple will ditch the Lightning port and replace it with the Type-C port for the first time. Apple's hand has been forced by the European Union, which has made it mandatory for tech companies to offer a uniform charging port.

The iPhone 15 Pro Max — the most expensive of the lot — is rumoured to get an all-new periscope camera lens, which would allow for much better zoom capabilities than the 3x zoom the iPhone 14 Pro Max currently offers. The iPhone 15 probably needs this, as Android rivals have stolen a march on it in recent years.

Apart from that, the vanilla iPhones are set to get

last year's big talking point — the Dynamic Island, a pill-shaped cutout and not the notch which has been ever-present for the last six years.

Rumour has it that prices of the iPhone Pro models will be jacked up to better compete with Apple's decision to move from a stainless steel frame to an aluminium frame to be blamed for the price hike.

NEW AIRPODS

You can also expect Apple to launch a new model of AirPods Pro with many new features or hardware upgrades expected, except that the charging case could come with a Type-C port.

THE NEXT DATE

In June, Apple showcased all new upgrades coming to different operating systems for its various devices — iPhone, Watch, iPad, and Mac. At Tuesday's event, Apple is expected to reveal the dates for these OS updates to reach users.

SOURCE:- ECONOMICS TIMES

DESCRIPTION:- Products go through different stages over time. That's why companies need to renovate their product. Apple often introduces new products when existing ones reach the maturity stage, helping extend the life cycle and maintain growth.

DATE:- 10 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

THE ECONOMIC TIMES | Careers

English Edition ▾ | Today's Paper

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Business News > Careers > C-Suite > Understanding the product life cycle: A crucial framework in product management

Understanding the product life cycle: A crucial framework in product management

ET Special | Last Updated: Jun 21, 2023, 01:10 PM IST

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Synopsis
This article explores the concept of the product life cycle and its significance in product management. It outlines the four stages of the product life cycle: introduction, growth, maturity, and decline. Each stage is discussed in terms of its characteristics, challenges, and strategies. This article emphasises the importance of understanding the product life cycle for effective strategic planning, resource allocation, pricing, marketing, and product evolution.

In the fast-paced world of product management, having a solid understanding of the product life cycle is essential for success. The product life cycle framework provides valuable insights into the different stages a product goes through, from its

CAREERS TOP TRENDING TERMS

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- Product Management Guide

<https://economictimes.indiatimes.com/jobs/c-suite/understanding-the-product-life-cycle-a-crucial-framework-in-product-management/articleshow/100996097.cms?from=mdr>

Description

It discusses how understanding the product life cycle is crucial for effective product management and product marketing strategies throughout the various stages of a product's existence in the market.

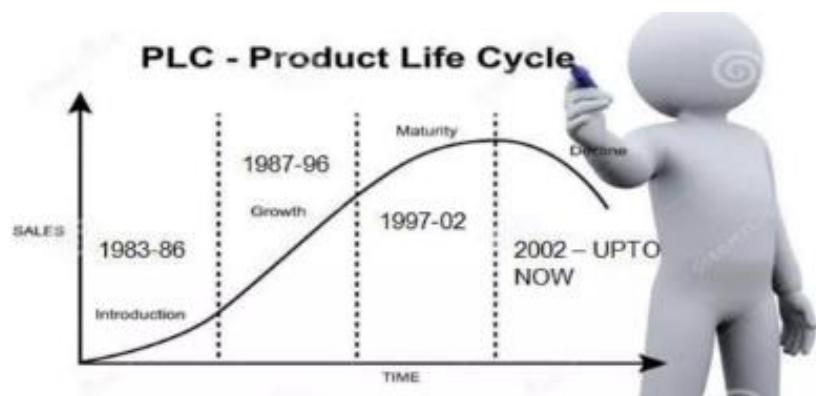
BY PULKIT

5.

The Discontinued Maruti Suzuki models |

Model	Launched	Discontinued	Life
Omni	Dec-84	Apr-19	35 yrs
Gypsy	Dec-85	Mar-20	34 yrs +
M 800	Apr-83	Jan-14	31 yrs
Zen	May-93	Jan-14	21 yrs
Esteem	Apr-98	Feb-08	10 yrs
SX4	Apr-07	Aug-14	7.5 yrs
Baleno Sedan	Nov-99	Feb-07	7 yrs
Ritz	May-09	Oct-16	6.5 yrs
A Star	Nov-08	Feb-14	5 yrs
Baleno Altura	Sep-00	Sep-03	3 yrs
1000	Apr-98	Apr-00	2 yrs
Kizashi	Feb-11	Feb-13	2 yrs

Auto Punditz



Maruti 800 Product life-cycle from the time it was launched.

Strategies at each life-cycle stage –

Growth stage (1987-1996) – Introduced customer care services and service stations every 50kms on highways.

Maturity stage (1997-2002) – Launched new models and LPG variables. Offered car at affordable prices with financing flexibilities by partnering with SBI. Re-launched facelifted products.

Declines stage (2002-present) – Due to more affordable cars in market like Nano, i10, etc., sales of Maruti 800 drastically decreased and resulted in decline.

Source: <https://www.autopunditz.com/post/product-lifecycle-analysis-maruti-suzuki-india>

<https://www.slideshare.net/RahulGulaganji/maruti-800-product-life-cycle>

By Reeshmika G, 23BSPHH01C0780

Chapter 12: New Product Development

1.

After Thar, Mahindra plans e-avatars of Scorpio, Bolero

Pankaj.Doval@timesgroup.com

Cape Town: Aided by investments of Rs 10,000 crore, Mahindra unveiled an aggressive plan to break into global SUV markets as it showcased an electric version of Thar, while maintaining plans to drive in six new greens by April 2026, including 'Born Electric' (BE) models.

Mahindra remains bullish on growth in India, and is confident of cracking into foreign shores too in regions such as south and central America, Africa, Gulf countries, ASEAN, and Oceania, executive director Rakesh Jejurikar said.

Apart from electric Thar,



CONCEPT CAR: Thar.e

which is called Thar.e, the company plans to launch electric XUV.e8 by December 2024, XUV.e9 by April 2025, BE.05 by October 2025, and BE.07 by April 2026. There will be electric versions of Scorpio and Bolero as well, two of the company's oldest but high-demand models.

Jejurikar expects 20-30% of the company's sales from

electrics by 2027, which could translate into roughly two lakh units in volume.

Veejay Nakra, president of M&M, said extensive work on the front of emissions, regulations and safety means vehicles made in India have an advantage in global markets. The job becomes easier as electrics are in high demand across countries. Mahindra also announced a Rs 1,200 crore push into tractors with a new platform Oja, which will churn out 20-70 horse power vehicles in the light-weight category, aimed at India and global markets.

(The correspondent is in Cape Town at the invitation of Mahindra)

Idea Generation – With Mahindra's Thar was a huge success, they brainstormed & researched on market trends & customer needs and came up with an idea to launch an electric version of Thar.

Concept development – While developing they are mainly focusing on emissions, regulations and safety measures.

Business model design – Mahindra believes that it wouldn't take much effort to market for sales as there is already a huge demand across countries for electric vehicles.

Offering implementation - Though they know the fact that Mahindra remains bullish on growth in India, they have analysed the feasibility and found that there could be a chance here. Either way, they are confident about capturing foreign shores.

Commercial deployment – The cars are under model development & testing stage. They are planning to enter the markets by 2026.

Source: Times of India, 14th August 2023

By Reeshmika G, 23BSPHH01C0780

2.

