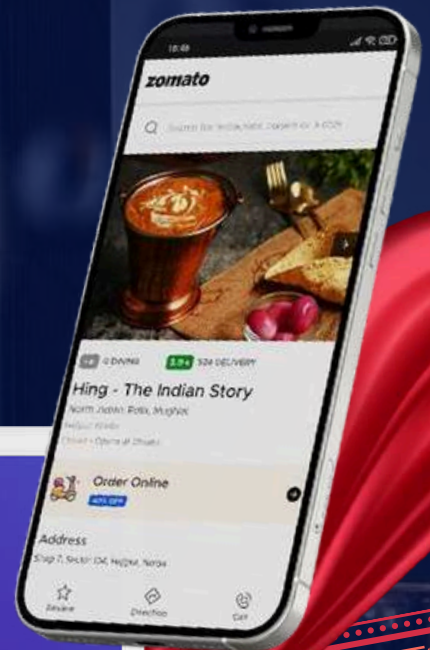


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GLOBAL NEWS

THE NEXT BIG LEAP IN THE
TECH WORLD



In a groundbreaking leap toward the future, the tech titans are writing a new chapter in the AI revolution. Amazon, Google, Microsoft, and Meta are making massive investments in artificial intelligence, reaffirming their commitment to driving forward technological advancements that will redefine consumer experiences across the globe.

Facing rising competition from newer players like DeepSeek, these tech titans are not holding back. They've announced plans to significantly boost their funding for AI technology, particularly focusing on the data centers that drive their innovations. To give you an idea Microsoft, Google, and Meta plan to collectively spend over \$215 billion this fiscal year, a whopping 45% increase from their previous record expenditures!

What does this mean? When these companies pour money into AI, they're not just boosting their capabilities but also focusing on delivering more personalized and interactive consumer experiences. This investment surge is a testament to their determination to stay ahead in the AI race and keep pushing the boundaries of what's possible.

The message from Amazon, Google, Microsoft, and Meta is clear that the AI revolution is far from over, and their extremely high amount of spending is just the beginning. As these tech titans double down on their AI investments, the world can anticipate groundbreaking advancements and a future increasingly shaped by artificial intelligence. The landscape of technology continues to evolve at a breathtaking pace, driven by the relentless pursuit of AI excellence.



amazon

meesho

Flipkart

SWIGGY
instamart

NYKAA

blinkit

zepto

Digi-Buzz

IS ZEPTO SET TO CHALLENGE AMAZON IN THE
FUTURE?



Zepto's CEO Aadit Palicha predicts that quick commerce will soon rival traditional e-commerce giants like Amazon and Flipkart. With a 120% rise in revenue, Zepto surpassed competitors like Blinkit and Instamart. Quick commerce's success will depend on perfect execution and evolving strategies. Zepto's performance on New Year's Eve was a record-breaker, with a massive surge in orders, while Blinkit also saw its all time highest sales.

The concept of "Customer Value Proposition" revolves around how a product or service solves a problem or enhances the customer's experience. Quick commerce aims to provide ultra-fast delivery, which is a game changer for convenience-focused consumers. The rapid scaling of this industry depends on delivering exceptional customer value, with Zepto leading the charge.

Zepto's growth highlights how their customer value proposition of delivering products in minutes is attracting huge demand, which is reflected in their sales figures. With the right execution and adapting to the market, quick commerce can scale up to challenge e-commerce giants, just as Palicha predicts.



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GOVT NEWS

BHARAT TEX 2025 REVOLUTIONIZES INDIA'S TEXTILE INDUSTRY, WEAVING A NEW FUTURE



Bharat Tex 2025, a visionary initiative, is set to transform India's textile industry into a global powerhouse! By leveraging cutting-edge technology, sustainable practices, and skill development, Bharat Tex 2025 aims to empower the sector to compete globally, creating new opportunities for growth, employment, and exports.

With its focus on sustainable manufacturing, Bharat Tex 2025 is expected to significantly reduce the sector's carbon emissions, making a positive impact on the industry's environmental footprint.

Bharat Tex 2025 is also poised to have a significant impact on the marketing world! With the rise of sustainable and eco-friendly products, marketers will need to adapt their strategies to appeal to the growing demand for environmentally responsible textiles.

How will marketers balance the need for sustainability with the demand for fast fashion? As the textile industry evolves, it is expected to see a shift in consumer behaviour, with more emphasis on quality and sustainability over quantity and price. This presents a unique opportunity for marketers to reposition their brands and appeal to the growing demand for eco-friendly products.

The implications of Bharat Tex 2025 are far-reaching, and the marketing world will need to be agile and adaptable to keep pace. As the industry continues to evolve, one thing is certain that Bharat Tex 2025 will be a game-changer for the textile industry and the marketing world.



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INDUSTRIAL TREND

**A DIGITAL FEAST IN SMALL TOWNS AS EATERIES GO
ONLINE**



A quiet transformation is brewing in India's small towns. The aroma of freshly cooked meals no longer lingers in the streets but now finds its way through digital screens. With the rise of food delivery platforms like Zomato and Swiggy, eateries in tier-II and tier-III cities are stepping into the digital age, mirroring the dining habits of metro consumers.

This shift isn't just about convenience, it's a marketing revolution. Restaurants are no longer relying solely on foot traffic, they are tapping into digital platforms, online reviews, and targeted promotions to attract customers. The integration of automation tools like DotPe and UrbanPiper is streamlining operations, making it easier for businesses to manage orders, payments and customer relationships in one place.

The impact? Massive. India's food services market is on track to nearly double, from \$80 billion today to \$152 billion by 2030. As smaller towns embrace online food ordering, brands must rethink their strategies. Personalized ads, hyperlocal marketing and influencer collaborations will be key to capturing this growing audience.

The rise of digital adoption in smaller towns is more than just a trend, it's a fundamental shift shaping the future of the food industry. This means an opportunity to grow beyond geographical boundaries, leveraging the power of technology to connect with consumers in new and innovative ways. The restaurants that adapt today will be the ones leading tomorrow's digital dining experience.



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Brand in Talk

JIOHOTSTAR LAUNCHES, REDEFINES INDIAN STREAMING LANDSCAPE



In a move that's set to shake up the Indian streaming landscape, JioHotstar has finally launched, bringing together the best of JioCinema and Disney+ Hotstar under one roof. Now, just imagine having access to staggering hours of content, including movies, TV shows, web series and live sports, all at your fingertips.

This power-packed merger combines the strengths of two streaming giants, offering users an unparalleled entertainment experience. With exclusive content from international studios and streaming platforms like Disney, NBC Universal's Peacock, Warner Bros, Discovery, HBO and Paramount, JioHotstar is the ultimate destination for entertainment enthusiasts!

But what really sets JioHotstar apart is its affordability. With a free tier and subscription plans starting at just ₹149 per quarter, you can indulge in your favourite shows and movies without burning a hole in your pocket. Existing subscribers of JioCinema and Disney+ Hotstar will be seamlessly transitioned to the new platform, ensuring uninterrupted access to their favourite content.

JioHotstar's CEO, Kiran Mani, emphasizes the platform's vision to make premium entertainment accessible to all Indians. With AI-driven recommendations and streaming in over 19 languages, JioHotstar is poised to redefine the Indian streaming experience.

ECONOMICS DECLASSIFIED

THE GREEN LIGHT FOR INDIA'S SPENDING SPURGE



If the economy were a grand feast, the 2025 Union Budget just handed India a bigger plate and a more lavish buffet. Finance Minister Nirmala Sitharaman's latest budget is not just about numbers, it's a plan designed to boost consumer confidence, spending, and economic growth. But how does this actually impact everyday Indians and the business world?

The government's move to inject ₹1 trillion into the economy is expected to trigger a consumption boom. More disposable income through tax reliefs, higher wages, or government incentives leads to increased spending. When people spend more, demand rises, encouraging businesses to expand, hire more workers, and produce more goods. This cycle keeps the economy active and thriving, much like a domino effect where one move sets off a chain reaction.

The government has flashed a green light for multiple sectors:

- **Zero Tax for Low Earners:** Income tax exemptions up to ₹7 lakh mean people keep more of their earnings, leading to higher spending on essentials and lifestyle products.

- **MSME Boost:** Small businesses are the backbone of India's economy. With MSME loan limits raised to ₹2 crore, more entrepreneurs will get access to funding.
- **Capex Drive:** Increased investment in infrastructure will lead to better roads, bridges, and connectivity, creating jobs and boosting commerce.

The 2025 budget has set the stage for a consumption-driven economy, creating new opportunities for businesses and marketers alike. With more money in consumers' hands, the demand for products and services is set to rise, but the real winners will be those who can anticipate changing behaviors and act swiftly.

Brands must go beyond traditional marketing and focus on data-driven insights, regional expansion, and hyper-personalized engagement to tap into India's evolving consumer landscape. As Tier 2 and Tier 3 cities gain purchasing power, businesses that adapt early will gain a competitive edge.

This budget isn't just about spending, it's about reshaping the market dynamics. Those who understand and respond to these shifts will not only thrive but define the next chapter of India's growth story.





zomato

SWOT Model



STRENGTH

- **Strong Brand Name & Trust:** Zomato is a trusted name in India's food delivery, known for reviews, ordering, and quick service.
- **Market Leader in Food Delivery:** Zomato with millions of customers, is a top player alongside Swiggy, benefiting from its long industry presence.
- **Diversification into New Businesses:** Zomato now owns Blinkit, allowing delivers of groceries, essentials, and electronics within minutes. Hyperpure is its B2B business that supplies fresh ingredients to restaurants.

WEAKNESSES

- **Too Dependent on Food Delivery for Revenue:** Zomato's food delivery is the main source of income. Inflation or economic issues, could reduce food order's, impacting its revenue.
- **High Competition from Swiggy:** Swiggy remains a strong competitor, with both companies offering discounts constantly, reducing their profits.
- **Quick Commerce is Expensive to Run:** Quick commerce is tough due to 10-15 min deliveries, high warehouse, rider, and inventory costs, making profitability challenging.

OPPORTUNITIES

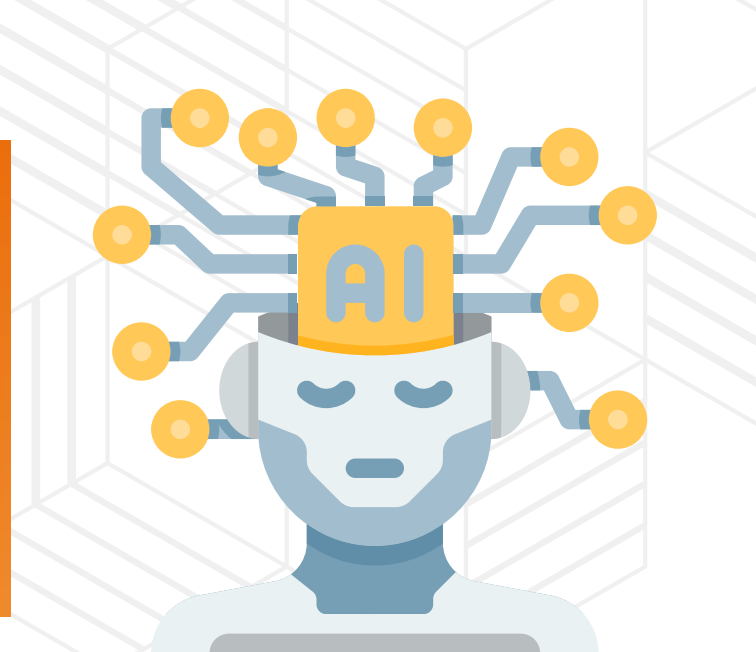
- **Growth in Quick Commerce:** India's quick commerce market is growing, and Blinkit is set for major growth. If Zomato boosts operational efficiency and cuts delivery costs, Blinkit could become a key revenue source.
- **Scaling Hyperpure's B2B Business:** Zomato's Hyperpure business can boost higher-margin revenue by supplying more restaurants in India.
- **Partnerships with Health and Wellness Brands:** Zomato can offer nutritional meal plans, diet-based recommendations, and fitness brand partnerships for health-conscious consumers.

THREATS

- **Intense Competition from Swiggy, Zepto, and Dunzo:** Swiggy excels in food delivery, Zepto and Swiggy Instamart in quick commerce. If Blinkit doesn't scale, Zomato may struggle.
- **Government Regulations on Gig Workers:** New labor laws for gig workers' rights may raise costs for Zomato due to required wage and benefit improvements for delivery partners.
- **Cybersecurity Risks and Data Privacy Concerns:** Zomato's large customer data makes it prone to cyberattacks, risking its reputation and regulatory issues.

BLOG OF THE MONTH

IMPORTANCE OF CRAFTING EMOTIONAL CONNECTIONS IN THE AGE OF AI



In an era where artificial intelligence dominates headlines, one might assume that the future of marketing is solely in the hands of algorithms. But what if the real magic lies elsewhere? What if it's not just about data-driven models but something much more human and timeless?

At its core, marketing is an art enriched by human connection. While AI can analyze data and predict trends with unprecedented accuracy, it falls short in crafting narratives that deeply resonate with audiences. This is where marketers, with their creativity and empathy, shine. They translate data and insights into stories and strategies that evoke emotions and forge lasting connections.

Take, for instance, the brilliant "Jio Digital Life" campaign by Reliance Jio. By offering free data as a welcome offer, this campaign didn't just promote a product, it revolutionized the way Indians perceived connectivity. It bridged the digital divide, bringing millions online and fostering a connected community.

Then there's Ariel's "Share the Load" campaign, which addressed the deeply rooted issue of gender inequality in household chores. By challenging traditional norms and encouraging shared responsibility, Ariel struck an emotional chord, sparking conversations and driving societal change.

Similarly, Tanishq's "Ekatvam" series broke cultural barriers by celebrating unity in diversity. The advertisements showcased interfaith harmony, positioning Tanishq as a brand that stands for inclusivity in a way that data alone could never achieve.

Human marketers serve as bridges within organizations, uniting diverse teams with a shared brand vision. They bring strategic thinking and adaptability, interpreting data against the backdrop of cultural trends and moral considerations. While AI schedules the meeting, it's the human touch that rallies people toward common goals.

As the digital world advances, marketers remain irreplaceable. Their unique ability to adapt and innovate ensures that marketing remains a relevant and impactful craft. As highlighted, while AI serves as a powerful tool, it's the human elements of storytelling and empathy that keep marketing real and effective. By championing consumer values and fostering genuine connections, marketers are not just keeping up with the future, they are actively shaping a more equitable and empowered marketing landscape.

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