

M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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WOMEN FOUNDERS RULING THE MARKET

"Nykaa", the first e-Commerce cosmetics-to-fashion retailer start-up headed by an Indian woman Falguni Nayar, made history by becoming the first Indian company in the beauty business to go in for a blockbuster IPO. It booked a profit of \$8 million and even raised ₹2,396 crores from anchor investors.

The stock gained a premium of over 82% on its issue price. After the IPO's success, it plans to triple its brick-and-mortar stores to 300. Nykaa, which sources many products from Europe, is also focusing on ramping up exports of its private brands to the United Kingdom and the Middle East. [click here](#)

TRENDING



FLIPKART NEW ACQUISITION

Walmart-owned Flipkart said it will acquire a lion's share of Kolkata-based Sastasundar Marketplace that owns and operates an online pharmacy and digital healthcare platform, SastaSundar.com. The company is supported by investors from Japan, namely Mitsubishi Corporation and Rohto Pharmaceuticals.

Flipkart will be foraying into the healthcare sector through the launch of Flipkart Health+. They will be focussing on leveraging the combined strengths of the Flipkart Group, which includes its pan-India reach and technology capabilities, with SastaSundar's deep expertise to provide consumers end-to-end offerings in the health-tech ecosystem.



BATTLE OVER "PE"

The constant battle for the "Pe" suffix between two Fintech companies, PhonePe and BharatPe, has re-intensified. BharatPe files a plea with the Delhi High Court to invalidate PhonePe's trademark. They later took this action claiming 'PostPe', another fintech company, bearing a remarkably similar brand name. BharatPe filed six "cancellation proceedings" with the Delhi High Court's intellectual property division against the constant allegation of use of "Pe". They have asked PhonePe Pvt. Ltd. to cancel several registrations for the "Pe" suffix in the Devanagari script.

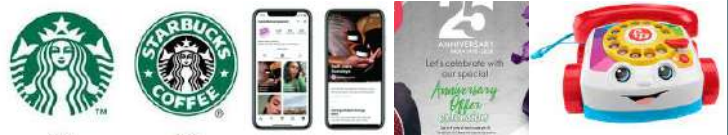


DID YOU KNOW ? WORTH MILLIONS

MARKETING STRATEGIES!

Iconic Global Brands made different strategies to celebrate their milestones that increased their customer engagement.

- Starbucks celebrated their 40th anniversary, coming with new logo & new products.
- Instagram celebrated its 10th anniversary by introducing numerous new features, including a Stories Map, an IGTV Shopping upgrade, and custom app icons.
- During pandemic, Oriflame community celebrated 25th anniversary online with Giveaway presents, GIFs, AR filters, Live celebrations, and much more, resulting in 6.2M reach and 5L interaction.
- Fisher-Price celebrated its iconic Chatter Telephone's 60th birthday by launching a new edition with a sleek design. It can be connected via Bluetooth and can be used to make actual voice calls.



JIOMART AT YOUR DOORSTEP

Indians can now order groceries from WhatsApp through a new "Tap and Chat" feature, where groceries will be delivered from the nearest Jiomart store.

This recent \$6 billion partnership of the Meta platform (Facebook) into the Jio platform, aims to tap into India's largest mobile operator's popularity to reach users and relies on its largest brick and mortar store chains to execute delivery.

Through this investment, customers will be able to fill their shopping baskets within the WhatsApp app and pay using JioMart or cash when their order arrives. On the shopping front, WhatsApp promises to be a familiar access point for both customers and retailers. Kirana Stores, the country's common little neighborhood stores, would also be attracted to this initiative, as the majority of their operators are already members.

MARKETAINMENT

IDENTIFY THE BRAND:

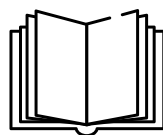
A.



B.



C.



D.



'EAT 5 STAR. DO NOTHING'

The brand has launched a campaign called 'NothingCoin', which can be mined by doing, well, nothing at all and later used to make purchases at JioMart. After walking into the bank, one can simply log into their digital wallet, a mobile microsite that will detect your inactivity and mine 'NothingCoins' for as long as you sit still. [click here](#)



DIGITAL ASSET



Do you know the videos and graphics you watch on the internet have value? It has a proof-of-ownership called the Non-Fungible Token. It is proof that the buyer owns it. Regardless of the items or services you provide, NFTs will be used to develop your digital identity. Marketers and brand owners should pay attention because it will not only generate headlines but also provide them with a new marketing strategy. NFTs are a great brand engagement tool that would generate new income streams and develop relationships with customers in an innovative manner. This blurs the distinction between consumer and investor by allowing their followers to own a piece of the brand, enable exclusive benefits, and resell it for a profit in the future.

Nowadays, brands are creating a unified NFT experience for their consumers. Taco Bell, in February 2021, implemented a strategy around NFTs and put on sale a series of NFT gifs on the specialised digital marketplace Rarible, with all of them selling out in under 30 minutes. NFTs are the harbinger of brands that will engage with their customers in the digital world. Early movers will establish themselves as leaders and capture the imagination of a growing generation.

 **Marketainment : a) Xbox**

b) Starbucks

c) Facebook

d) Firefox

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Everything you're looking out for to quench your curiosity of marketing, whether it be marketing concepts, latest trends, news, brand stories, innovative campaigns, buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop solution to look forward to.

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