Philips to expand local manufacturing in India; adds mother and childcare products to the list

ne • Last Updated: Aug 29, 2023, 05:15 PM IST

SHARE FONT SIZE SAVE P

Synopsis

Royal Philips has announced plans to expand production of mother and childcare products in addition to its beauty and grooming range in India. The company will be expanding production at its co-manufacturing site in Baddi, Himachal Pradesh, and will also be producing sterilizers for the mother and childcare segment.



Representative Image

Royal Philips on Tuesday announced its plans to expand its manufacturing portfolio by adding mother and childcare products which will be produced locally in India, said the company through its statement.

The company will be undertaking expansion production at its co-

<https://economictimes.indiatimes.com/industry/cons-products/electronics/philips-to-expand-local-manufacturing-in-india-adds-mother-and-childcare-products-to-the-list/articleshow/103175138.cms>

Description- Philips added new product line of mother and child care products which involves all the stages of new product development cycle.Royal Philips' announcement of adding mother and childcare products to its manufacturing portfolio in India falls within the realm of New Product Development. The company is identifying opportunities, leveraging local production capabilities, and introducing new products to meet the specific needs and demands of the Indian market.

By Anushka

3.

Launch 'PLI Plus' initiative; focus on new product development to boost mfg: GTRI to govt

PTI • Last Updated: Apr 23, 2023, 09:29 PM IST

SHARE FONT SIZE SAVE PRINT COMMENT

Synopsis

The government should consider launching a 'PLI Plus' scheme with focus on development of new products, industrial designs and enhancing productivity with a view to boost domestic manufacturing, economic think tank GTRI said on Sunday.



The government should consider launching a 'PLI Plus' scheme with focus on development of new products, industrial designs and enhancing

-<https://economictimes.indiatimes.com/news/economy/policy/launch-pli-plus-initiative-focus-on-new-product-development-to-boost-mfg-gtri-to-govt/articleshow/99712439.cms?from=mdr>

Description - the statement indicates that NPD is being prioritized within a government-backed initiative ("PLI Plus") as a key strategy to drive growth in the manufacturing sector. This highlights the role of innovation and the development of new products as central drivers of manufacturing success and economic development.

By Mehar Ahuja

4.

TVS Motor ups the ante in premium bikes with its new Apache RTR 310 at ₹2.43 lakh

G Balachandar
Chennai

TVS Motor Company on Wednesday unveiled its latest offering in the Apache series of premium bikes — an all-new naked sports Apache RTR 310 in Bangkok (Thailand).

The leading two- and three-wheeler maker seeks to take advantage of the premiumisation trend in the motorcycle segment in India as also to boost its presence in overseas markets, including Europe.

The new bike, the second product out of the TVS Motor-BMW Motorrad alliance, comes at a starting price of ₹2,42,990 (ex-showroom). The first motorcycle produced out of the TVS-BMW alliance is the Apache RR 310,



PREMIUM OFFERING. Vimal Sumbly, Head Business - Premium, and Dr Bernhard Heiming, CTO of TVS Motor Company, at the launch of TVS Apache RTR 310 in Bangkok

which was unveiled in December 2017.

BOOKINGS OPEN

Bookings have commenced and the deliveries will start by the end of this month. Apache RTR 310 will offer what the company calls "globally the first in motor-

cycles — climatic control seat — which will provide instant heating and cooling by 15°C from the ambient temperature and is controlled via the TFT cluster. The company has spent a little over ₹50 crore in development of this new bike.

"The Apache RTR 310 is

the new flagship in the TVS Apache series, which was born on the racetrack, incorporating learnings from more than 40 years of TVS Racing experience. This is the bike for the youth across the world," Vimal Sumbly, Head Business - Premium, TVS Motor Company, told over a video conference.

"Currently, we are selling about 6,000-7,000 units in a year in India and with Apache RTR 310, we seek to double the volumes in the next one year. Globally, we are looking at a total sales of about 25,000 units in the first year," said KN Radhakrishnan, Director and CEO of TVS Motor Company.

TVS Motor will sell Apache RTR 310 across global markets including Europe, Latin America, and ASEAN.

SOURCE:- BUSINESS LINE

DESCRIPTION:- The Apache RR 310 is a high-performance motorcycle that is targeted at young, aspirational riders. It is differentiated from other 310cc bikes by its racing pedigree and its stylish design.

DATE:- 07 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

5.

HUL readying new detergent-making tech in green drive

Kabita Somvanshi & Sagar Malviya, ET Bureau • Last Updated: Sep 04, 2023, 10:34 AM IST

 RATE STORY  SHARE  FONT SIZE  SAVE  PRINT

Synopsis

Hindustan Unilever, India's biggest consumer goods firm, is piloting a new technology to manufacture key raw materials of detergents, including Soda Ash and Silicate, which will significantly reduce greenhouse gas emissions. HUL aims to create products that are superior, affordable, and sustainable, without compromising on performance. The company has set clear targets to achieve zero emissions in its operations by 2030 and net zero emissions across the value chain by 2039.



In a global first India's biggest consumer goods firm Hindustan Unilever is piloting a new technology to manufacture key raw materials of detergents - Soda Ash and Silicate - which will significantly reduce greenhouse gas emissions (GHG). For

<https://economictimes.indiatimes.com/industry/cons-products/fmcg/hul-readying-new-detergent-making-tech-in-green-drive/articleshow/103332667.cms>

Description- While the immediate context is about adopting a green technology for raw material production, it directly impacts new product development. The adoption of such technology can guide the development of new products, influence marketing strategies, and shape the overall direction of the company in the market.

By Anushka

6.

The screenshot shows a news article from The Economic Times Industry. The headline reads: "Tata Steel, ABB India partner to co-develop technology to reduce carbon footprint in steel making". The article was last updated on Sep 06, 2023, at 03:37 PM IST. The main text discusses the partnership between ABB India and Tata Steel to develop technologies for reducing the carbon footprint of steel production. It mentions that the two companies will conduct system-level assessments of Tata Steel's manufacturing plants and produce options for evaluation and co-development. The article also notes that the steelmaker has a medium-term goal of achieving net-zero emissions by 2050.

<https://economictimes.indiatimes.com/industry/indl-goods/svs/metals-mining/tata-steel-abb-india-partner-to-co-develop-technology-to-reduce-carbon-footprint-in-steel-making/articleshow/103430072.cms>

Description

The article primarily focuses on a technological partnership to reduce carbon emissions in steel making, it also has marketing implications in terms of corporate branding, market positioning, and sustainability marketing.

BY PULKIT

Chapter 13: Pricing

1.

