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Marketing Insights Newsletter of Marketing360.in

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

THE SUPPLY-CHAIN SHOCKWAVES IN THE GLOBAL AUTO SECTOR

The auto industry has endured one of its toughest years, with a series of supply-chain setbacks hitting production across continents. From shortages of essential metals to repeated semiconductor delays, manufacturers faced interruptions at multiple points in their assembly lines. The cumulative impact exposed the fragility of tightly-linked global networks and forced companies to confront the risks of overdependence on single-source suppliers.

► Tariffs, Geopolitics and Strategic Dependencies

Adding to the turbulence, tariff hikes and geopolitical uncertainties intensified cost pressures. Higher import duties on critical components rapidly inflated operational expenses, while restrictions on key minerals reshaped sourcing strategies worldwide. These shifts signaled a dramatic turn: supply chains are no longer dictated merely by efficiency, but by national interests, trade policies, and resource security. This has pushed automakers to reevaluate how geographically stretched their operations should remain in the future.

► From Just-in-Time to Just-in-Case?

The traditional "just-in-time" (JIT) model once hailed for efficiency is now a glaring vulnerability. With multiple nodes of the supply-chain failing simultaneously, automakers are reconsidering their frameworks: dual-sourcing, increased inventory, localisation, and digital visibility are gaining ground.

Globally, manufacturers must balance cost pressures with resilience and the winners will be those who invest upfront in supply-chain risk management.

What Lies Ahead, Tight Margins and Shifting Competitiveness

While some expect a modest recovery in global vehicle production next year, the risks remain elevated. The combination of elevated vehicle prices (average around US \$50 000 in the U.S.), tariff burdens, and material-supply fragility means that automakers must navigate a narrowing margin of error. For global markets, weakened production and elevated prices mean consumer impact, delayed EV rollout, and potential shifts in regional competitiveness.

KEY INSIGHTS

Global automakers lost over 3 million vehicles in 2024 as multiple simultaneous shortages disrupted production.

Tariff-driven and geopolitical pressures added around \$12 billion in extra costs, squeezing profitability across major markets

New-vehicle prices surged to \$48,000-\$50,000 in leading markets, reflecting persistent supply-chain instability and rising input cost.

GOVT NEWS

CLICK, CART, AND CAUGHT! HIDDEN E-COMMERCE FEES UNDER THE SCANNER

► Government Action Against Misleading Online Pricing

Online shopping is magic until you reach the checkout. You think you're paying ₹999 for that trendy gadget, and suddenly, extra charges appear like invisible traps such as "Payment Convenience Fee," "Delivery Promise Fee," and "Offer Handling Fee." These hidden fees, cleverly buried in the checkout process, are known as dark patterns. The Consumer Affairs Ministry is looking into hidden online fees and has warned e-commerce platforms to stop using deceptive "dark patterns." This effort intends to make digital shopping clear and fair for all consumers.

► Existing Rules and New Steps

India has the Guidelines for Prevention and Regulation of Dark Patterns, 2023, which ban such deceptive practices. Now, the government is taking stronger action. It is urging platforms to review their checkout processes, get rid of hidden fees, and clearly display the total price upfront. Failure to comply could lead to penalties.

► Impact on Industry and Consumers

Clear pricing benefits not only customers but also businesses. Brands that practice fairness build trust, loyalty, and a good reputation. It also increases confidence in digital payments and supports India's move toward a cashless economy. This crackdown ensures clarity for consumers and credibility for brands. In the long term, transparency will change what success looks like in e-commerce.

► Conclusion

The action may pose challenges for companies in the short term, but it's beneficial for both consumers and trustworthy brands. Transparency is the new currency of trust. But one question remains: In a world driven by clicks and conversions, will brands choose honesty over hidden profits?



KEY INSIGHTS

The government investigates e-commerce platforms for hidden COD fees.

Fees like "payment convenience" and "offer handling" are labelled as dark patterns.

Platforms must disclose all charges clearly and follow consumer protection rules.

INDUSTRIAL TRENDS

OMRON opens its new Automation Centre in Bengaluru

OMRON Corporation has opened its new Automation Centre in Bengaluru, marking a major step toward smart manufacturing in India. The centre provides training, hands-on innovation support, and access to advanced automation technology to assist industries in South India, with a focus on MSMEs.

► Empowering the Manufacturing Ecosystem

The Bengaluru centre serves as a cooperative space for manufacturers, system integrators, and machine builders to test, learn, and create innovative solutions. It provides live demonstrations, proof of concept development, and customized automation solutions to address real world challenges.

► A Strategic Addition to OMRON's Worldwide Network

The Bengaluru centre joins OMRON's global network of 40+ Automation Centres, strengthening the company's presence in the Asia Pacific region. Known as India's tech hub, Bengaluru was selected for its strong ecosystem and growing industrial demand. This enables OMRON to bring its global expertise closer to Indian manufacturers and speed up the adoption of smart manufacturing technologies.

► Understanding Leadership Perspectives

At the inauguration, Motohiro Yamanishi, President of OMRON Industrial Automation, said the centre strengthens India's role in global manufacturing. Sameer Gandhi, Managing Director, OMRON Automation India, shared that the centre will co-create automation solutions that improve safety, quality, and efficiency.

► Driving India towards Industry 4.0

The centre opens at a time when Indian industries are rapidly adopting Industry 4.0 technologies such as digital automation, robotics, and data analytics. By combining technology, training, and collaboration, OMRON will help Indian companies remain competitive in the global market.

► Strengthening the Indian-Japan Collaboration

The initiative also reflects growing cooperation between India and Japan in technology, talent, and supply-chain resilience. With Japan investing in sectors like semiconductors and digital industries, OMRON aims to support India's transformation into a trusted global hub for smart manufacturing and innovation, promoting innovation, skill development, and sustainable growth.

KEY INSIGHTS

OMRON opens a new Automation Centre in Bengaluru to boost smart manufacturing, especially for MSMEs.

Offers training, hands-on innovation support, and access to advanced automation technology.

Strengthens India-Japan collaboration and supports India's Industry 4.0 and sustainable growth.

ECONOMICS DECLASSIFIED

India Remains Strong as Tariff Tensions Weigh on Global Growth

Consider a world where trade slows but one ship sails steady, that's India. As U.S. tariffs shake trade flows, the world braces for a slowdown, but India charts its own course.



IMF has projected global growth will slow down from 3.3% in 2024 to 3.2% for 2025 while U.S. led tariffs reshape trade. India's growth will rise from 6.5% in FY25 to 6.6% in FY26, making it the fastest-growing major economy. The slow down will be attributable to Donald Trump's massive hikes, which interfere with investment and demand. Advanced economies are also expected to grow 1.6%, while India thrives on consumption and stable policy.

Trade tariffs resemble tolls on the global highway. Higher tariffs lead to more expensive goods resulting into less trade and less investment causing less global growth. However, India's strong demand, stable inflation, robust services, and prudent fiscal policy cushion the impact.

For consumers, stable prices protect households from trade shocks and businesses, especially exporters face challenges, but domestic demand provide opportunities, trade diversion benefits some sectors, viz. electronics, chemicals, and auto parts. On the government's side, narrow deficit and stable debt-to-GDP support growth and investor confidence.

Opportunities shine through trade diversion, domestic demand, and stable policies create conditions for growth, while challenges persist in the form of U.S. protectionism, exporting pressures, and geopolitical risks.

Basically, regardless of protectionism, India remains driven by its domestic engine.

KEY INSIGHTS

Global growth is expected to ease from 3.2% in 2025 to 3.1% in 2026, while the volume of trade weakens from 3.6% to 2.3%.

India remains the outlier, with growth moderating slightly from 6.6% in FY26 to 6.2% in FY27.

U.S. and Euro Area growth remain subdued at 2.0% and 1.2% in 2025, respectively.

China records 4.8% growth in 2025, reflecting a softer but stable expansion.

SWOT Model

AIR INDIA

STRENGTHS

- FAMOUS BRAND:** Air India is India's oldest airline and is well-known around the world. People trust it because of its long history.
- BIG NETWORK:** It flies to many cities in India and more than 30 countries, making travel easy for passengers.
- TATA SUPPORT:** After being bought by the Tata Group, the airline now has better money, management, and support.
- MANY TYPE OF PLANES:** Air India has both small and big aircraft, so it can serve short and long flights easily.



WEAKNESSES

- BAD SERVICE IMAGE:** In the past, Air India was known for delays, poor service, and old planes, which still affects its reputation.
- HIGH COSTS:** Because many planes are old, it costs a lot to maintain and run them.
- NOT VERY MODERN:** Its website, mobile app, and loyalty programs are not as advanced as other airlines.
- WORKFORCE ISSUES:** Some employees resist change, and old work habits make new changes slow.



OPPORTUNITIES

- MORE PEOPLE FLYING:** With more people earning money and traveling, the number of passengers is growing fast.
- NEW PLANES & ROUTES:** Buying new aircraft and adding flights to new cities and countries can attract more passengers.
- PARTNERSHIPS:** Working with other airlines and sharing routes can increase passengers and improve services.
- TOURISM GROWTH:** As India becomes a popular place for tourists and businesses, more people will use Air India.



THREATS

- STRONG COMPETITION:** Other airlines like IndiGo, Emirates, and Qatar Airways are growing quickly and attracting customers.
- FUEL PRICE CHANGES:** If fuel prices go up, it becomes expensive to run flights, and ticket prices also rise.
- GOVERNMENT RULES:** New aviation laws and environmental rules can create challenges for operations.
- GLOBAL ECONOMIC SLOWDOWN:** Events like wars, pandemics, or recessions can reduce international travel and airline profits.





Brand in Talk

**boAt & Google Gemini Launch
#boAtGeminiChallenge to Redefine AI Advertising**

boAt, one of India's leading lifestyle electronics brand, has partnered with Google to launch the #boAtGeminiChallenge, an innovative campaign that bridges creativity and artificial intelligence. The initiative invites students, creators, and innovators across the country to design advertisements for boAt using Google's Gemini AI models, marking a bold move towards the fusion of technology, storytelling, and brand innovation.

TWO PHASES OF AI-POWERED ADVERTISING

Phase 1: The Nano Banana Print Ad Challenge participants use Gemini 2.5 Flash (Nano Banana), Google's AI image-editing tool, to create print advertisements that bring boAt products to life through engaging lifestyle-based narratives.

Phase 2: The VEO 3 Video Ad Challenge Creators craft short video ads using Veo 3, Google's generative video model, showcasing how boAt naturally fits into everyday Indian life.

Empowering the Next Generation of Creators

With a prize pool of up to ₹5 lakh distributed across both phases, the competition not only celebrates innovation but also rewards creativity. Winners will also receive boAt products and Google Gemini subscriptions, giving them access to tools that fuel continuous creative exploration. The campaign aims to encourage young storytellers and digital creators to experiment with AI in a real-world brand context.



CUT THE CHAOS

CUT THE CHAOS

CUT THE CHAOS

CUT THE CHAOS



A STRATEGIC LEAP INTO AI-DRIVEN MARKETING

Strategically, the collaboration underscores boAt's evolution into an AI-driven, creative, and innovative company. By making sophisticated AI tools accessible, the challenge democratizes advertising, allowing anyone, not just professionals, to craft compelling brand stories. For Google, this initiative expands awareness and adoption of its Gemini platform, demonstrating how AI can transform the creative and marketing industries.

THE VISION BEHIND THE COLLABORATION

Commenting on the partnership, a boAt's spokesperson shared, "Our vision is simple yet bold: to unlock the creative potential of every Indian. Through the #boAtGeminiChallenge, we aim to merge technology and imagination to create the next era of storytelling."

This statement encapsulates the campaign's broader goal to spark a new wave of AI-powered creativity that blurs the line between human imagination and machine intelligence.

Challenge Timelines



Content Guidelines

Key rules

- Keep the Google Gemini watermark visible.
- No offensive/insensitive content.
- Don't use religious idols, places, or significant figures.
- Avoid locations or people of significance.

Follow the rules. Push your creativity.
Win up to ₹5 lakhs. Join the
#boAtGeminiChallenge

Gemini

THE CONCEPT

This Diwali, Zepto gave festive shopping a quirky twist by turning it into an election between sweets. Through "Mithai Wars 2025", Zepto partnered with Haldiram's to turn beloved mithais into election candidates.

Every order above ₹499 came with a mystery mithai box and a chance to vote for your favourite sweet on the Zepto app.

- Soan Papdi – The Comeback King
- Kaju Katli – The Crowd Favourite
- Peda – The Traditionalist
- Chana Burfi – The Underdog

With witty manifestos, mock rallies, and campaign trails, Zepto turned Diwali gifting into a sweet election making every delivery a moment of curiosity, fun, and nostalgia.



CAMPAIGN BREAKDOWN

INSIDE ZEPTO'S SWEET ELECTION: THE MITHAI WARS

THE INSIGHT

India loves two things: festivals and elections. Both bring excitement, loyalty, and conversations. Zepto recognised that Diwali sweets already carry emotional value—they remind people of home, family, and childhood celebrations. By blending this emotion with the thrill of voting, Zepto made people feel involved. In short, Zepto tapped into one powerful truth: What connects India faster than quick delivery? Emotion.

THE PLAN

Step 1: Every Zepto order above ₹499 included a surprise mithai box.

Step 2: Customers tasted the sweet and voted for their favourite on the app.

Step 3: Zepto revealed the winning mithai post-Diwali, keeping excitement alive throughout the festival.



zepto

Grocery delivered in 10 MINUTES

IMPACT

Zepto didn't just deliver sweet, it delivered participation. Thousands of customers shared unboxing videos, cast votes, and debated over their favourite mithai online. App engagement spiked, brand conversations soared, and Zepto earned a distinct festive identity, one that blended speed, humour, and emotion perfectly. The campaign showed that when a brand lets people be part of its story, they become more than just buyers and start engaging.



MARKETING CONCEPTS USED

1. Integrated Marketing Communication (IMC)

Zepto made sure that every platform, app, ad, influencer, and offline promo told the same story: The Mithai Election. That's what made it look big and consistent everywhere.

2. Emotional Marketing

Mithai isn't just food, it's memories, family, and love. Zepto used that emotion to connect with people's hearts, not just their carts.

3. Experiential Marketing

Every order became an experience: open the box, taste the sweet, cast your vote. It made shopping fun and memorable.

4. Cultural Marketing

Festivals and elections are India's biggest passions. Zepto mixed both, making the campaign feel truly Indian.

DID YOU KNOW



RELIANCE ENTERS THE PACKAGED WATER MARKET!!!

Reliance Consumer Products, a division of Reliance Retail, has made a fresh entry into India's packaged drinking water market. It has launched two brands **Campa Sure** and **Independence** aiming to provide safe, clean, and affordable water to a wide range of consumers.

Smart Launch Strategy

The company has started its rollout in Northern India, focusing on high-demand regions first. Instead of setting up its own plants, Reliance is partnering with regional bottlers and local producers for bottling, packaging, and distribution. This approach helps the company enter markets faster, maintain quality, and expand with lower operational costs.



Affordable Pricing

Campa Sure's biggest strength lies in its low and attractive pricing:

250 ml bottle — ₹5

1 l bottle — ₹15

2 l bottle — ₹25

These prices are 20–30% cheaper than leading brands like Bisleri, Kinley, and Aquafina. The goal is to make clean drinking water affordable for everyone while driving high-volume sales.



Reliance

Advantage of GST Cut

The launch comes soon after the GST on packaged water was reduced from 18% to 5%. This tax cut allows companies like Reliance to offer lower prices without losing profit margins, making this the perfect time to enter the market.



Market Potential & Challenges

The Indian packaged water industry is worth nearly **₹25,000 crore**, and Reliance aims to grab a large share quickly. However, the key challenges will be to maintain purity standards, build consumer trust, and manage smooth logistics across different regions.

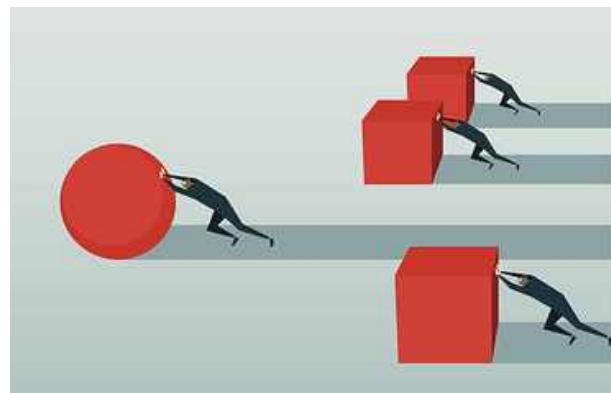


KEY INSIGHTS

- Reliance launched two brands: Campa Sure (mass) & Independence (premium).
- 20-30% cheaper pricing model.
- Jio-style strategy ensures massive reach

The "Jio-Style" Playbook

Reliance is using its classic "Jio strategy" entering a large, crowded market with disruptive pricing and wide reach. It plans to use its existing retail network of supermarkets, petrol pumps, and local stores for strong availability. The Independence water line will target premium buyers, focusing on purity and quality assurance.



CASE IN POINT

TIMELINE: TITAN'S HISTORY OF MARKETING (1984–2025)

Titan Company Limited, a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), was founded in 1984. Titan started with the aim of making stylish watches for Indians who were used to plain and dull designs. The brand positioned itself not just as a watchmaker, but as a creator of emotion and pride. Campaigns like "Gift a Titan" and "Be More" in the late 1980s connected deeply with people by celebrating special moments.

By the 1990s, Titan had become an aspirational symbol. Their ads often used music written by A. R. Rahman, thereby emotionalizing and modernizing the brand. Titan started opening stores under the "World of Titan" name, providing the customers with a personalized shopping experience something India hadn't seen before.



In the 2000s, Titan realized that India's youth was changing. They launched the Fastrack brand in 2005, which spoke to teenagers and young adults directly with unconventional ads, trendy fashion, and social media. Fastrack's "Move On" slogan was a youth anthem. This segmentation opened up a whole new space for Titan to enter into the market.

TITAN'S JOURNEY GOES BEYOND KEEPING TIME. IT KEEPS MEMORIES, BLENDING EMOTION, INNOVATION, AND TIMELESS CRAFTSMANSHIP THAT INSPIRE GENERATIONS.



KEY INSIGHTS

Between 2010 and 2015, Titan entered into jewellery with Tanishq and eyewear with Titan Eye+. For Tanishq, it was empowerment of women and Indian values, remember the remarriage ad? It broke stereotypes and positioned Titan as a modern brand that families adored.

Titan started using online marketing and influencer collaborations to promote to Gen Z consumers **by 2020**. During the pandemic, they introduced virtual try on options for jewellery and watches and demonstrated that they were capable of adapting to meet new needs.

Now in 2025, Titan is no longer just a watch brand it's a lifestyle brand that retails watches, jewellery, sunglasses, and fragrances. Its growth is an example of how listening to emotions, embracing culture, and tracing trends can turn a small watchmaker into a billion-dollar brand loved by generations.

1. Emotional Marketing

Titan's "Gift a Titan" ads linked watches with love and celebration. It sold emotions, not just products. This built lifelong brand loyalty.

2. Youth Focus

Launching Fastrack in 2005 targeted young, bold customers. Its fun, rebellious tone made Titan cool. It captured India's growing youth market.

3. Brand Expansion

Titan moved from watches to **Tanishq** and **Titan Eye+**. Each brand had its own personality. This smart diversification made Titan a lifestyle leader.

4. Social Awareness

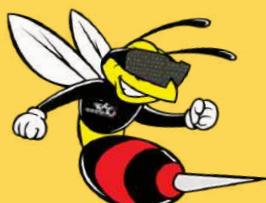
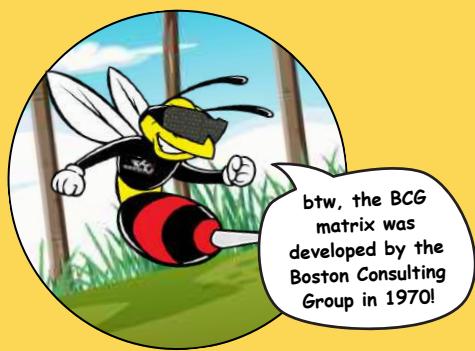
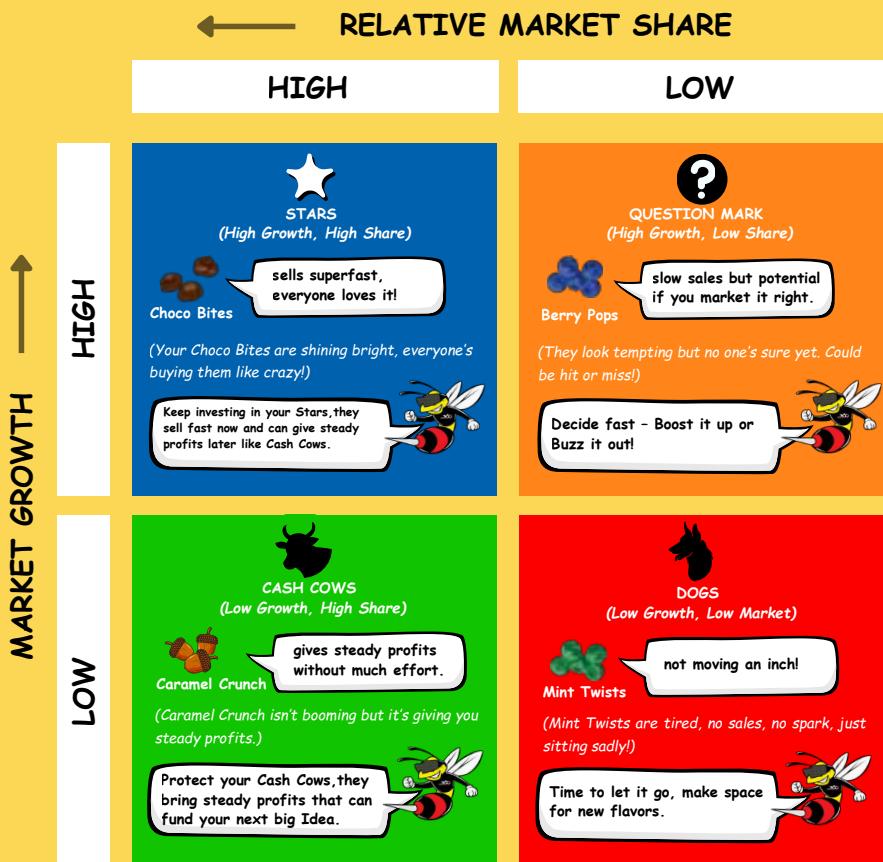
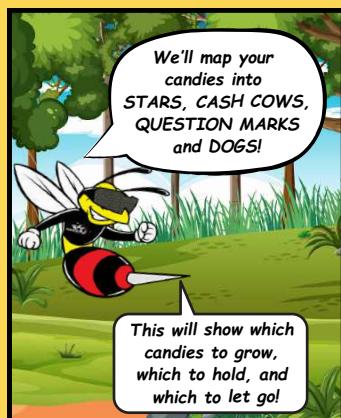
Campaigns like Tanishq's **remarriage ad** showed inclusivity and empowerment. Titan reflected real Indian values. It earned respect beyond sales.

5. Digital Innovation

Titan adopted **influencer marketing** and **virtual try-ons**. It balanced online trends with offline trust. This kept Titan modern and relatable.

M-LINGO TOONS

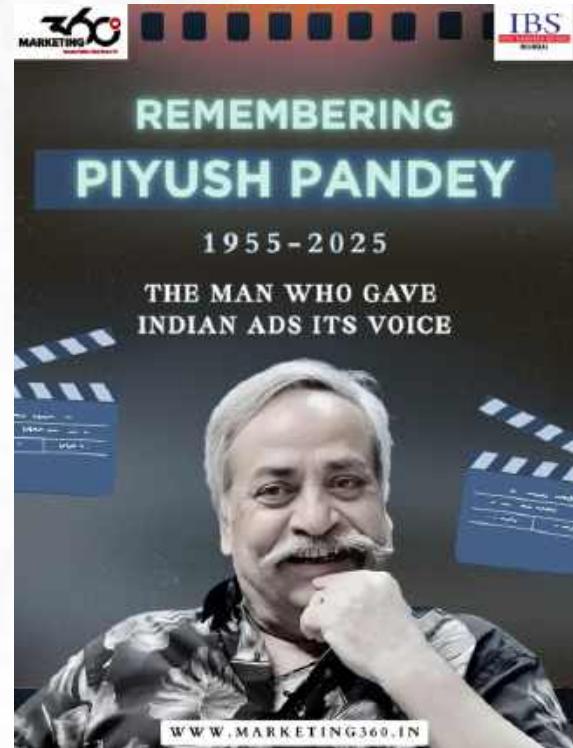
TALES FROM THE HIVE DECODING THE BCG MATRIX!



The BCG Matrix is like your business game plan for your product portfolio, showing where to invest, where to earn, and where to move on, all through smart resource allocation.



DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



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Neha
Saraf



Manaswi
Bhanushali



Aastha
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Sejal
Purohit



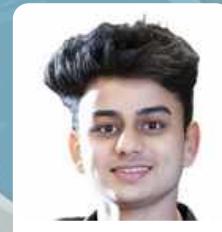
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Suterwala



Simran
Priyadarshi



Tanisha
Thakur



Omkar
Malusare



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