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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

INDIA AND EURASIA PLAN QUARTERLY MEETINGS TO SPEED UP FTA TALKS

As global trade becomes more unpredictable, India is taking steady steps to secure stronger and more reliable partnerships. In a recent meeting in Moscow, India and the Eurasian Economic Union (EEAU) agreed to meet every quarter to solve market access problems and speed up discussions on a proposed Free Trade Agreement (FTA). The aim is simple to make trade smoother and help both sides reach their shared goal of increasing bilateral trade to \$100 billion by 2030, up from \$68.7 billion in FY25.

These quarterly meetings will focus on fixing issues that often slow down Indian exporters especially those in agriculture and marine sectors such as delays in certification and product approvals. Both sides also discussed improving logistics, payment systems and reducing non-tariff barriers to make business easier. Industry experts believe this move will especially benefit Indian MSMEs.

Vinod Kumar, president of the India SME Forum, said that better coordination can help small exporters expand into Russia and neighbouring EAEU markets, particularly in food processing, engineering and chemical products. The talks also reviewed progress on the 18-month FTA negotiation plan, with India exploring opportunities in goods, services and investments. This growing partnership is part of India's larger effort to diversify its exports, strengthen supply chains and build a more stable global trade presence.

As India moves towards its vision of *Viksit Bharat 2047*, closer ties with the EAEU could play a key role in shaping future economic growth.



KEY INSIGHTS

India & EAEU will meet every quarter to fast-track FTA approvals.

Aim to raise bilateral trade to \$100 billion by 2030.

Focus on fixing certification delays, logistical issues, and non-tariff barriers.

The move is expected to especially benefit Indian MSMEs.

GOVT NEWS

MARKETING IN DPDP ERA: A SHIFT TOWARDS TRUE DATA OWNERSHIP

► Introduction Of DPDP Era

The new Digital Personal Data Protection Rules (DPDP) in India has already started to bring about a change in the method of personal information usage. The act, although intended to provide individuals with increased control over their personal information, has been most pronounced in its effect in terms of marketing, personal information and usage.

► Consent That Is Clear and Honest

One of the biggest change is the move towards consent that's actually explicit and informed. Marketers can no longer rely on pre-ticked boxes or hidden permissions. The users need to be aware of what personal information they provide and why. By doing so, brands are encouraged to rework their sign-up forms, pop-up forms and lead forms with transparency and clarity.

► From Collecting Everything to Collecting Only What Matters

The DPDP discourages unnecessary data hoarding. Instead of gathering every possible detail, marketers now need tighter, purpose-driven data sets that make insights sharper and more reliable.

► Security, Accountability and Timely Reporting

Stronger protection measures are now mandatory. The companies must ensure that customer information is stored safely, and if there is any violation, they must alert customers and also inform the Data Protection Board within the stipulated time.

► Cleaning Up Long Ignored Databases

Industries such as e-commerce and social platforms now have clearer rules on data retention, especially for inactive accounts. As a result, marketing teams are removing outdated contacts and retaining only those who have given explicit permission. This leads to a more engaged and authentic audience.

► The Long Term Advantage Trust

Despite the effort required, the outcome is not positive. When consumers feel respected, their trust deepens. The DPDP ultimately encourages marketers to move towards transparency, responsibility and healthier customer relationships.

KEY INSIGHTS

Clear consent will change how we approach lead generation.

Smaller data sets will push us to targets more honestly and sharply.

Security slip-ups now come with real responsibility.

A cleaner database means better, more meaningful engagement.

Trust and transparency are becoming the real deal-breakers for consumers.

INDUSTRIAL TRENDS

E-waste recycling in India needs Rs 50,000 crore investment

E-waste recycling in India faces a massive investment gap of ₹50,000 crore and a critical shortage of raw materials, creating ripple effects across the electronics, EV, metals and manufacturing sectors.

At the Plastics Recycling Show (PRS) India and the inaugural Bharat Recycling Show (BRS) 2025 in Mumbai, industry leaders highlighted that only about 5% of India's e-waste enters formal recycling channels. With just ₹2,500 crore invested so far, scaling to full capacity will require nearly 20 times more funding. According to B.K. Soni, CMD, the biggest bottleneck is the limited flow of e-waste into authorised recyclers. The business is viable and sustainable, he said, but growth depends on stable supply, policy clarity and consistent enforcement. Because most e-waste over 90% is still processed by the informal sector, formal recyclers struggle with unpredictable inflow, underutilised plants and unfeasible expansion plans.