**Rising land rates mean soaring home prices
• Secure your home today! •**

GOLDEN COUNTY
137 LUXURY VILLAS
RERA No : P02200000242

Price ₹ 6,200/- per sqft
3 BHK ₹ 99.82/- Lacs onwards

● Rampally, near Infosys Pocharam

GOLDEN COUNTY ANNEXE
276 LUXURY VILLAS
RERA No : P02200000551

Price ₹ 6,200/- per sqft
3 BHK ₹ 1.62/- Crores onwards

● Rampally, near Infosys Pocharam

Lakeview
371 LUXURY APARTMENTS
RERA No : P02400004424

Price ₹ 5,000/- per sqft
2 BHK ₹ 45.80/- Lacs onwards
3 BHK ₹ 65.05/- Lacs onwards

● Laxmiguda IRR Road - Airport Road

PARADISE
427 LUXURY APARTMENTS
RERA No : P034000009170 * Block D No 05T

Price ₹ 4,750/- per sqft
2 BHK ₹ 45.63/- Lacs onwards
3 BHK ₹ 55.58/- Lacs onwards

● Hayathnagar, L.B. Nagar

Esteem
934 LUXURY APARTMENTS
RERA No : P02200003277

Price ₹ 4,600/- per sqft
2 BHK ₹ 39.46/- Lacs onwards
3 BHK ₹ 57.22/- Lacs onwards

● Mallampet, near Bachupally / Miyapur

edifice
411 LUXURY APARTMENTS
RERA No : P03200001454 * Block B1 No 05T

Price ₹ 4,750/- per sqft
3 BHK ₹ 68.82/- Lacs onwards

● Mallampet, near Bachupally / Miyapur

Setting the price:

- Defining the pricing objective –
 - Market Skimming- These companies have their offerings only for those who can afford above Rs. 40 Lakhs. They have attempted to skim the crème by making the property affordable only for middle and upper middle-class customers.
- Determining demand –
 - Most affordable apartments starting from Rs. 40 Lakhs are offered by Esteem Luxury apartments in Miyapur where the demand is high and the supply is also high with 934 apartments.
 - Paradise Luxury apartments are offering only 427 apartments in L.B Nagar for almost a similar price. The supply is less due to the low demand which could be because of various preference differences.

- Price elasticity of demand is high because of the huge number of competitors available in this market with many substitutes. Demand would drastically increase if the prices are reduced.
- Estimating costs –
 - The pricing is done only after considering all the fixed costs and variable costs. Price they are charging will cover cost of land, labour, material acquired for construction, marketing & sales and price for efforts and risks taken.
 - The average cost of accumulated production would be much lesser than the price they are quoting.
- Analysing competitors' prices –
 - Esteem and Edifice both are in the same area offering same products with their own added benefits. They are the competitors and the first competitor's price becomes a reference for the second one pricing. Each one analyses their competitor's offering benefits.
- Selecting a pricing method-
 - Economic-value-to-customer pricing method is applied as it takes into consideration all the needs of customers.
 - Competitive pricing is also observed because of the similarities in prices which happens when substitutable players are available which benefits the consumers.
- Setting final price –
 - Based on customer's intensity the flats are offered at higher prices. This is the first-degree price discrimination.
 - If a buyer tends to buy more than one apartment or helps in bring another buyer from his family or friends, the prices are discounted for purchase of more volume. This is the second-degree price discrimination.
 - Sometimes the price of apartments differs based on segments of buyers. For example if the builder's channel(friends & family), income, early buyer at the foundation stage, etc. This is the third-degree price discrimination.
- Product-mix pricing –
 - Loss-leader pricing – The low prices for some segments of customers is recovered from buyers who do not have any discounting channels.
 - Optional-feature pricing – Instead of reducing the prices, they are including added amenities like club house, gym, swimming pool facilities.
 - Captive pricing – The material used for apartment fittings like using Jaguar bathroom fittings will compel the flat owners to continue to buy the same brand product in case of repair.
 - Two-part pricing – Monthly maintenance differs based on occupancy. If a flat is vacant, some fixed percentage of amount is charged on full amount.

- By-product pricing – The excess fruits and vegetables grown from the colony plantation can be sold to outsiders and the profits can be used for maintenance.
- Product-bundling pricing – If the construction company has a FMCG product line of supermarkets they can bundle amenities along with apartment.

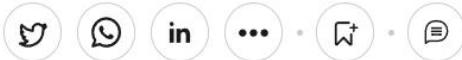
Source: Times of India, 19th August 2023

By Reeshmika G, 23BSPHH01C0780

2.

The price of flavour: Restaurant owners navigate onion price surge

The government has increased the buffer stock limit from 3 lakh tonnes to 5 lakh tonnes and made onions from the buffer available at a subsidised rate of INR 25 per kg retail outlets and mobile vans operated by the National Cooperative Consumer Federation.



Sakshi Tickoo • ETHospitalityWorld
Updated On Sep 7, 2023 at 05:27 PM IST



In response to the soaring onion prices, the Indian government has taken several measures to stabilise the market. They imposed a 40 percent export duty on

<https://hospitality.economictimes.indiatimes.com/news/operations/food-and-beverages/the-price-of-flavour-restaurant-owners-navigate-onion-price-surge/103464685>

Description - Overall, restaurant owners aim to strike a balance between absorbing some of the cost increases, adapting their menus, and communicating effectively with customers to ensure their business remains profitable and competitive during periods of ingredient price fluctuations.

By Mehar Ahuja

3.

'Foxconn Planning to Make EVs in India; Tamil Nadu on Radar'

Dia.Rekhi@timesgroup.com

Chennai: Foxconn is exploring opportunities to manufacture electric vehicles (EVs) in India and Tamil Nadu is one of the states it is considering to set up a plant, the Taiwanese contract manufacturer's local representative said.

Company chairman Young Liu has spoken about regionalised production for cars, V Lee told ET, referring to the company's decision to set up an EV factory in Ohio in the US and build another one in Thailand. "He (Liu) also said that very soon we will have one in India," Lee said.

People in the know said Foxconn has been in talks with the Tamil Nadu government and those have particularly been focused on its EV plans.

On Monday, in response to a LinkedIn post featuring an ET report about Tamil Nadu emerging as a hub for EV investments, Lee commented "coming", signalling the company's interest in choosing the southern state for its India EV plans.

One of the people said it was unclear whether Foxconn would go for contract manufacturing for other EV companies — like its contract with Apple for manufacturing iPhones — or sell the products under its own brands.

"Sources indicate that the Foxconn chairman has discussed using Tamil Nadu as their base for EV manufacturing. Clarity is to emerge on whether it would be a contract manufacturing operation and if so for which brand and whether it is to be a greenfield or a brown field project," this person told ET. Meanwhile, speaking to reporters in Taipei on Wednesday, chairman Liu said India would become a new manufacturing centre in the world. "The supply chain ecosystem that took more than 30 years to build in China will take time to transfer to India but, fortunately, we already have experience in this area, and it is expected that the time it will take will be relatively short. There are huge opportunities for the local electronics industry chain to develop," he said.

SOURCE:- ECONOMICS TIMES

DESCRIPTION:- Foxconn will need to set a competitive price for its EVs in India. The price should be high enough to cover Foxconn's costs and generate a profit, but it should also be low enough to attract potential customers.

DATE:- 7 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

4.

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Apple Event LIVE: iPhone 15, Watch Series 9 introduced; check India prices
Updated 1 min ago

TECHNOLOGY

Apple iPhone 15 with 48 MP camera, USB-C charging port unveiled
Updated 3 mins ago

CRICKET

Dunith Wellalage's heroics in vain as India enter Asia Cup final
Published 39 mins ago

TECHNOLOGY

Wonderlust 2023: Apple announces Watch Ultra 2, priced at \$799
Published 12 mins ago

Advertisement

News / Opinion / Cause and Effect | Climate crisis drives surge in food prices

By Tannu Jain Aug 17, 2023 10:21 AM IST FOLLOW ON Google News

Climate extremes intensify inflation risks and the Global South faces disproportionate impact. Here's why



A person at a vegetable market in Budapest. Credit: AFP

Retail prices in India grew 7.44% in July, a sharp 2.57 percentage point jump from June. The exact metric is known as the Consumer Price Index (CPI), which includes a basket of goods and services so drawn up that it reflects the consumption of the average Indian. Higher this number, the more

[TRENDING PHOTOS]

2,000 feared dead in Eastern Libya after Storm Daniel floods region



Signs of a safe person in a relationship

<https://www.hindustantimes.com/opinion/cause-and-effect-climate-crisis-drives-surge-in-food-prices-101692244526193.html>

Description

"Climate Crisis Drives Surge in Food Prices" likely discusses the correlation between the climate crisis and rising food prices. It may delve into how climate-related factors are affecting food production and the subsequent economic consequences.

