

VIDEOCON INDUSTRIES LIMITED

- Videocon Industries Limited was a prominent Indian company founded in 1979. It was headquartered in Mumbai, Maharashtra, India.
- VIL was incorporated on [04th September 1986](#). The Corporate Identification Number of Videocon Industries Limited is L99999MH1986PLC103624 and is under jurisdiction of Registrar of Companies, Mumbai.
- [Diverse Portfolio](#): The company operated in multiple sectors, including consumer electronics, home appliances, oil and gas exploration, telecommunications, and power.
- [Telecommunications](#): Videocon also ventured into the telecommunications industry, offering Mobile phone services and devices.



VIDEOCON INDUSTRIES LIMITED

- Consumer Electronics and Home Appliances: Videocon was well-known for its consumer electronics products, such as televisions, air conditioners, refrigerators, washing machines, and other home appliances.
- Oil and Gas: The company had a presence in the oil and gas sector, engaging in exploration and production activities.
- International Presence: Videocon had a global footprint with operations and subsidiaries in various countries, including India, Italy, Poland, China, and others.
- Financial Troubles: Over the years, Videocon faced financial challenges, accumulating significant debts and facing liquidity issues.
- Bankruptcy: Due to the financial crisis, Videocon Industries Limited filed for bankruptcy in 2018, facing insolvency proceedings under the Indian bankruptcy code.



MISSION

- To be a market leader in the field of television glass and components.
- To provide customer satisfaction through quality products at competitive prices with timely delivery and effective service.
- To achieve continuous up gradation of technology and process through innovation and human resource development.
- To be a responsible corporate citizen, provide value to stakeholders, contribute to sustainable environmental quality and respond to the needs of society.

CORE VALUE

- **Quality and Excellence:** Commitment to providing high-quality products and services, aiming for excellence in all business endeavors.
- **Customer Centricity:** A focus on understanding and meeting the needs of customers, ensuring their satisfaction and loyalty.
- **Innovation:** Encouraging a culture of innovation and continuous improvement to stay ahead in the competitive market.
- **Integrity and Ethics:** Adherence to strong ethical principles and integrity in all business dealings.



UNIQUE SELLING POINT

- **Diverse Product Range:** Videocon offered a comprehensive lineup of consumer electronics and home appliances, including televisions, air conditioners, refrigerators, washing machines, microwaves, and more. This extensive product range allowed customers to find multiple solutions for their needs, all from a single brand.
- **Innovative Technology:** The company emphasized technological innovation in its products, integrating advanced features and cutting-edge technologies to provide enhanced user experiences.
- **Affordable Pricing:** Videocon positioned itself as a brand that offered value for money, providing competitively priced products in the consumer electronics and home appliances segments.
- **Indian Brand Identity:** As an Indian multinational company, Videocon leveraged its domestic brand identity to appeal to the Indian consumer market, focusing on localization and understanding the unique needs of the Indian population.



BRAND MESSAGING

- **Brand Positioning:** Clearly defining the brand's unique value proposition and how it stands out in the market. This includes identifying the target audience, understanding their needs, and positioning the brand as the ideal solution.
- **Brand Promise:** Articulating the specific benefits and promises that the brand offers to its customers. This promise should be authentic, credible, and deliverable.
- **Brand Story:** Crafting a compelling narrative that communicates the brand's history, mission, and values. A well-crafted brand story can help build an emotional connection with customers.

TAGLINE

- **Experience Change is used as the tagline by the company** “The Videocon Group”. This is one of the multi-national companies. The tagline was unveiled in the year 2009 while it was promoting itself in an event in the IIFA awards.

COMPETITORS

- Videocon Industries Competitors include
 - Samsung
 - LG
 - Sony
 - Whirlpool
 - Panasonic
 - Haier
 - Godrej
 - Voltas
 - BPL



COMPETITORS

Samsung Electronics:



- Samsung is a global leader in consumer electronics and home appliances. The company is known for its wide range of products, including smartphones, TVs, refrigerators, washing machines, and more. With a strong brand presence and a diverse product portfolio, Samsung has been a significant competitor for Videocon.
- The Unique selling proposition for Samsung are mostly in **the quality of their products, coupled with the high tech engrained** into the cell phones, cameras and other products and, also the price which is reasonable, not Really cheap while at the same time not too expensive.
- <https://www.samsung.com/in/>



COMPETITORS

LG Electronics:



- LG is another South Korean multinational company that competes with Videocon in the consumer electronics and home appliances market. Like Samsung, LG offers a variety of products, such as TVs, smartphones, air conditioners, washing machines, and refrigerators, making it a tough rival for Videocon.
- “Life's Good”, which has always been LG Electronics' distinctive **Unique Selling Proposition**, reflects the company's desire to make life better and happier through cutting-edge products and technological solutions.
- <https://www.lg.com/in>

COMPETITORS

Sony Corporation:



- Sony is a Japanese conglomerate with a prominent presence in the consumer electronics industry. The company is renowned for its high-quality products, including TVs, audio systems, gaming consoles, cameras, and more. Sony's reputation for innovation and technological advancements has allowed it to be a strong competitor for Videocon Industries.
- The innovativeness of Sony comes from the strategy of creating their own in-house technology for their product development rather than adopting and relying on market technology. Long before the I Pod from Apple becomes the world iconic music device, there was the Walkman from Sony.
- <https://www.sony.com/en/>



BUYERS PERSONA

- Buyer's persona is a profile that represents a subgroup of target audience.
- User persona are based on real life data and reflect the wants and needs of the audience or users.
- We have collected the user persona of a person who is working in IT sector and by this we understood what are the improvements to do for the organization.



OLIVIA WILSON

Social Media Marketing

PROFILE

Gender : Female
Age : 20
Address : 123 Anywhere
St., Any City

BIOGRAPHY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MOTIVATIONS

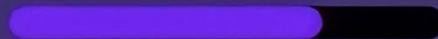
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PERSONALITY

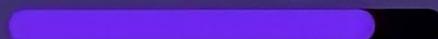
Analytical



Problem-Solving



Public Speaking



TEAMS

1 Photographer

1 Copywriter

2 Graphic Designer

SEO AUDIT

- SEO means Search Engine Optimization.
- An SEO audit is the process of evaluating how well your website is optimized for search engines. It identifies errors that can prevent your site from ranking well and opportunities that can help you rank better.
- It is basically an overall “health check” for a website

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.



Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
company	✓	✗	✓	14
news	✗	✗	✓	8
community	✗	✗	✓	7
impact	✗	✗	✗	5
covid-19	✗	✗	✓	4
events	✗	✗	✓	3
building	✓	✗	✓	3
skip	✗	✗	✗	3

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
company news	✗	✗	✗	4
news events	✗	✗	✗	3
screen-reader mode	✗	✗	✗	2
enter skip	✗	✗	✗	2
remote internships	✗	✗	✗	2
lindsay siegel	✗	✗	✗	2
siegel director	✗	✗	✗	2
impact company	✗	✗	✗	2

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 299

It has been well researched that higher text content volumes are related to better ranking ability in general.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
company new york	🇺🇸 EN	7	74,000	1,894
company	🇺🇸 ES	12	135,000	1,012
ny company	🇺🇸 ES	10	74,000	836
company	🇺🇸 EN	16	135,000	580
company co	🇮🇨 EN	1	880	267
company co	🇺🇸 EN	1	880	267
company building	🇺🇸 EN	1	480	145
nyc company	🇺🇸 EN	7	3,600	92
company ventures	🇺🇸 EN	4	1,300	85
company ventures	🇺🇸 ES	4	1,300	85

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from its Keyword Rankings

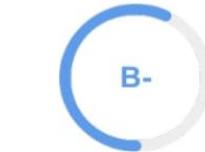


6,021
Monthly
Traffic
Volume

Website Report for company.co

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for company.co



Your page could be better

Recommendations: 18



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Include a meta description tag

On-Page SEO

High Priority

Add Canonical Tag

On-Page SEO

Medium Priority

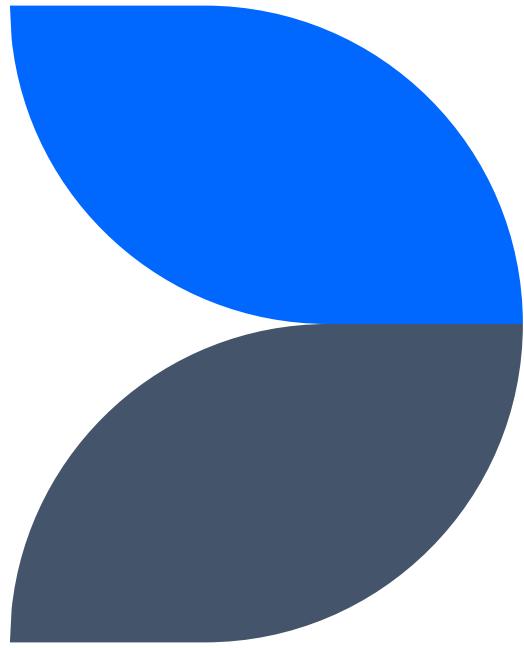
Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

CONTENT CREATING IDEAS AND STRATEGIES

PART 3



CONTENT

- Content is the key to marketing, to advertise a brand or to create interest on that brand marketing plays a vital role.
- Our team had designed a content calendar in order to produce wonderful content within the limited time.
- This calendar helped us a lot and saved our time.

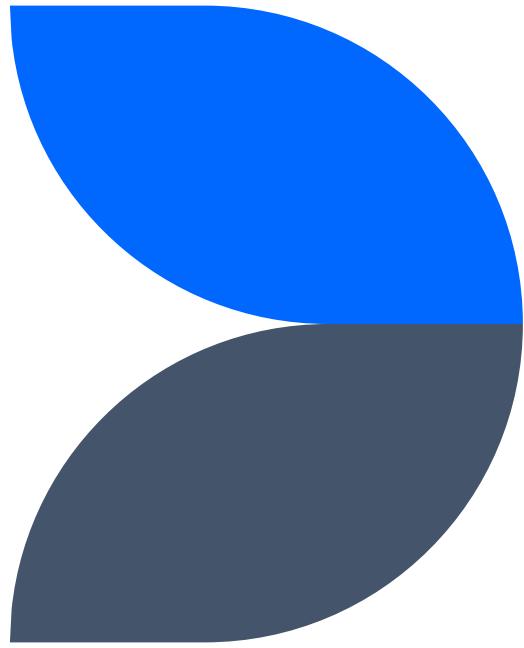
JUNE 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5 Searching for the information of Videocon	6	7 Taking some information	8	9 Group meeting	10
11	12	13 Group analysis	14	15 Discussing about project work	16	17
18	19 Build brand awareness	20	21	22 Creating contact	23	24
25	26	27	28 Executing the project	29	30	1

- By following the calendar, we have reached our objectives.
- As the part of marketing, we have designed few posters and advertising videos.
- Attracting the people towards the organization totally depends on the way we showed about the organization.
- It's been a tough challenge to our team to get thoughts regarding content.
- We have explored different faces of the organization, like their infrastructure, about their clients and we heard the reviews of the employees of the organization.
- After this we have discussed together and made this content.

CONTENT CREATION AND CURRATION

PART 4



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format-1:- Clearly define your target audience.

Aim:- A target audience is a specific group of people most likely to be interested in your products or services.

Date:- 25-07-2023

Idea:- Videocon targeting audience expectations.

Format-2:- Create your content

Aim:- Checking for Competitors products and sites.

Date:- 25-07-2023

Idea:- Videocon developing products.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format-3 :- Clearly define your target audience.

Aim:- To create awareness ads.

Date:- 25-07-2023

Idea:- Videocon collaborating with Advertising companies.

INSTAGRAM STORIES



VIDEO DESIGNING



SOCIAL MEDIA AD CAMPAIGN

INSTAGRAM



LINKED IN



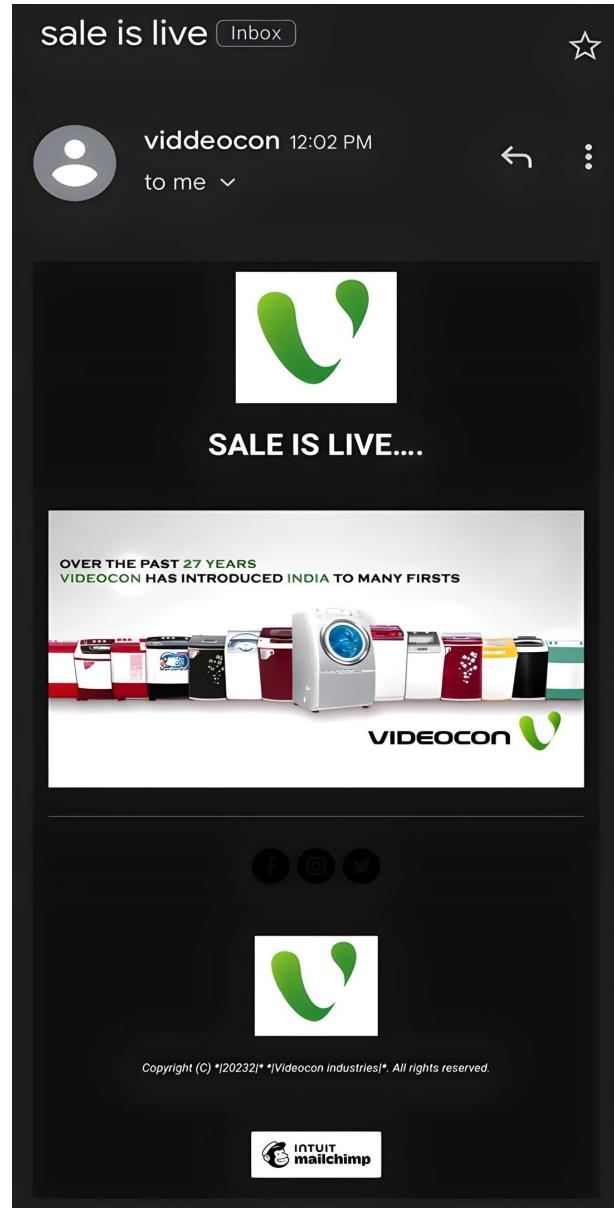
SOCIAL MEDIA AD CAMPAIGN

- A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms.
- Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability
- The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness and better brand awareness means better results with all your other campaigns.

EMAIL AD CAMPAIGN

Email Ad Campaign 1 : Brand Awareness

- This email sent by users for creating more awareness regarding the Videocon Industries



EMAIL AD CAMPAIGN

Email Ad Campaign 2 : Lead Generation

- By creating this Email, the process of attracting prospects to your business and increasing their interest through nurturing, all with the end goal of converting them into a customer Some ways to generate leads are through job applications, and online content

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- By doing this project we have learnt many new things.
- We have faced many challenges while doing SEO part and content making ideas. For this project we have explored many websites and read few magazines to know more about the organization.
- By doing these things we have improved our abilities.
- By this project we have enhanced our communication and presentation skills.