Impact on Key Sectors

► Electronics & Consumer Devices:

EPR rules are increasing compliance costs for OEMs. Companies like Samsung and Daikin have pushed back against mandated minimum payments to recyclers (often around ₹22/kg), which directly affect profit margins.

► Automotive & EV Industry:

Urban mining of lithium-ion batteries could supply lithium, cobalt and nickel to EV makers and gigafactories. But without sufficient raw e-waste feedstock, recyclers cannot produce these recovered metals at scale, limiting circular supply chains and slowing battery manufacturing self-reliance.

► Manufacturing and Metals:

Advanced recovery technology such as hydrometallurgy can reduce imports of non-ferrous and critical metals. However, low recovery rates and the massive capital requirement prevent widespread adoption.

► Waste and Recycling sector:

Formal recyclers often lack access to collection networks and traceability systems, making it impossible for them to plan operations or expand their capacity.



KEY INSIGHTS

Only 5% of e-waste reaches formal recyclers.

Electronics, EV, manufacturing and metals sectors lose efficiency due to limited recycling capacity.

Informal sector dominates collection, restricting valuable material from the formal supply chain.

ECONOMICS DECLASSIFIED

Rupee dragged by Weaker Asian Peers, held up by The Central Bank Line

Consider a currency caught in a regional tug-of-war, that's the Indian Rupee. As Asian currencies weaken against a strong Dollar, the Rupee feels the pull, but India's central bank draws a firm line in the sand.



A strong US Dollar acts like a magnet for global capital. Higher US yields and risk aversion lead to capital outflows from emerging markets, resulting in weaker currencies and imported inflation, causing pressure on central banks. However, The Reserve Bank of India's (RBI) consistent interventions and its substantial forex reserves cushion the decline.

For importers, a weaker Rupee raises costs for crucial items like crude oil, electronics and foreign investments face valuation losses. Yet, a competitively priced currency provides opportunities; export sectors like IT services and pharmaceuticals gain an edge, on the central bank's side, a managed currency supports financial stability and controls inflationary pressures.

Opportunities shine through export competitiveness, robust reserves and a controlled depreciation that avoids panic, while challenges are persistent in the form of a strong dollar, fragile regional sentiment, and elevated import bills.

Basically, despite regional headwinds, the rupee remains anchored by its central bank shield.

KEY INSIGHTS

The Indian Rupee (INR) is projected to trade well against the USD, outperforming most Asian peers.

The US Dollar Index (DXY) is expected to average 108.0 in Q4 2025, a 5.5% increase from its Q2 level.