Physical Distribution

BY PULKIT

5. MANAGING PRICE AND SALES

'Price war has already started for SUVs'

Alisha Sachdev | 2 min read | 04 Jul 2023, 10:35 PM IST



NEW DELHI : The SUV market in India, particularly in the popular mid-SUV category, is experiencing a surge in competitive intensity, triggering a price war, Kia India chief executive and managing director Tae Jin Park said on the sidelines of the launch of the new, mid-life facelift of its best-selling SUV Seltos. Kia is investing heavily to expand its capacity, sales network, as well as product development, in India, and is ready to take a hit on profitability to grow its market share to counter a series of launches of aggressively-priced vehicles by Japanese and Indian automakers. Kia is betting on doubling its market share from 5% to 10% within five years, and launch hybrid products in the next two years. It plans at least two IC-engine and 2 EV model launches in five years, he said. *Edited excerpts:*

<https://www.livemint.com/auto-news/price-war-has-already-started-for-suvs-11688490045607.html>

SOURCE : LIVEMINT

DATE: 04 JULY 2023

Company must carefully manage price and sales in order to be successful. Companies must also manage sales effectively to ensure that they are meeting their sales targets. This includes tracking sales performance and making adjustments to sales strategies as needed. The price war in the SUV market in India is a challenging situation for automakers. However, it is also an opportunity for companies to differentiate themselves from their competitors. By carefully managing price and sales, companies can weather the storm and emerge stronger than ever.

New SUV entrants to the market may use penetration pricing to quickly gain market share. This involves setting a low price for the SUV in order to attract buyers. Once the SUV has gained market share, the manufacturer may raise the price.

BY SUPRIYA

Chapter 14: Adapting the Price

1.

'HUL turns focus on price cuts, volumes to fight small cos'

Malviya, ET Bureau • Last Updated: Sep 08, 2023, 01:15 AM IST

SHARE FONT SIZE SAVE PRINT

Synopsis

Unilever's Hindustan Unilever subsidiary is facing increased competition from small players in the FMCG sector in India. The company is focusing on volumes and price cuts to maintain market share. Local brands have been gaining market share from larger consumer product companies, but many were forced to shut down or scale back operations due to pandemic-related disruptions and inflation in raw materials.



Unilever said the Indian market is seeing a lot of aggression from small players in the FMCG sector after raw material prices cooled off, forcing its Hindustan Unilever subsidiary to focus on volumes and price cuts.

economictimes.indiatimes.com/industry/cons-products/fmcg/hul-turns-focus-on-price-cuts-volumes-to-fight-small-cos/articleshow/103481884.cms

Description- The scenario presented underscores the importance of a flexible and adaptive pricing strategy in the FMCG sector, especially in a diverse and competitive market like India. Adapting prices based on market conditions and competition can be crucial for maintaining market share and meeting consumer expectations.

By Anushka

2. ETHICAL ISSUES IN PRICING

A potent mix of ultra-low prices and a seemingly never-ending variety has helped fast-fashion retailer Shein climb to the top of the retail industry. But as ethical violations mount against the fashion behemoth, some of its Gen Z target consumers are questioning the company's environmental and business impact.



The image shows a screenshot of a CBS News MoneyWatch article. The headline reads: "Shein's mounting ethical concerns may be pushing some Gen Z shoppers to look elsewhere". The article discusses how Shein's low prices are made possible through unethical practices like labor exploitation and environmental pollution, and how these issues are causing concern among younger consumers.

Shein (pronounced "she-in") may not be well known to older shoppers, but the online retailer's sales have rivaled that of H&M and Zara – and without the presence of physical stores. By marketing clothing that can cost as little as \$3 an item and tapping social media influencers to promote its brand, the company has rapidly built a following with Gen Z, a generation of consumers mostly in their teens and early 20s.

"Shein has been very good at creating wants and must-have items," GlobalData retail analyst Neil Saunders told CBS MoneyWatch.

<https://www.cbsnews.com/news/shein-controversy-why-is-it-so-popular/>

The article discusses the ethical issues facing fast-fashion retailer Shein. Shein's low prices are made possible by its use of unethical practices, such as labor exploitation and environmental pollution. Many other fast-fashion retailers use unethical practices to keep their prices low. However, Shein's size and rapid growth have made it a particular target of criticism.

Consumers are increasingly becoming aware of the ethical issues in the fashion industry. They are demanding that companies be more transparent about their supply chains and business practices. They are also willing to pay more for clothing that is ethically made. They will be able to attract and retain customers who are looking for sustainable and ethical clothing. They will also be able to avoid the reputational damage that can come from being accused of unethical practices.

SOURCE: CBS NEWS

DATE: 11 AUG 2023

BY SUPRIYA

3. Ethical issues in Pricing

Glenmark to pay \$30mn to settle US price fixing

TIMES NEWS NETWORK

Mumbai: Glenmark Pharma's American subsidiary will pay \$30 million to the US department of justice (DOJ) to resolve charges of price fixing on cholesterol drug pravastatin, the company said.

The company was charged with conspiring with generic major Teva to fix prices of the drug. This is the latest resolution in a string of cases related to price fixing, which refers to competitors banding together to artificially set the price of a product in the US market. Over the last three years, the DOJ's antitrust division has charged five pharmaceutical companies for participating in similar practices affecting multiple generic drugs.

Glenmark said an agreement with the antitrust division of DOJ will resolve all court proceedings involving pravastatin pricing practices by former employees between 2013 and 2015. Glenmark has entered into



CHOLESTEROL DRUG

a three-year deferred prosecution agreement, and if it adheres to the terms, including the \$30-million payment, DOJ will dismiss the pending superseding indictment, the company said.

Glenmark's scrip closed nearly 2% lower at Rs 760 on Tuesday on the BSE. "Glenmark is committed to being a socially and ethically responsible company. We have devoted considerable resources to strengthen our compliance practices, ensuring the highest ethical operating standards. We will continue to conduct our business with the utmost transparency and integrity," said Glenmark Pharma (US) president Sanjeev Krishan said in a statement.

With the urge to increase the net profits, Glenmark company was charged for conspiring immorally with Teva generic medicines to fix higher prices of cholesterol drug, pravastatin. Competitors merging together to overprice the products was observed previously who were charged in US market. Taking an unfair advantage of the growing cholesterol levels in citizens of US, these unethical practices effected Glenmark company's share price falling by 2% as well as unerasable negative mark.

Source: Times of India, 23rd August 2023

By Reeshmika G, 23BSPHH01C0780

4.

Netflix cuts prices for subscribers in more than 30 countries

© 24 February



Contestants on Netflix's South Korean reality show Physical: 100

By Annabelle Liang

Business reporter

Streaming giant Netflix has cut prices in more than 30 countries as it attempts to attract more subscribers.

Prices have been cut in parts of Asia, Europe, Latin America, sub-Saharan Africa and the Middle East.

It comes as the rising cost of living sees households tightening their belts and Netflix faces increased competition from rival services.

"Members have never had more choices when it comes to entertainment," a company spokesperson told the BBC.

Countries in which subscription charges have been lowered include Malaysia, Indonesia, Thailand, the Philippines, Croatia, Venezuela, Kenya and Iran.

Netflix, which operates in more than 190 countries, has faced increased competition from streaming rivals including Amazon, HBO and Disney.

Last year, the firm cut hundreds of jobs and launched a less expensive streaming option with adverts as it fought to grow its share of the increasingly competitive streaming market.

In January, Netflix co-chief executive Greg Peters outlined how he planned to attract more subscribers.

"We want to make that spectrum even wider as we seek to serve more members around the world and trying to deliver appropriate value at those different price points," Mr Peters said.

The company is also cracking down on people sharing their subscriptions.

Netflix introduced limits on password sharing in more countries earlier this month. These require customers to pay an extra fee if they want friends and family who don't live with them to share their subscription.

Last summer, Netflix revealed that it had lost almost a million subscribers between April and the end of June as more people decided to quit the service.

Price changes due to competitors

Netflix responded to increasing competition in the OTT platform and decided to have price cuts in Asia, Europe, Latin America, sub-Saharan Africa and the Middle East. Rivalry from Amazon, HBO and Disney has brought Netflix to finally conclude to this point.

Source: <https://www.bbc.com/news/business-64753499>

By Reeshmika G, 23BSPHH01C0780

Chapter 15: Channel Design

1.

Government plans to make ecommerce platforms like Amazon, Flipkart liable for sellers' fraud



Synopsis
The consumer affairs ministry is working on tightening ecommerce rules to make online retail platforms liable for fraud committed by sellers and attaching "fallback liability" to their role as intermediaries, said a senior official.

By Shambhavi Anand - ET Bureau
Updated: Mar 23, 2023, 08:17 AM IST

The consumer affairs ministry is working on tightening **ecommerce rules** to make online retail platforms liable for fraud committed by sellers and attaching "fallback liability" to their role as intermediaries, said a senior official.

Rules will be formulated after the platforms respond to queries related to the issue, sent to them by the ministry of electronics and information technology (MeitY), said the consumer ministry official.

MeitY's note was prompted by questions from the Department of Consumer Affairs, which is part of the consumer ministry. Sent last week, it asked ecommerce firms to clarify their role "as an intermediary." ET has seen portions of this note.

Ecommerce platforms — or marketplaces such as **Amazon**, **Flipkart** and Snapdeal — are intermediaries that connect buyers and sellers and are protected by safe harbour provisions in Section 79 of the Information Technology Act, 2000. However, under the proposed rule changes, the government plans to change that and attach more responsibility to their role as intermediary.

Last year, the Central Consumer Protection Authority (CCPA) under the consumer affairs ministry imposed a penalty on several **ecommerce firms for selling pressure cookers** — among other products — that did not adhere to quality standards such as the mandatory ISI mark. However, some **ecommerce companies** argued at that time that they were only intermediaries and that the liability lay with the sellers.

"Communications received from the Department of Consumer Affairs regarding the various challenges being faced by consumers in redressal of grievances while shopping online, particularly in case of grievances raised by consumers concerning a purchase, (where) ecommerce entity refuses to acknowledge any liability or responsibility or provide appropriate remedy to consumers, by making a reference to Section 79 of the Information Technology Act, 2000," MeitY said in the letter to ecommerce platforms cited above.

A Flipkart spokesperson said it has a well-defined and continuously improving programme to help customers and address their grievances. The company's consumer grievance redressal system is integrated with that of the government, the person said.

A spokesperson for Amazon said the company has robust grievance redressal mechanisms, apart from which it is also a convergence partner for the National Consumer Helpline (NCH). "Amazon endeavours to resolve all complaints received via NCH within five days, a fraction of the permissible 45-day window," the spokesperson said.

The ecommerce rules were first put in the public domain in July 2020, when the government notified the Consumer Protection (Ecommerce) Rules, 2020, under Section 101 of the Consumer Protection Act, 2019, proposing to bar affiliated entities from selling on online platforms, as well as restricting flash sales.

However, the rules did not find favour with top ecommerce companies. Government entities such as the corporate affairs ministry and policy think tank Niti Aayog were also opposed to the proposal.

Distribution channels- Amazon and Flipkart have been the intermediaries for small businesses to sell their products worldwide as single-level channels. The increasing fraudulent cases have been piling up so much that now government wants to make these market channels responsible for future frauds.

Source: <https://economictimes.indiatimes.com/tech/technology/govt-planning-rules-to-hold-e-tailers-accountable-for-seller-fraud/articleshow/98921597.cms?from=mdr>

By Reeshmika G, 23BSPHH01C0780

2.

IKEA bets on remote interior design as AI changes sales strategy

Jiters • Last Updated: Jun 13, 2023, 01:50 PM IST

RATE STORY SHARE FONT SIZE SAVE PRINT COMMENT

Synopsis

In the UK, customers pay 25 pounds (\$31.44) for a 45-60 minute interior design advice video call and suggested product list, and can pay 125 pounds for three workspace design consultations, a floorplan and 3D visuals.



<https://economictimes.indiatimes.com/tech/technology/ikea-bets-on-remote-interior-design-as-ai-changes-sales-strategy/articleshow/100960168.cms>

Description- IKEA's strategic decisions related to training call center workers and implementing AI for routine queries represent a thoughtful approach to channel design. The company is enhancing its channels to provide more value, efficiency, and specialization, aiming for a more comprehensive and satisfying customer experience.

By Anushka

3.

⌚ U.S. markets open in 2 hours 48 min

S&P Futures 4,481.00 -9.25 (-0.21%)	Dow Futures 34,637.00 -45.00 (-0.13%)	Nasdaq Futures 15,444.75 -31.00 (-0.20%)	Russell 2000 Futures 1,874.10 -1.70 (-0.09%)	Crude Oil 88.00 +0.71 (+0.81%)	Gold 1,941.50 -5.70 (-0.29%)
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SproutLoud Introduces Support for Brands with Complex Multi-Tier Distribution Channels

Business Wire
July 11, 2023 · 2 min read

SUNRISE, Fla., July 11, 2023--(BUSINESS WIRE)--SproutLoud, the leading provider of distributed marketing solutions, today announced that it has expanded its support for **multi-tier distribution channels**. This new set of features allow brands to extend their

Bank Nifty options strategies
Weekly 2-3 high accurate trades
Pay Only For Profit Calls

<https://finance.yahoo.com/news/sproutloud-introduces-support-brands-complex-131700206.html>

Description - The article highlights how SproutLoud is addressing the challenge of channel design in the context of brands with intricate multi-tier distribution channels. This support is aimed at helping brands structure and manage their distribution networks more effectively to reach customers efficiently and maximize their market reach.

By Mehar Ahuja

Walmart.com's latest overhaul drives more personalized omnichannel experiences

Author

Chantal Tode

Mobile is a key focus of Walmart.com's latest significant overhaul, which caters to the needs of the on-the-go shopper with more personalized product recommendations, an easier transition from digital to bricks-and-mortar and a three-step, single-page checkout process.

The site, which is built on a brand-new ecommerce platform that has been in development for two years, used small tablets used as the baseline for the new design, Walmart revealed in a post on its corporate blog yesterday. Given the growing numbers of consumers researching their purchases online from their smartphones before visiting a store, the new site attempts to meet the needs of these shoppers by making it easier to find items of interest and a nearby store where it can be bought or to complete a purchase online.

SOURCE:- [Walmart.com's latest overhaul drives more personalized omnichannel experiences | Retail Dive](#)

DESCRIPTION:- Mobile is a key focus of Walmart.com's latest significant overhaul, which caters to the needs of the on-the-go shopper with more personalized product recommendations, an easier transition from digital to bricks-and-mortar and a three-step, single-page checkout process. The site, which is built on a brand-new ecommerce platform that has been in development for two years, used small tablets as the baseline for the new design, Walmart revealed in a post on its corporate blog yesterday. Given the growing numbers of consumers researching their purchases online from their smartphones before visiting a store, the new site attempts to meet the needs of these shoppers by making it easier to find items of interest and a nearby store where it can be bought or to complete a purchase online.

