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PANORAMA MARKETING 360

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WHAT IS MARKETING 360?

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



GLOBAL NEWS

INDIA'S ROAR AT CANNES WAS LOUD, BUT ARE WE READY TO RULE THE GLOBAL CREATIVE STAGE?

► India's Roar at Cannes Was Loud, But Are We Ready to Rule the Global Creative Stage?

India is celebrating a huge win at the 2025 Cannes Lions Festival with 32 awards in the bag. We brought home one Grand Prix, nine golds, nine silvers, and thirteen bronzes. That sounds like a dream for the Indian advertising world. But here is a thought.

► While we are winning hearts with our creativity, are we truly ready to lead the global game?

So what made India stand out this year? The answer lies in bold, local storytelling. Take FCB India's campaign Lucky Yatra, the idea was simple, useful, and deeply rooted in real Indian challenges. Or consider Ogilvy's campaign for 5 Star. Instead of celebrating love on Valentine's Day, it asked people to ignore it. This kind of humor connects with Indian youth in a way no foreign campaign ever could. Then we had Havas India, which turned the front page of a newspaper purple to represent the ink on a voter's finger. It was a powerful way to celebrate democracy.

Some experts say we are getting better with every passing year. Agencies are blending strong strategy with sharp creative thinking. Indian campaigns are no longer just funny or emotional. They now have purpose and depth. But others are not so sure. Are these purpose-driven campaigns truly helping brands grow? Do they drive sales? Do they make a lasting impact beyond the campaign period?

These ideas were emotional and thoughtful. But can they travel? Can they work just as well in New York or Tokyo as they did in Mumbai and Delhi? Are we creating ideas that last, or are we only aiming for short-term applause?

► So where do we go from here?

The next step is to think bigger. We need to create ideas that are both culturally rich and globally appealing. Campaigns that not only win awards but also win markets. Ideas that people across the world remember. Just like Nike's *Just Do It* or Apple's *think different*.

India is already roaring. Now it is time to fly. The world is watching us closely. Are we ready to turn these bold ideas into global legends? The answer depends on how far we are willing to push our creativity. And how deeply we believe in the power of Indian storytelling.

KEY INSIGHTS

- India's creativity is winning globally with 32 awards.
- Local ideas need global power while campaigns deeply connected with Indian audiences, the challenge now is to make them work across global markets and cultures.
- Purpose is strong, but brand impact matters, many winning campaigns focused on social messages. The next goal is to ensure these ideas also build long-term brand value and drive real business results.



GOVT NEWS

INDIA AND ARGENTINA FORGE A POWERFUL NEW PARTNERSHIP

► A New Chapter in Global Alliances

Ever wondered how countries team up to tackle big global problems? Well, get ready to hear about an exciting new friendship blooming between two amazing nations: India and Argentina! They're joining forces, and it's a big deal for both their futures.

► Shared Values, Shared Prosperity

Think of it like two friends discovering they have a lot in common and deciding to work together on cool projects. India and Argentina, both strong democracies, are finding common ground in unexpected places. For example, Argentina has tons of "white gold", that's lithium, a super important material for all those electric cars and gadgets India wants to make, and Indian companies are already helping Argentina find more energy.

► Beyond Business: Cultural Connections

It's not just about business, though! They even share a love for football, and their soldiers are even climbing mountains together. This partnership, which became "Strategic" in 2019, means they're looking to team up on everything from space missions to making medicines and even boosting tourism.

► A Powerful Alliance for Tomorrow

This growing friendship between India and Argentina shows us how countries can come together, share their strengths, and build a brighter future for everyone. It's about more than just deals, it's about building trust and creating new opportunities. What kind of exciting things do you think these two will achieve together next?

KEY INSIGHTS

India and Argentina are becoming closer partners, not just distant countries.

They're working together on important things like special minerals (lithium for batteries!) and energy.

Their shared love for things like football and common values are bringing them closer.

This partnership covers many areas, from space to health and even travel.

It's a great example of how countries can team up to solve big challenges and create a better future.



INDUSTRIAL TRENDS

BLINKIT, ZEPTO & INSTAMART FIND GROWTH BEYOND METROS

► **The Next Frontier in India's Tier-II Cities**

The rapid delivery trend, previously limited to India's major cities, is now expanding into Tier-II cities, transforming the national retail scene. This move, led by companies like Blinkit, Zepto, and Swiggy Instamart, will offer greater convenience and a wider product selection to more urban consumers.

► **Why Tier-II Cities are the New Growth Engine**

An Emkay report highlights the economic benefits of quick commerce expansion into Tier-II cities. These cities offer more favorable unit economics, dark stores can break even with roughly 800 daily orders, compared to 1,300 in Tier-I metros, due to lower operational costs like rent and wages. Additionally, quick commerce platforms are significantly expanding product ranges, with dark stores averaging 8,000 SKUs, vastly exceeding the 1,000 SKUs in local kirana stores, to offer consumers a broader selection including fashion, electronics, and D2C brands.

► **Market Dynamics and Future Outlook**

Despite challenges like higher logistics costs and lower initial order density, quick commerce in Tier-II cities shows strong potential, with the sector growing by 73% in FY 2023-24. Blinkit holds a 46% market share in FY25, followed by Zepto (29%) and Swiggy Instamart (25%). These leaders are optimizing supply chains and using smaller dark stores to ensure efficient deliveries, actively shaping new consumer behaviors and solidifying quick commerce's transformative role in India's retail landscape.



KEY INSIGHTS

Tier-II dark stores reach profitability with 800 daily orders, significantly fewer than the 1,300 needed in metros.

Quick commerce platforms in Tier-II cities now offer 8,000 SKUs in their dark stores.

In FY25, the quick commerce market is concentrated, with Blinkit leading at 46% market share, followed by Zepto at 29%, and Swiggy Instamart at 25%.

India's quick commerce sector saw a significant 73% annual growth in FY 2023-24.

Targeting Tier-II cities is a key growth strategy.



ECONOMICS DECLASSIFIED

How GIFT City is Driving India's Economic Growth?

Imagine a city designed to help India grow by attracting big companies from around the world. This city is GIFT City, and it's already helping India become a global business hub. Here's how it works and why it's so important for India's economy.



What is GIFT City?

GIFT City (Gujarat International Finance Tec-City) is a new smart city designed for business. It has everything:

- Top-level infrastructure
- Special tax benefits
- Business-friendly rules

Think of it as a place where **global banks, tech companies, and investors** can come to do business while still staying in India.

GIFT City = More Jobs for Indians

GIFT City is not just for businesses, it's creating many jobs for Indian workers.

- 20,000+ high-skilled jobs have been created in banking, IT, and finance.
- More jobs are coming as more companies set up shop in GIFT City.



Impact: More job opportunities and career growth for skilled professionals in India!

Bringing in Money from Around the World

GIFT City is attracting global investments.

- Over 550 international firms already operate here, including global banks, fintech companies, and asset managers.
- With its tax exemptions and easy rules, companies from other countries are keen to invest in India.

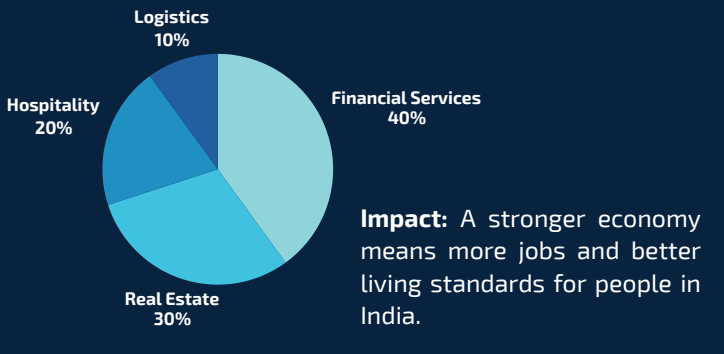
Impact: This brings **more capital** into the Indian economy, boosting growth.

Boosting India's Economy (GDP)

GIFT City could contribute 1% to India's GDP by 2025. How?

- By growing the finance sector.
- By boosting industries like real estate, logistics, and hospitality.

GIFT City's Economic Contribution



GIFT City Makes India More Competitive Globally

By building a world-class financial center, GIFT City helps India become more competitive.

- It attracts more trade, investment, and global talent.
- It positions India as a top financial hub alongside places like Singapore and Dubai.

Impact: Global presence means more opportunities for India in trade, investment, and innovation.

Conclusion: GIFT City is a Game-Changer

GIFT City is driving India's growth by creating jobs, attracting foreign investment, and boosting sectors like finance and technology, making the economy stronger, diverse, and globally competitive.



SWOT Model



STRENGTHS

- **Strong brand recognition:** Myntra is one of India's most recognized and trusted online fashion retailers, especially among millennials and Gen Z.
- **Backed by Flipkart and Walmart:** The support from Flipkart and Walmart provides strong logistics, financial resources, and technological capabilities.
- **Wide and diverse fashion portfolio:** Offers a large selection of fashion and lifestyle products, including exclusive tie-ups, private labels, and premium brands.



WEAKNESSES

- **Dependency on discount-driven sales:** Frequent promotional offers and discounts may harm profit margins and reduce perceived product value.
- **High return rates:** Fashion as a category typically experiences high return rates due to size or fit issues, leading to increased operational costs.
- **Limited global presence:** Myntra operates primarily in India and lacks international market exposure compared to global players.



OPPORTUNITIES

- **Growth in Tier 2 and Tier 3 cities:** Increasing internet access and fashion awareness in smaller towns offer significant potential for customer acquisition.
- **Expansion into beauty and personal care:** Growing demand in adjacent categories like cosmetics, skincare, and wellness presents opportunities for diversification.
- **Rise of influencer and content-led commerce:** Myntra can further leverage fashion creators, live shopping features, and social commerce trends to drive sales.



THREATS

- **Intensifying competition:** Faces stiff competition from Amazon Fashion, Ajio, Tata CLiQ, and other niche fashion startups.
- **Changing customer preferences:** The rising demand for sustainable and ethical fashion requires adjustments in sourcing and marketing strategies.
- **Economic instability:** Inflation and reduced discretionary income can impact fashion spending, especially for non-essential and premium categories.





BRAND IN TALK

Theobroma's sweet
success story

The smell of fresh bread is the universal language of comfort. Bakers don't just make food, they craft memories and build communities.

Big news in the bakery world! Theobroma, the much loved Mumbai-based brand famous for its indulgent brownies and cakes, has just been acquired by ChrysCapital for a staggering ₹2,410 crore. But what makes this story even sweeter is that the two sisters behind it, Kainaz and Tina Messman, are sticking around, holding onto 10% of the brand and continuing to guide its growth. How did a small bakery become a household name? Let's take a bite out of Theobroma's journey to success.

► The Beginning: A Small Bakery with a Big Dream

In 2004, Kainaz Messman, a pastry chef, had a tough decision to make after a back injury forced her to leave her job. Along with her sister Tina and their father's investment of ₹1.5 crore, they decided to open a bakery on Colaba Causeway, Mumbai, a high-traffic area. Despite being a tiny shop with just four tables, Theobroma quickly became popular with locals for its delicious chocolate chip brownies, truffle cakes, and mawa cakes. The name "Theobroma," meaning "food of the gods", was a unique and bold choice, but it turned out to be perfect and it stuck in people's minds, making it stand out from the competition.



► Filling the Gap: Mumbai's First Taste of Artisanal Desserts

When Theobroma launched, Mumbai's premium dessert scene was limited. The brand addressed this gap with high-quality ingredients like Belgian chocolate and natural flavors. These luxury treats were accessible and affordable, quickly making Theobroma a trendsetter in the city.





"My primary advice is the same for men and women. Be prepared to work incredibly hard. Starting a business is the easy part. There will be challenges at every turn, and you must face them head on."

-Kainaz Messman Harchandrai, Theobroma's Creative Director

► **The Secret Ingredient: Consistency and Loyalty**

Focused on one store for six years, Theobroma built customer trust through consistent taste and quality, an approach that laid the foundation for future expansion.

► **Expansion: From Mumbai to a National favorite**

With a ₹5 crore loan, Theobroma expanded beyond Mumbai in 2014, entering Delhi/NCR by 2016. Its versatile menu made it a hit with both families and working professionals.



KEY TAKEAWAYS :

- Consistent quality built a loyal customer base and strong foundation for growth.
- Smart adaptation to trends like online ordering and healthier options kept the brand evolving.
- Customer-first values continue to guide Theobroma's expansion and innovation journey.



CAMPAIGN BREAKDOWN



THE SPARK

Indian audiences are very familiar with the sight of overcrowded buses. By tapping into this common experience, Fevicol made the ad resonate with people across India. The bus became a powerful metaphor for life's everyday chaos and how Fevicol's adhesive strength can keep things together, no matter how messy or impossible it seems.

THE CONCEPT

Fevicol's Bus Campaign took the ordinary idea of glue strength and turned it into something memorable. The ad shows an overcrowded bus packed with people, animals, and goods but it doesn't fall apart. Why? Because everything is stuck together with Fevicol. This clever concept used humor and relatability to demonstrate the power of Fevicol's bond in a fun and engaging way.

THE INSIGHT

The key insight behind this campaign came from the familiarity of overcrowded buses in India. Indian buses are notorious for being packed beyond belief, and the idea that they can stay intact even when overloaded made for the perfect metaphor. Fevicol took this everyday, chaotic scene and used it as a representation of its unbreakable bond. The message? If Fevicol can keep something as chaotic as a bus together, it can bond anything strong, reliable, and unshakeable.





THE PLAN

Instead of focusing on traditional product demos or fancy effects, the Fevicol Bus Campaign focused on simplicity and humor:

- **Visual Storytelling:** The ad used minimal dialogue and let the chaotic bus scene do the talking. The exaggerated situation made it easy for everyone to understand the message.
- **Humor:** The bus, packed with people and animals, shouldn't hold together, but it does thanks to Fevicol's powerful adhesive. The absurdity of the situation made it funny and memorable.
- **Universal Appeal:** The ad used visuals, making it accessible to people of all languages and regions. You didn't need to speak a particular language to understand the message.

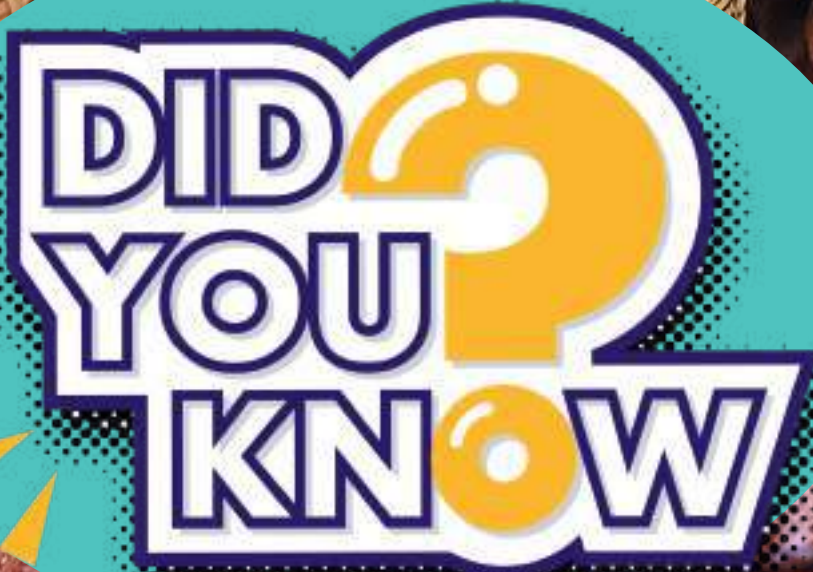
CONCLUSION

Fevicol's Bus Campaign is a brilliant example of how a simple, relatable insight, combined with humor and visual storytelling, can create a lasting brand impact. By turning an everyday scene into a fun metaphor for strength, Fevicol didn't just advertise glue it became a cultural icon.



Why It Worked So Well

- **Relatability:** Overcrowded buses are something every Indian has seen, making the ad feel immediately familiar.
- **Humor:** The absurdity of the bus staying intact was funny and clever, making the ad enjoyable to watch and share.
- **Visual Impact:** The minimal use of dialogue and strong visual storytelling meant the message was clear and universal.
- **Cultural Connection:** The campaign resonated with the audience because it reflected an aspect of Indian life that everyone could relate to.



THE KOLHAPURI CHAPPAL INDUSTRY IS WORTH OVER ₹1,400 CRORE AND STRUGGLING TO STAY ALIVE

This ancient 800-year-old craft employs around 100,000 artisans, but today sustains the livelihoods of far fewer, nearly 10,000 active artisans in Kolhapur. The estimated total turnover of the market stands at ₹1,400 crore (~\$170 million).

At the district level, Kolhapur's annual trade in these traditional sandals is roughly ₹200 crore, with ₹25–50 crore in exports under schemes like One District One Product (ODOP).

The average retail price of authentic Kolhapuris has risen sharply from ₹150 in the late '90s to ₹1,500–2,500 today.

Why these numbers matter?

The Prada controversy sparked global debate by selling Kolhapuri-inspired chappals for ₹1 lakh without crediting their Indian origin, raising issues of cultural appropriation and ethics in fashion.

Declining workforce & Duplication problem:

The Kolhapuri chappal industry faces declining artisanship and rising duplication, with only 10,000 of the original 1 lakh artisans remaining. Cheaper, machine-made copies dominate the market, endangering this 800-year-old craft.

Export Opportunity:

Kolhapuris currently export ₹25–50 crore annually, but with proper branding, policy support, and global collaborations, they could grow into a \$1 billion global heritage product.

The 3C Strategy

1. CREDIT: Acknowledging the Source

Cultural products carry generations of history, skills, and community identity. Giving explicit credit to the place of origin and the artisans preserves the craft's authenticity and shows brand integrity. Failing to acknowledge origins, like in Prada's case, can trigger accusations of cultural appropriation, leading to social media backlash, negative PR, and consumer distrust.

For example, brands like Good Earth and FabIndia thrive by proudly promoting the heritage and stories behind each product, creating a stronger emotional connect with conscious consumers.



2. COLLABORATION: Co-creating with Artisans

Instead of replicating designs, brands can collaborate directly with artisan communities, co-designing products that merge traditional craftsmanship with contemporary aesthetics. This not only creates economic opportunities for local artisans but also offers brands unique narratives that mass production can't replicate.

A great example is Dior's collaboration with Indian Madhubani artists, where artisans were involved in creating designs showcased on a global runway, bringing mutual respect and exposure.



3. CONSCIOUS CONSUMPTION: Educating and Empowering Buyers

Today's buyers, especially Gen Z and millennials, prefer brands that promote ethical sourcing, sustainability, and social impact. By educating consumers about the cultural significance and craftsmanship behind products, brands can foster

responsible buying behavior, ensuring that traditions are preserved rather than exploited.

Campaigns that showcase the artisans' stories, the making process, and the socio-economic impact reinforce the value of the product beyond its aesthetic appeal.



Following the 3Cs isn't just the right thing to do: it's also *smart marketing*. Customers value brands that respect cultures and support sustainability.



CASE IN POINT

A BLUEPRINT FOR DIGITAL PAYMENT SUCCESS



2017

- BHIM app launched to boost UPI adoption
- Major banks integrated with UPI
- Early adoption by fintech players like PhonePe, Paytm, Google Pay

COVID-19

2020

- Covid-19 accelerated UPI usage
- Contactless payments surged
- Small vendors and kirana stores widely adopted UPI



2024

- Crossed 650 million transactions per day
- Surpassed Visa in daily transaction volume in India
- Empowered financial inclusion at the grassroots level

2016 UPI

- Launch of UPI (Unified Payments Interface) by NPCI
- Enabled instant money transfers via mobile using VPA (Virtual Payment Address)



2019

- Monthly UPI transactions crossed 1 billion
- UPI became the backbone of India's digital payment ecosystem
- Government encouraged merchant adoption

2022 RuPay

- UPI goes international: Partnerships with countries like UAE, Singapore, and Bhutan
- Interlinking with RuPay credit cards and wallets begins

2025 & Beyond

- Returned to profitability
- Net profit ₹229 crore
- Revenue ₹5,388 crore
- Partner-aligned model + cost restructuring



Dilip Asbe
NPCI CHIEF

“India's biggest opportunity, however, lies in the fact that it is not an "80-20 market", which means 20% of the population does not account for 80% of the volume and value of digital payments. "We don't see the 80-20 rule in UPI data. India is a much more diverse and well-spread out market”



KEY TAKEAWAY

UPI's rise isn't just about technology; it's a strategic playbook for digital economies worldwide, proving that scalability, ease of use, and financial inclusion can redefine a nation's economic trajectory.

India's Unified Payments Interface (UPI) has achieved what few digital payment systems globally can claim; surpassing Visa in daily transaction volume. With over 650 million transactions per day, UPI isn't just a fintech innovation; it's a case study in how digital infrastructure can transform an economy.

WHY UPI'S SUCCESS MATTERS

Financial Inclusion: UPI has democratized digital payments, enabling small vendors, street vendors, and rural users to transact seamlessly. This reduces cash dependency and brings more people into the formal economy.

Economic Growth Boost: Digital transactions improve transparency, reduce cash-handling costs, and increase tax compliance which are key drivers for GDP growth.

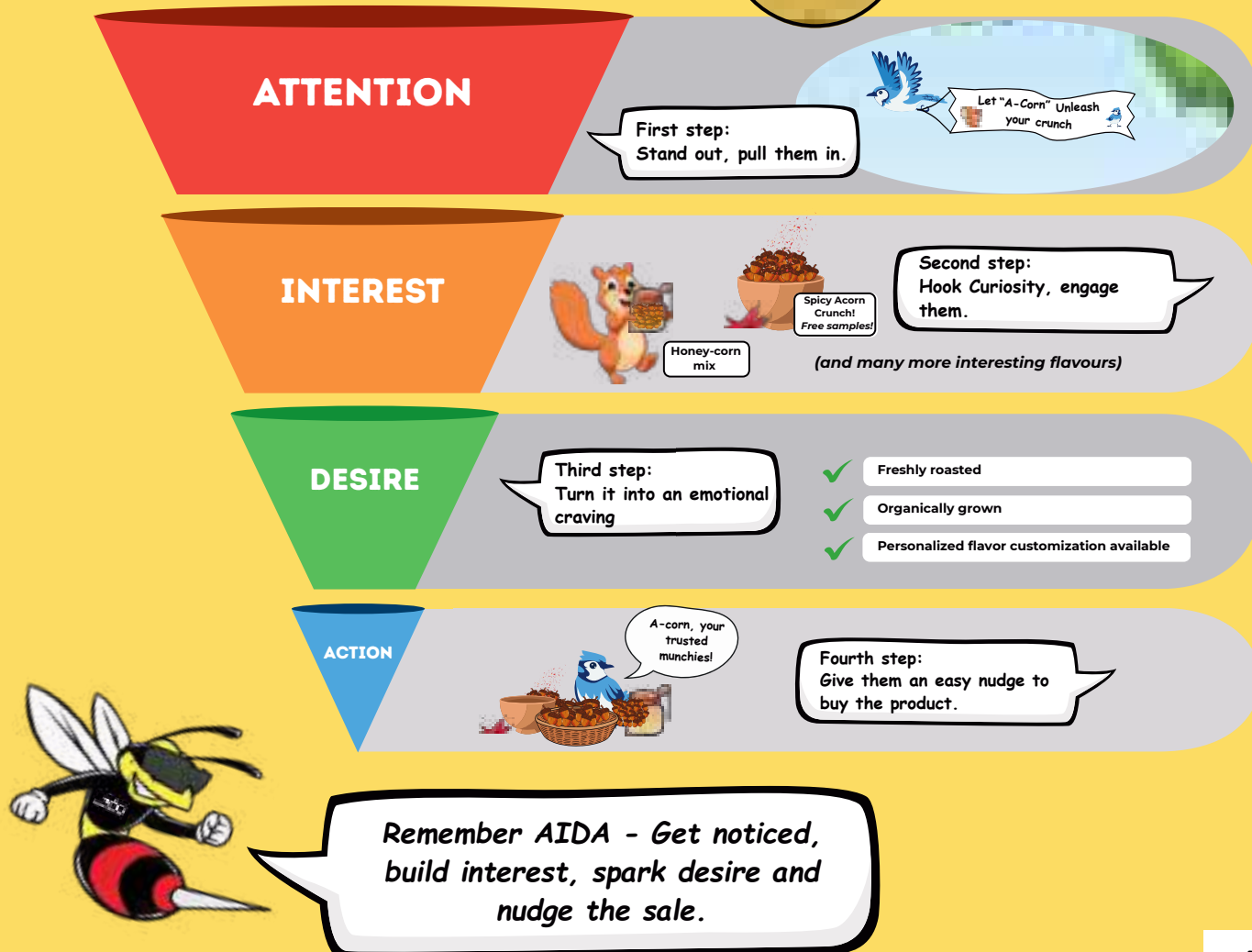
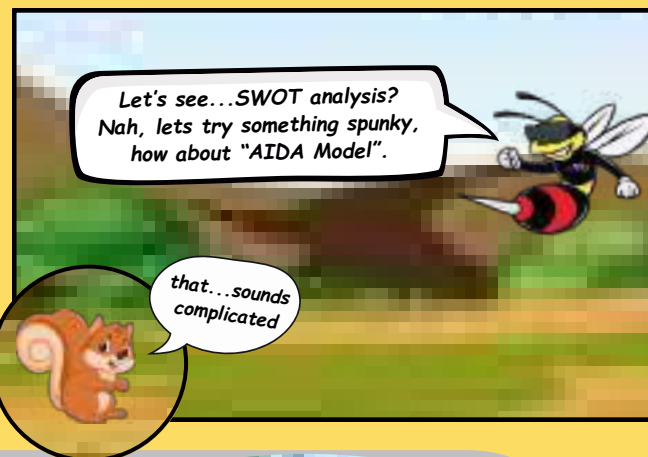
Network Effects at Play: The more users and merchants adopt UPI, the more indispensable it becomes, creating a self-reinforcing cycle of adoption.

MARKETING & BUSINESS IMPLICATIONS

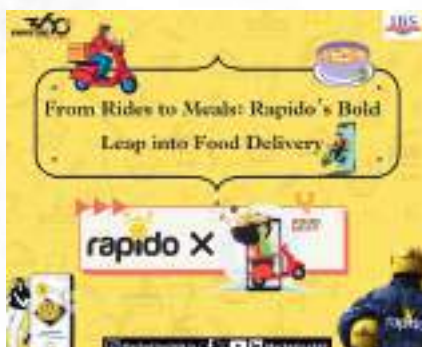
Brands leverage UPI's data-rich ecosystem to personalize offers, drive impulse purchases, and enhance loyalty programs. From instant cashbacks to targeted discounts, UPI isn't just a payment tool, it's a marketing goldmine.

M-LINGO TOONS

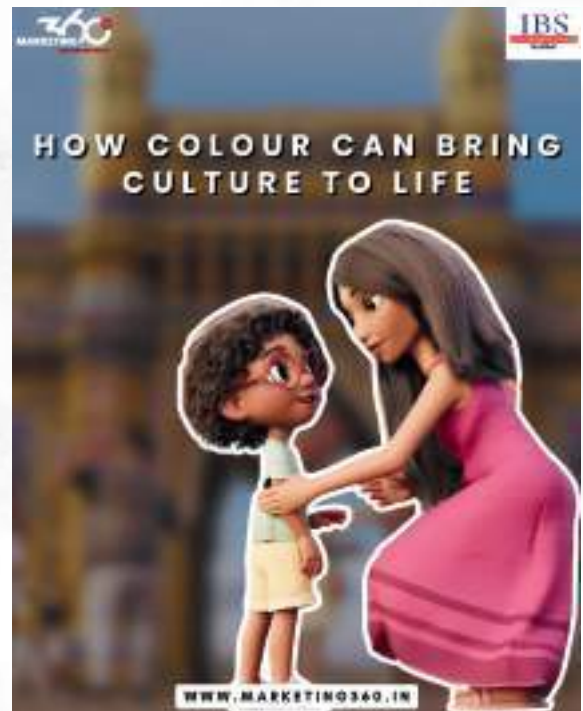
TALES FROM THE HIVE
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