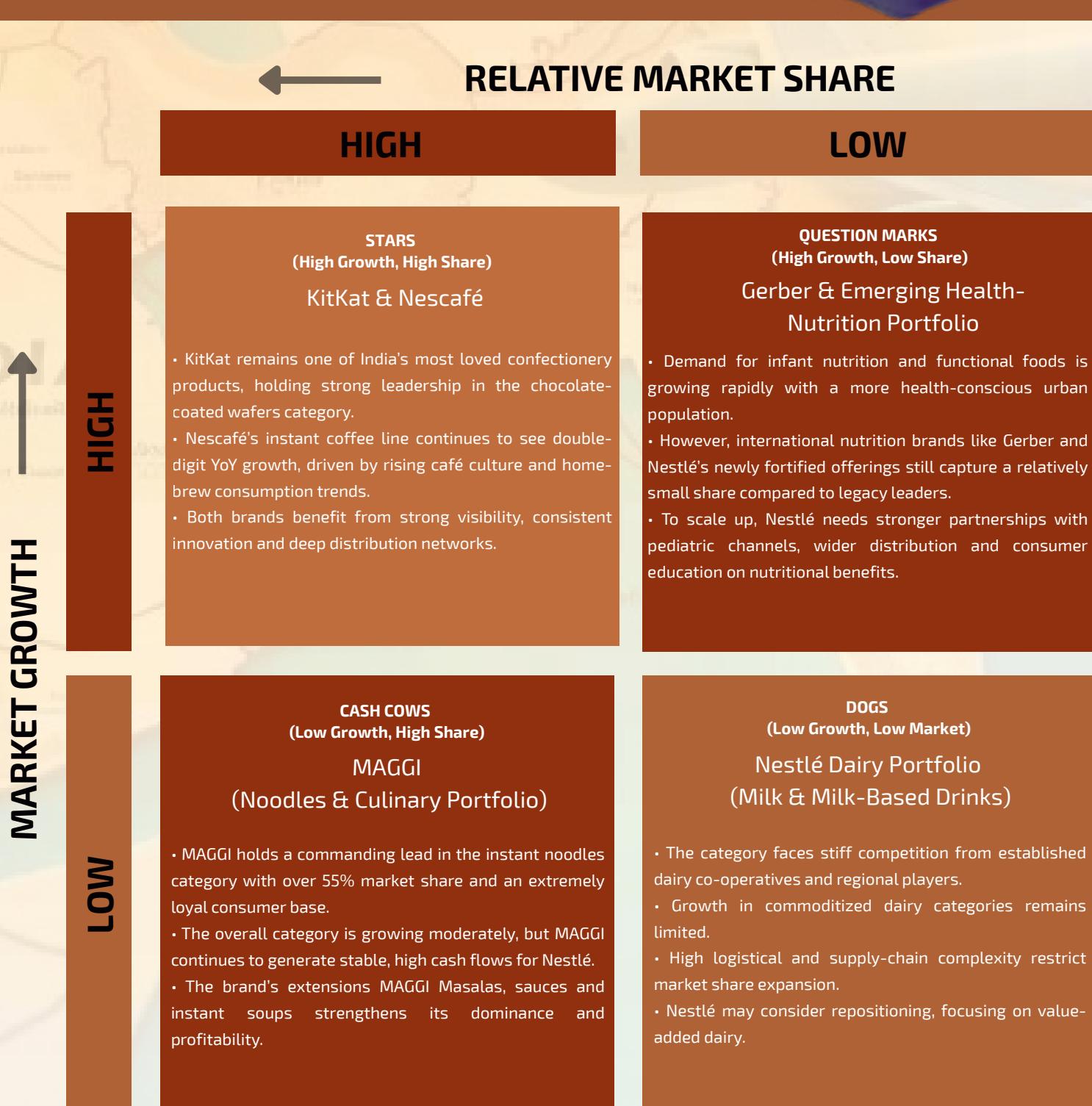
Regional currencies like the Thai Baht (THB) and Korean Won (KRW) have depreciated by 4.5% and 3.8% in the past quarter, respectively.

RBI's foreign exchange reserves remain robust at over \$650 billion, providing a strong buffer against volatility.





BCG-MATRIX ANALYSIS



BRAND IN TALK

Zoho: The Unassuming Global Local Shaping a New Tech Landscape

Business software rarely has soul. It's noisy, fast and fuelled by Silicon Valley hype. Zoho chose a different path quiet fields over loud boardrooms, purpose over buzzwords. This is not just what they build, but how they think.

So, What Does Zoho Do?

Imagine running a bakery or a small agency. You email clients, manage invoices, track orders, handle support and maybe need your own app. Normally, you'd juggle 10 different tools that refuse to sync.

Zoho looked at this chaos and said, "Let's build everything and make it all work together."

Today, Zoho offers 55+ apps that feel like one family:

- Zoho CRM for customer relationships
- Zoho Books for accounting
- Zoho Desk for support
- Zoho Creator for building custom apps
- Zoho Writer, Sheet, Projects, Campaigns and more

A full business suite without the headache.



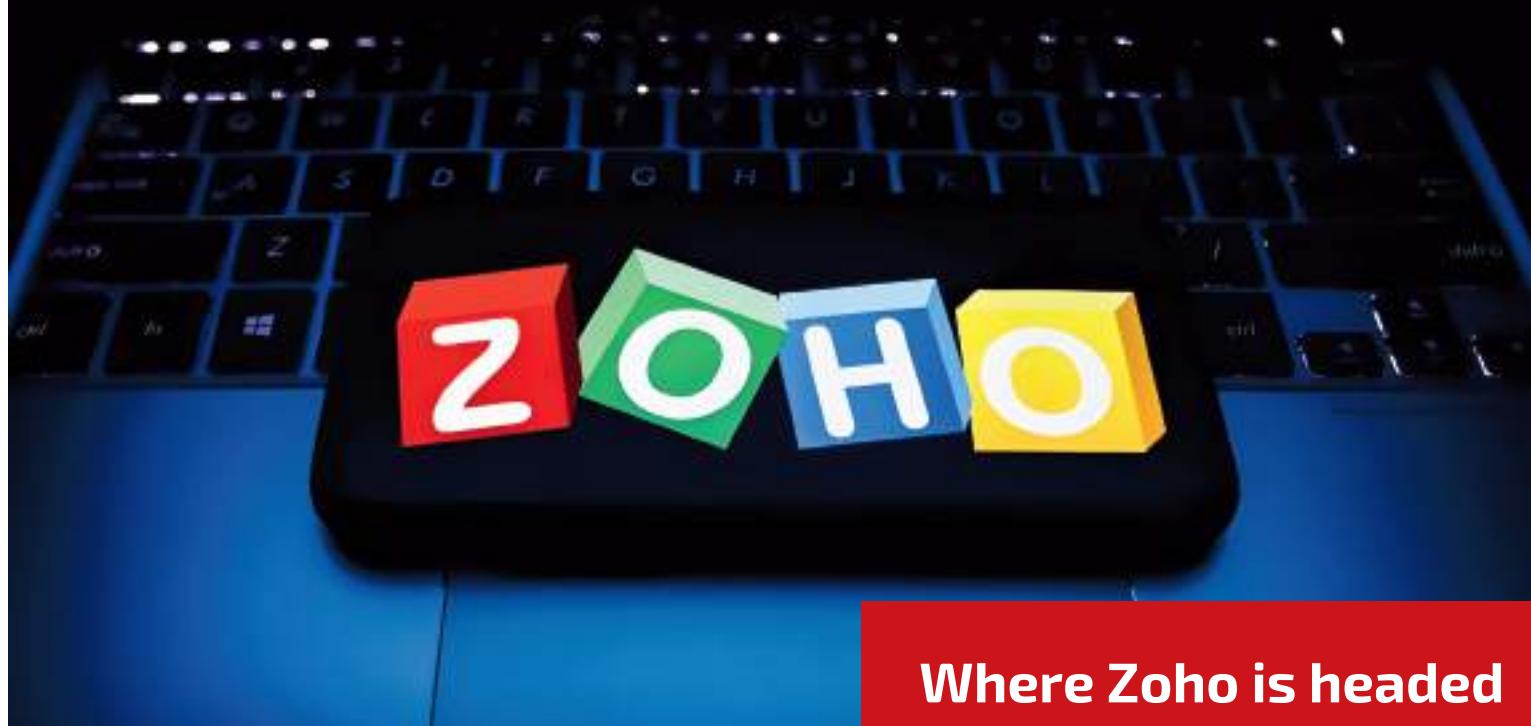
The Humble Start



Sridhar Vembu, Co-Founder of Zoho Corp.

In the mid-90s, when India's tech scene was just waking up, Sridhar Vembu and his partner launched AdventNet. No dreams of billion-dollar valuations just a simple, effective tool for network management. It wasn't glamorous, but it was profitable. While the dot-com world rose and crashed, they stayed steady. That stability gave them something rare freedom.





The “Quietly Winning” Playbook

They own themselves. No VC money, no pressure to chase trends. Their only boss is the customer.

They go where the talent is. Through “transnational localism,” Zoho builds offices in rural areas and small towns, proving brilliance isn’t limited to big cities.

They offer unmatched value. Because they build so many tools, they can bundle them at prices that help small businesses thrive.



Where Zoho is headed



- **Smarter software:** Their AI, Zia, predicts sales, sorts tickets and automates work.
- **More homegrown innovation:** More apps, more rural offices, more empowerment.
- **A fierce privacy stand:** No ads. No selling data. Your information stays yours.

The Real Secret

Deep roots. Decades of vision. