

MAY 2025

Marketing Insights Newsletter of Marketing360.in

# PANORAMA

# MARKETING 360



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# GLOBAL NEWS

## HOW IS INDIA RESHAPING GLOBAL TRADE



In a world where trade tariffs dictate economic dynamics, India is emerging as a game-changer. Amid the chaos spurred by new tariff policies under US President Donald Trump, India finds itself in a unique position that could shift the global trade landscape significantly.

Recent developments have positioned India as a pivotal player in international trade negotiations. Two key changes stand out: the finalization of a Free Trade Agreement (FTA) with the UK after years of discussions, and the temporary 90-day reduction of reciprocal tariffs between the US and China. These shifts offer India potential advantages in strengthening trade relations and reducing tensions.

Experts like Sonal Varma and Aurodeep Nandi from Nomura highlight cautious optimism surrounding the US-India trade deal. Despite uncertainties regarding tariffs, there is a consensus that India's proactive approach in negotiating bilateral deals with the US places it ahead in easing trade tensions. Furthermore, India's strategic stance on Asia especially concerning China, coupled with a differential tariff strategy, broadens the horizon for optimistic trade outcomes. Factors such as a promising monsoon, rural economic recovery, lower inflation, and recent personal income tax cuts suggest a slowing growth trend might soon reverse, bolstering India's trade capabilities.

India's calculated trade moves, coupled with favorable economic indicators, signal a promising shift in the global trade arena. While uncertainties linger, the country's early engagement and strategic

positioning could redefine its role and benefits within the global trading system, paving the way for a more robust and resilient economic future.

### KEY INSIGHTS

- India's completion of a UK-India Free Trade Agreement positions it as a stronger partner in global markets.
- Proactive bilateral negotiations with the US, amid US-China tariff reductions, give India an edge in easing trade tensions.
- Favorable domestic factors, strong monsoon, rural recovery, low inflation, and income-tax cuts enhance India's export potential.



# Digi-Buzz

## GOOGLE LAUNCHES GAME CHANGING AI TOOL 'VEO 3' FOR INSTANT VIDEO GENERATION

Google Veo 3

*What if creating a video was as simple as writing a sentence? No shoots, no editing suites, no production delays, just a spark of an idea and a few words. That's exactly what Google Veo 3 promises.*

Google has launched Veo 3, its latest AI-powered video generator, and it's poised to revolutionize the way we think about content creation. Designed to make video production faster, easier, and more accessible, Veo 3 empowers creators of all kinds to bring ideas to life without the need for technical expertise or expensive equipment.

At its core, Veo 3 is a text-to-video generator. Users can simply enter a descriptive prompt, and the tool produces a visually compelling video complete with smooth transitions, lifelike motion, and even audio. It supports resolutions up to 1080p or higher, delivering output that feels polished and professional. Whether you're drafting a quick marketing concept or producing educational content, Veo 3 offers both speed and quality.

What makes Veo 3 especially exciting is its user-friendly interface and creative flexibility. Users can refine the length, style, and tone of the video to suit their brand or message, all without any prior design or editing experience. It's built for the fast-

moving pace of today's digital world where time is short, budgets are tight, and attention spans are shorter.

Currently, Veo 3 is being rolled out to select users in the U.S. It's available through Google's Gemini Ultra subscription at \$249.99 per month, and for enterprise clients via the Vertex AI platform. Google has indicated plans to expand availability in the near future, making the tool even more accessible to global users.

Of course, with such a powerful tool comes the need for responsibility. When lifelike content is so easy to produce, marketers must lead with ethics staying transparent and true to brand values to ensure trust remains intact.

In a world where content is king and speed is currency, Google Veo 3 offers the kind of power that marketers once only dreamed of. This isn't just a new tool, it's a new era.

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# GOVT NEWS

## INDIA'S BOLD MOVE TO WELCOME FOREIGN PLAYERS

India is on the brink of a transformative shift, signaling a bold embrace of globalization & plans to open its massive government procurement market, estimated at \$700-\$750 billion annually, to foreign firms, including US giants, it could redefine global trade and consumer empowerment in one stroke. This unprecedented policy shift aligns with India's nuanced approach to balancing domestic protections while fostering international collaboration, making it a pivotal moment in trade policy evolution.

At the heart of the negotiations lies a promise of reciprocal access, US companies might gain entry to prestigious federal contracts, while Indian firms unlock international markets. It's a win-win formula for innovation, efficiency, and the introduction of cutting edge technologies into critical sectors like railways and defense industries, where domestic solutions have often fallen short.

But this isn't just about contracts, it's about competitive equity. When the market opens, consumers stand to benefit through better infrastructure, technology driven services, and enhanced value creation.

By empowering global brands to compete, India positions itself to lead an interconnected global economy where consumers, not special interests, drive outcomes.

This move isn't just policy on paper it's a seismic shift toward a collaborative international future and for those navigating trade and procurement, it's a case study in strategic modernity.

### KEY INSIGHTS

- \$700-\$750 billion: Size of India's annual government procurement market that will now be open to foreign firms.
- 2 Key Sectors: Railways and defense industries are explicitly highlighted as areas where cutting edge foreign technologies can compete.
- A single pact promises equal access for US companies to Indian federal contracts and for Indian firms to international markets.

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adani

# INDUSTRIAL TREND

ADANI GROUP'S STRATEGIC POWER PUSH  
IN MAHARASHTRA



Adani Group is making a bold move to enter electricity distribution in areas currently served only by state run Mahadiscom. Targeting key suburban and industrial zones like Mulund, Thane, Navi Mumbai, and JNPT, Adani aims to serve over five lakh consumers within five years. This is the first application for a parallel distribution licence under the Electricity Act, 2003, signaling a major shift in the power sector.

This initiative reflects a classic market penetration strategy, entering an existing market with existing services to challenge the incumbent. By leveraging its brand, scale, and efficiency, Adani aims to disrupt a monopoly, offer consumers more choice, and boost service quality in strategically important regions.



## KEY INSIGHTS

- **Adani's Power Push:** Seeking a parallel licence to distribute electricity in Mahadiscom served areas like Mulund, Thane, Navi Mumbai, and JNPT.
- **Regulatory Milestone:** First ever application under the Electricity Act, 2003 for private entry in state run zones.
- **Expansion Goal:** Plans to serve 5+ lakh consumers within five years through subsidiary AENM.
- **Ownership:** Adani Transmission owns 99% of AENM, remainder held by nominees like Pranav Adani.

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# ECONOMICS DECLASSIFIED

INDIA'S ECONOMIC RESILIENCE AMID GLOBAL  
UNCERTAINTY

Just like a well-balanced bicycle rides steadily even on a bumpy road, India's economy is staying stable while many other countries are struggling with high inflation, war impacts, and uncertain growth. Even in such a tough global environment, India continues to show strength, careful planning, and progress.

According to the Reserve Bank of India (RBI), the economy is moving forward with "cautious optimism." A major reason for this is the fall in retail inflation, which means the prices of daily goods and services are under control. When people don't have to worry about sudden price hikes, they are more likely to spend on not just essentials but also comfort items and experiences. This boosts demand in the market and encourages businesses to grow.

The RBI also highlighted the need to focus on crops that can handle changing weather. When farmers are able to produce food without large risks, the supply stays smooth, and prices don't swing suddenly. This helps both sellers and buyers plan better.

However, this kind of stable environment is golden. When people feel financially secure, they are more open to trying new brands, switching preferences, or spending on things they value. Businesses can take this chance to design better campaigns, introduce innovative products, and build strong customer connections.

India's journey through global uncertainty shows that

with the right balance of policy, planning, and confidence, growth can continue. This steady path benefits not only the economy but also the everyday choices of people and businesses.

## KEY INSIGHTS

- Retail inflation dropped and focus on resilient crops ensures stable prices and consistent supply.
- The RBI projects 'cautious optimism' as India navigates global economic uncertainty with steady growth.
- A stable economic environment is encouraging consumers to spend more on non-essential goods, creating new opportunities for businesses.



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**HOCO**  
ICE CREAM

# Brand in Talk

**HOCO ICE-CREAM KNOWS EXACTLY  
WHAT YOUR FEED AND YOU NEED**

*Once upon a cone, India had Havmor, a brand that defined the joy of ice cream. But the scoop has now passed to a bold new player: Hocco, founded by Ankit Chona, ex-MD of Havmor, blending nostalgia with a modern marketing twist.*

After selling Havmor to Lotte in 2017, Ankit stepped away, but his love for ice cream and desire to build something unique brought him back. Enter Hocco India's youthful, local, and lovable brand that's not just serving ice cream, but reimagining the entire experience.

Forget plain vanilla, with flavors like Charcoal Lychee and Guava Chili, Hocco follows an "experience-first product" strategy making each scoop so unique, people want to talk about it. It's a marketing move that fuels both curiosity and content.

Convenience is key, and Hocco's smart tie-ups with Blinkit and Zepto ensure your cravings are met in 10 minutes or less. This taps into the instant gratification mindset of Gen Z and millennials, with quick commerce now contributing to over 10% of their sales.

But where Hocco truly shines is Instagram. From aesthetic tubs to playful reels like "ice cream mood of the day," the brand has nailed content that's relatable, fun, and highly shareable. They've smartly partnered with food bloggers, lifestyle influencers, and regional micro-creators, making the brand feel local, lovable, and authentic.

This isn't just social media; it's social proof. Hocco's quirky flavors and challenges turn customers into fans, and fans into marketers. It's word-of-mouth marketing done right where every post, share, and "you have to try this" becomes a powerful, organic ad.

Hocco proves that great marketing today is more than ads; it's about flavor, fun, and finding your audience where they already are: in their feed, in their fridge, and in their hearts.



LAKMÉ

# SWOT Model



## STRENGTHS

- **Established brand:** Lakmé is a well known and trusted brand in the Indian cosmetics market.
- **Wide product range:** Lakmé offers a diverse range of products, including makeup, skincare, and fragrances.
- **Strong distribution network:** Lakmé has a strong presence in retail stores and online platforms.
- **Innovative products:** Lakmé regularly launches new and innovative products that cater to changing consumer preferences.
- **Parent company:** Lakmé is owned by Hindustan Unilever Limited (HUL), a leading FMCG company in India.

## WEAKNESSES

- **Limited international presence:** Lakmé's presence is mostly limited to India, which restricts its growth opportunities.
- **Intense competition:** Lakmé faces intense competition from other cosmetics brands in India, both domestic and international.
- **Dependence on few products:** Lakmé's success is largely dependent on a few popular products, which can be a risk if consumer preferences change.
- **Limited premium offerings:** Lakmé's product portfolio may not be as premium or high end as some of its competitors.

## OPPORTUNITIES

- **Growing demand for cosmetics:** The Indian cosmetics market is growing rapidly, offering opportunities for Lakmé to expand its customer base.
- **Digital marketing:** Lakmé can leverage digital marketing channels to reach a wider audience and engage with customers.
- **Expansion into new markets:** Lakmé can explore opportunities to expand its presence in international markets, particularly in South Asia.
- **Sustainable and eco-friendly products:** Lakmé can capitalize on the growing demand for sustainable and eco-friendly products by introducing new product lines.

## THREATS

- **Competition from international brands:** Lakmé faces competition from international brands that have a strong presence in India.
- **Changing consumer preferences:** Consumer preferences and trends can change rapidly, which can impact Lakmé's sales and market share.
- **Economic downturn:** Economic downturns can impact consumer spending on discretionary products like cosmetics.
- **Regulatory changes:** Changes in regulations related to cosmetics and beauty products can impact Lakmé's operations and product offerings.

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# BLOG OF THE MONTH

## THE ART OF SAYING LESS AND SELLING MORE

Open your phone, scroll for a minute, and count how many ads pop up. Too many, right? In a world where brands are constantly trying to grab your attention, the loudest ones no longer win. Instead, the smartest ones are whispering. Welcome to the age of minimalistic marketing where simple design and honest messaging are taking the spotlight.

Minimalistic marketing means using fewer words, clean designs, and simple ideas to share a message. Instead of loud colors and too many details, brands are now choosing calm colors, short messages, and clear designs. It helps them stand out without shouting for attention.

Brands are choosing minimalism because it helps them stand out in a world full of noise. People see between 6,000 to 10,000 ads every day, and simple, clean designs are easier for the brain to notice and remember. With most of our time spent on phones, minimal visuals also look better, load faster, and are easier to read on small screens. Beyond looks, minimalism connects with the growing mindset of mindful living, where people prefer brands that care about sustainability, simplicity, and mental peace. Most importantly, in a time when trust is hard to earn, clear and honest messages feel more real, helping brands build deeper connections with their audience.

Several Indian brands are embracing minimalism to build stronger, more meaningful connections with their audiences. Skincare brand Minimalist leads with transparency, focusing on ingredients and results rather than flashy packaging, earning deep consumer trust. Nykaa keeps its visuals clean and relies on real customer reviews, making the experience feel personal and authentic. boAt connects with Gen Z through bold yet uncluttered campaigns that reflect confidence and clarity. Kama Ayurveda combines cultural richness with calm, simple designs, creating a soothing brand presence rooted in storytelling. Similarly, Fabindia uses earthy tones, natural visuals, and soft narratives to reflect its traditional Indian values in a modern, minimal way.

Minimalism isn't just a trend. It's a reflection of how we live, feel, and choose today. In a time when attention spans are short and trust is hard to earn, minimalism gives people what they really crave: clarity, comfort, and connection.

And that's why the brands that say less are actually the ones that stay with us longer.

# THE TEAM

## GRAPHICS TEAM



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Patil**



**Mrunmayee  
Bhopalkar**



**Manav  
Ruparel**



**Aman  
Singh**



**Veer  
Dave**

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**Muskan  
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Puranik**



**Samidha  
Shingte**



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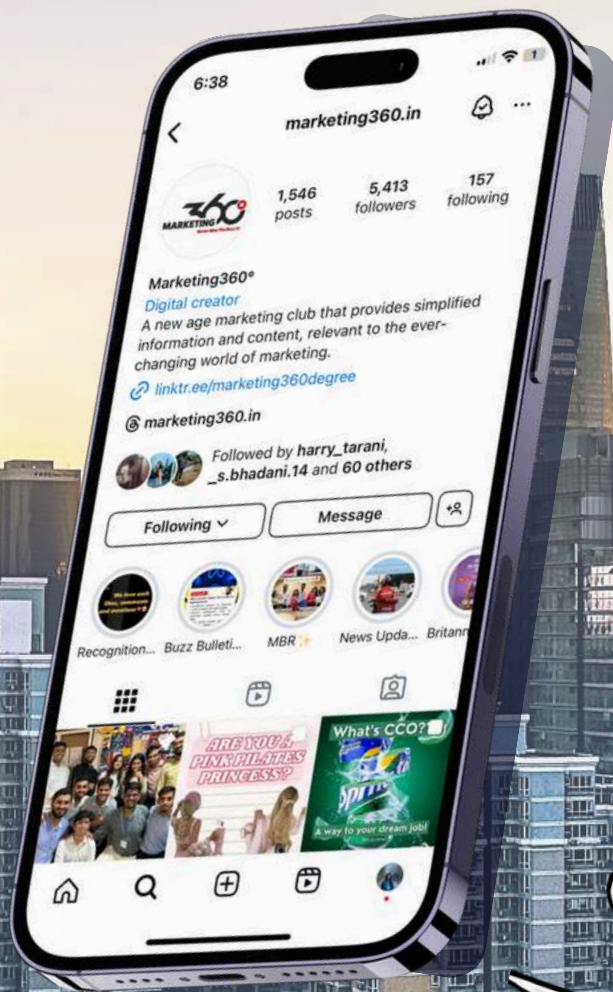
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