BY ROHAN KUMAR GUPTA

5. CHANNEL DECISIONS

SHSMD23 Puts Digital Marketing Strategy and Its Role in Patient Care in the Spotlight

Aug 25, 2023 - 01:04 PM by Dejana Martin



The Society for Health Care Strategy & Market Development will host the SHSMD23 Connections Conference Sept. 10 – 12 in Chicago. This annual gathering of hospital and health system professionals from marketing, digital engagement, communications/public relations, strategic planning and business development delivers three days of actionable content, networking and collaboration with the nation's top health care strategists. Attendees can exchange transformative market strategies and future-focused planning in pursuit of helping their organizations drive positive changes for patients and community health. SHSMD, a professional membership group of the American Hospital Association, strives to support all strategy professionals as they explore innovative solutions.

Health care strategists are increasingly in demand for creating strategic messaging that is informative, compassionate and trustworthy. Their approach often includes careful analysis of challenges in the medical field, overall organizational goals, and the evolving health care landscape. With these tools, they can craft messages that empower patients and drive growth, loyalty and engagement. Diane Webster, executive director of SHSMD, emphasizes the crucial role many of these professionals play in patient experience:

"There's a human element to health care, and digital marketing taps into that. Health care organizations must fully engage with communities and ensure patients and their families know where to go for quality care, how to access timely medical assistance, and what they can do to maintain health and wellness. Marketers and communicators work strategically and keep this engagement going. And many of these messages are delivered creatively as not every patient obtains their information via identical means."

During the pandemic, information relayed to patients, their loved ones and others in the community was a crucial part in stemming the tide of infections. Messaging also ensured that patients received treatment and individuals undertook effective pathogen management techniques, including proper handwashing, decontaminating surfaces and recognizing possible symptoms.

A post-pandemic world has yielded an even greater need for reliable information while technology continually evolves. Website content, push notifications, chatbots and apps are part and parcel of the burgeoning technological spaces that can connect

<https://www.aha.org/news/blog/2023-08-25-shsmd23-puts-digital-marketing-strategy-and-its-role-patient-care-spotlight>

SOURCE : HOSPITAL WEBSITE

DATE: 25 AUG 2023

Channel decision is an important part of marketing planning. By carefully selecting and integrating marketing channels, healthcare organizations can improve their ability to reach patients, promote healthy behaviors, and engage patients in their care.

BY SUPRIYA

Chapter 18: PROMOTION MIX

1.

Amazon to reduce its private label offering

The company plans to ultimately cut its in-house product offerings to less than 20 brands, reports say.

Published Aug. 11, 2023



Nate Delesline III
Reporter

[in](#) [f](#) [t](#) [p](#) [m](#)



SOURCE:- [Amazon to reduce its private label offering | Retail Dive](#)

DESCRIPTION:- Amazon confirmed on Friday it plans to streamline the number of private brands it offers. The retailer also said it plans to rebrand some popular items under existing brands like Amazon Basics and Amazon Essentials.

DATE:- 11 AUGUST, 2023

BY ROHAN KUMAR GUPTA

2.

Realme is looking to expand localisation efforts in India, says Founder Sky Li

ritankar Mukherjee, ET Bureau • Last Updated: Sep 08, 2023, 12:19 PM IST

RATE STORY  SHARE  FONT SIZE AA  SAVE  PRINT 

Synopsis

Chinese smartphone brand Realme plans to expand its local manufacturing in India by collaborating with domestic contract manufacturers and urging global suppliers to establish operations in the country. The company aims to achieve complete localization of production for smartphones, televisions, wearables, and hearables in India.

ET Bureau



Realme Founder and global CEO, Sky Li

Chinese smartphone brand **Realme** is looking to expand **local manufacturing** in **India** through contract manufacturers several of whom are domestic companies besides asking its global suppliers to set up shop in the country, founder and global chief executive officer Sky Li said. The company aims to achieve complete localization of production for smartphones, televisions, wearables, and hearables in India.

<https://economictimes.indiatimes.com/industry/cons-products/electronics/realme-is-looking-to-expand-localisation-efforts-in-india/articleshow/103481849.cms>

Description- Realme's decision to expand local manufacturing in India can have a profound impact on its physical distribution strategy. By producing goods closer to their primary market, the company can optimize its supply chain, reduce costs, and improve its responsiveness to market changes.

By Anushka

3.

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Business News > Markets > Expert Views > ETMarkets Smart Talk: Jio Financial has several factors going in its favour to become a multibagger: Mohit Ralhan

ETMarkets Smart Talk: Jio Financial has several factors going in its favour to become a multibagger: Mohit Ralhan

SOURCE:- [jio financial services: ETMarkets Smart Talk: Jio Financial has several factors going in its favour to become a multibagger: Mohit Ralhan - The Economic Times \(indiatimes.com\)](#)

DESCRIPTION:- JFS has several factors going in its favor to become a multibagger: huge market opportunity, wide distribution reach, backing from a deep-pocketed promoter and experienced leadership,” says Mohit Ralhan, Chief Executive Officer, TIW Capital.

DATE:- 01 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

4. Promotion-mix Integrated Marketing Communication (IMC) Process

Why Mastering this Strategy Will Build a Cohesive Brand Message

Entrepreneurs can use this powerful strategy to build a strong brand identity, connect with their target audience and ultimately drive sales and revenue.

BY MOHAMED ELHAWARY • APR 28, 2023

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Opinions expressed by Entrepreneur contributors are their own.

Marketing is a very important part of [running a business](#). To succeed in the competitive world, you need a strong marketing strategy that connects you with your target audience and helps you achieve your business goals.

But it's important to note that marketing isn't just about promoting your products or services. It's about creating a clear and consistent message that speaks to your audience, no matter where they are. That's where integrated marketing communications (IMC) comes in.

What is integrated marketing communications?

<https://www.entrepreneur.com/growing-a-business/why-this-unique-marketing-strategy-can-build-a-cohesive/449856>

Description - Mastering the Promotion Mix within the IMC process is about crafting and delivering a harmonious, consistent, and impactful brand message across all touchpoints. This approach ensures that consumers receive a compelling, unified story about the brand, which in turn strengthens brand identity, trust, and customer loyalty.

By Mehar Ahuja

5.



SOURCE:- [TVS Supply Chain hits highest level since listing; soars 20% in 2 days \(business-standard.com\)](#)

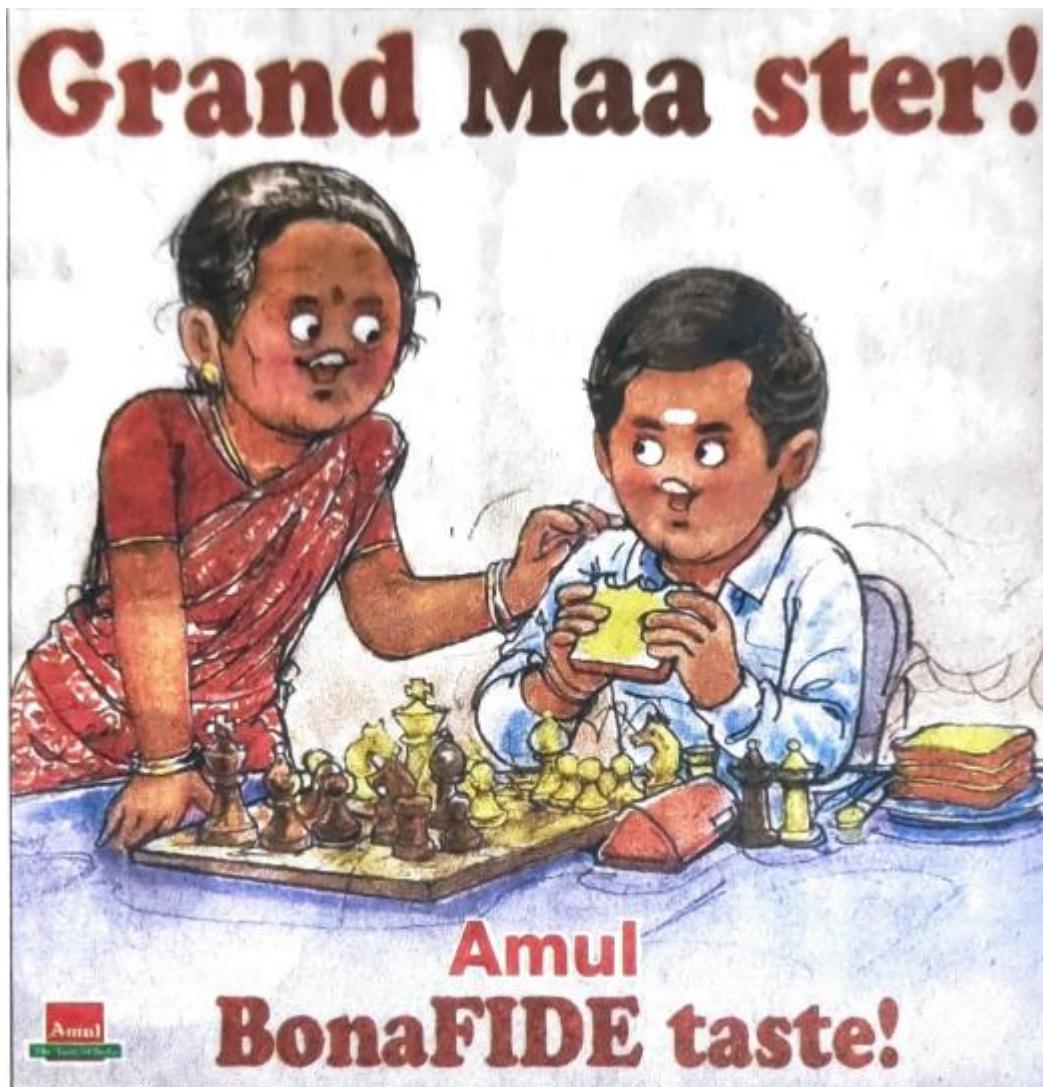
DESCRIPTION:- TVS Supply Chain can focus on providing excellent customer service to ensure that its customers are satisfied with its products and services. TVS Supply Chain, the company has positioned itself as a leading provider of logistics solutions in India. The company has a strong track record of providing high-quality services to its customers, and it is well-positioned to benefit from the growing demand for logistics services in India.

DATE:- 8 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

Chapter 19: Managing Mass Communications (Advertising and Public Relation)

1. Macromodel of communication process-



Nine key factors of effective communication –

1. Sender: Amul
2. Receiver: Customers
3. Message: Become a Chess Grandmaster like Rameshbabu Pragarananandhaa by having Amul products like butter in this article.
4. Media: Newspaper article
5. Encoding: Chess Grandmaster like Rameshbabu Pragarananandhaa's name was not mentioned but his white tilak symbolizes him in the drawing. His mother was a great support to him in real life. This image depicts that too.
6. Decoding: Most trending figure is chosen for the drawing so that all those who know him and his story would find this advertisement attractive and interesting. Amul butter would make children Grandmasters is the message they are willing to communicate.

Source: Times of India, 27th August 2023

By Reeshmika G, 23BSPHH01C0780

Mahindra to sponsor cricket world cup on Disney Star

Last Updated: Sep 05, 2023, 03:44 PM IST

 RATE STORY  SHARE  FONT SIZE  SAVE  PRINT

Synopsis

Mahindra & Mahindra has signed a deal to be an associate sponsor with Star Sports for the ICC cricket world cup which starts next month. The automaker sees a strong synergistic resonance between its SUVs and tractor brands and the vibrant spirit of Indian cricket, the company said in a statement.



Auto major Mahindra & Mahindra is set to be an associate sponsor with **Star Sports** for the ICC **cricket World Cup** which starts next month, the company said in a statement on Tuesday. It said that the event will help it reach vast audience across its key target markets, solidifying its visibility throughout the

<https://economictimes.indiatimes.com/industry/services/advertising/mahindra-to-sponsor-cricket-world-cup-on-disney-star/articleshow/103390517.cms>

Description- It said that the event will help it reach vast audience across its key target markets, solidifying its visibility throughout the cricketing season, it said.

By Anushka

3.

How to Make the Most of Your Public Relations

By combining PR with branding, content creation, advertising campaigns and social media outreach, companies can generate marketing results and boost their business growth.

BY JESSICA WONG • FEB 20, 2023

Share 

Opinions expressed by Entrepreneur contributors are their own.

Public relations (PR) is essential to any successful strategic [marketing plan](#), but is your business making the most of its PR efforts? An effective PR campaign not only delivers media coverage in your target publications. In addition, optimized PR feeds into all other analog and digital marketing efforts to help your business

<https://www.entrepreneur.com/growing-a-business/how-to-make-the-most-of-your-public-relations/444339>

Description - you can build a positive brand image, connect with your target audience, and ultimately achieve your business goals.

By Mehar Ahuja

4.



SOURCE- The Economics Times

DESCRIPTION:- Public relations is the practice of managing the spread of information between an organization and its publics. Jana is offering hassle-free account opening, which is a topic related to public relations.

DATE:- 11 SEPTEMBER, 2023

BY ROHAN KUMAR GUPTA

5.

Reliance launches 'Campa Cricket' drink ahead of marquee tournaments like World Cup

Last Updated: Sep 01, 2023, 05:04 PM IST

☆ RATE STORY
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COMMENT

Synopsis

Reliance Consumer Products Limited (RCPL) has launched a cricket-themed drink called Campa Cricket. The lemon-flavored carbonated drink boasts to be infused with electrolytes and aims to rehydrate and revitalize consumers on and off the cricket field. RCPL plans to launch the beverage in several states across India.



Bottles of Campa Cola are displayed at a Reliance in Mumbai.

Amid the ongoing men's cricket tournament Asia Cup and upcoming Men's ODI cricket [World Cup](#), Reliance Consumer Products Limited (RCPL) has launched a cricket-themed drink, [Campa Cricket](#), the company announced on Friday.

In a move to expand its beverage

<https://economictimes.indiatimes.com/industry/cons-products/fmcg/reliance-launches-campa-cricket-drink-ahead-of-marquee-tournaments-like-world-cup/articleshow/103284617.cms>

Description-Reliance Consumer Products Limited (RCPL) has launched a cricket-themed drink called Campa Cricket. The lemon-flavored carbonated drink boasts to be infused with electrolytes and aims to rehydrate and revitalize consumers on and off the cricket field. RCPL plans to launch the beverage in several states across India.

By Anushka

6.

Apne business ko dhundhna aasan banayein. [LEARN MORE](#)

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TECHNOLOGY

Apple iPhone 15 with 48 MP camera, USB-C charging port unveiled Updated 6 mins ago

CRICKET

Dunith Wellalage's heroics in vain as India enter Asia Cup final Published 42 mins ago

TECHNOLOGY

Apple Wonderlust 2023: Watch Ultra 2 arrives at \$799 Published 1 min ago

News / Business / Mint unveils #AskBetterQuestions , says campaign to empower ...

Mint unveils #AskBetterQuestions , says campaign to empower audience

By HT News Desk Jul 05, 2023 12:17 PM IST

Mint said through the #AskBetterQuestions campaign, the publication wants to inspire audience to ask better questions and ignite their curiosity.

#AskBetterQuestions with **mint**
Think Ahead. Think Growth.

The digital campaign aims to empower readers through thought-provoking ideas and commits to upholding high reporting standards that address questions arising in audiences' minds, Mint said.

HT Media Group's business publication Mint has announced a new brand

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2,000 feared dead in Eastern Libya after Storm Daniel floods region

Signs of a safe person in a relationship

AD

<https://www.hindustantimes.com/business/mint-unveils-askbetterquestions-says-campaign-to-empower-audience-101688538440260.html>

Description

the article is related to marketing because it discusses Mint's efforts to engage and empower its audience through a marketing campaign that likely involves brand promotion, audience engagement, content marketing, and possibly social media strategies.

BY PULKIT

Chapter 20: Personal Selling and Managing Incentives

1.

Extend production linked incentive scheme for wind energy component makers, says expert

Dated: Sep 06, 2023, 06:00 PM IST

★ RATE STORY
SHARE
AA FONT SIZE
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Synopsis

According to an industry expert, expanding the production-linked incentive program for makers of wind energy components and subcomponents will contribute in increasing the nation's installed manufacturing capacity.



Image used for representative purpose only

Extension of production linked incentive scheme for **wind energy** component and sub-component manufacturers will help scaling up installed manufacturing capacity in the country, said an industry expert. "Along with wind **OEM** (original equipment manufacturers), Production Linked Incentive or PLI scheme, if extended to

<https://economictimes.indiatimes.com/news/economy/policy/extend-production-linked-incentive-scheme-for-wind-energy-component-makers-says-expert/articleshow/103436362.cms>

Description-In conclusion, while the context is different, the underlying principles of the PLI scheme and personal selling incentives are remarkably similar. Both are designed to encourage certain behaviors by offering financial rewards, and both require careful management to ensure that they deliver the desired outcomes efficiently.

By Anushka

Real Estate Market is Frozen, But New Home Sales are Booming

By DICCON HYATT Published August 23, 2023



welcomia / Getty Images

SOURCE:- [Real Estate Market is Frozen, But New Home Sales are Booming \(investopedia.com\)](#)

DESCRIPTION:- Homebuilders are selling more and cheaper new houses these days, the opposite of the trend in the market for existing homes where sales are slow and prices hitting record highs. Sales of new homes rose 4.4% in July from June, making for a 31.5% increase on the year, the Census Bureau said Wednesday. If sales continued that pace for the entire year, 714,000 houses would sell, the fastest seasonally-adjusted annual rate since February 2022. The median new home sold for \$436,700, an uptick from \$416,700 in June, but significantly down from the \$478,200 price in July 2022

DATE:-23 AUGUST, 2023

BY ROHAN KUMAR GUPTA

3.

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TECHNOLOGY

Apple Event LIVE: iPhone 15 lineup starts at ₹79,900; Pre-order from Sept 15

Updated 1 min ago

TECHNOLOGY

Apple iPhone 15 with 48 MP camera, USB-C charging port unveiled

Updated 8 mins ago

CRICKET

Dunith Wellalage's heroics in vain as India enter Asia Cup final

Published 44 mins ago

TECHNOLOGY

Apple Wonderlust 2023: Watch Ultra 2 arrives at \$799

Published 3 mins ago

News / Cities / Bengaluru News / Karnataka tops direct selling market in south wi...

Karnataka tops direct selling market in south with sales of ₹1,128 crore: IDSA

PTI || Posted by Yamini C S

Jul 18, 2023 03:34 PM IST

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Karnataka topped the direct selling market in southern India with sales of ₹1,128 crore, providing self-employment to 78,000 entrepreneurs, a report said.



The state had a share of 5.9 per cent of the overall national sales, which stood at over ₹19,030 crore during the period, the survey noted.

Karnataka, with sales of ₹1,128 crore, has topped the direct selling market in

Advertisement

[TRENDING PHOTOS]

2,000 feared dead in Eastern Libya after Storm Daniel floods region



Signs of a safe person in a relationship



<https://www.hindustantimes.com/cities/bengaluru-news/karnataka-tops-direct-selling-market-in-south-with-sales-of-rs-1-128-crore-idsa-101689674124845.html>

Description

the article showcases the marketing dynamics involved in achieving significant sales figures in the direct selling industry in Karnataka, emphasizing the importance of marketing strategies, consumer engagement, and market share.

BY PULKIT

4.PROMOTION SELL PROCESS

4.

**Akasa Air announces mega anniversary sales:
15% discount on flight tickets across 16
domestic destinations**

1 min read • 02 Aug 2023, 02:06 PM IST

Sounak Mukhopadhyay

Akasa Air celebrates one-year anniversary with a special sale; up to 15% discount on flight tickets for 16 domestic destinations.



An Akasa Air passenger aircraft taxis on the tarmac at Chhatrapati Shivaji International Airport in Mumbai, India, May 2, 2023. REUTERS/Francis Mascarenhas/File Photo (REUTERS/Francis Mascarenhas/File Photo)

Akasa Air has announced a special sale to celebrate its one-year anniversary of commercial operations. Travellers can enjoy up to a 15% discount on flight tickets for 16 domestic destinations served by the airline. To avail of this offer, bookings can be made through Akasa Air's app and website. The anniversary sale and the app-exclusive offer will be valid until August 7.

<https://www.livemint.com/companies/news/akasa-air-announces-mega-anniversary-sales-15-discount-on-flight-tickets-across-16-domestic-destinations-11690965036891.html>

SOURCE:LIVE MINT

DATE: 02 AUG 2023

Akasa Air's mega anniversary sale is a well-conceived promotion strategy. The promotion is likely to be successful in achieving its goals. The promotion concept is to offer a 15% discount on flight tickets for 16 domestic destinations. This is a time-limited offer that is valid for bookings made through the Akasa Air app and website.

BY SUPRIYA

5.Catalogue marketing

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	acer Swift ⁷	ASUS Vivobook S14/S15 ⁶	DELL Inspiron 13 5330 ⁷	hp Envy x360 ⁸	Lenovo Yoga Slim 6/7 ⁹	SAMSUNG Galaxy Book3 Pro ¹⁰
MRP	₹89,999	₹82,990	₹1,05,515	₹84,999	₹1,27,290	₹1,31,990
Discount up to	₹20,000	₹17,000	₹21,000	—	₹47,300	—
Cashback up to	₹3,000	—	₹2,000	15%	₹5,000	₹10,000
Exchange Bonus up to	₹5,000	₹4,000	₹10,000	₹17,000	₹21,000	₹8,000
Effective Price	₹61,999	₹61,990	₹72,515	₹55,250	₹53,990	₹1,21,990
EMI	6 & 9 month No Cost EMI	EMI starting from ₹2,256/month*	EMI starting from ₹9,399/month*	EMI starting from ₹6,139/month*	12 month No Cost EMI	12 month No Cost EMI

Catalogue marketing –

Intel has displayed all its laptop products of different brands and made a combined catalogue so that the customers can choose from these instead of looking at each product individually. This reduces the cost for marketing as well.

Source: Times of India, 7th August 2023

By Reeshmika G, 23BSPHH01C0780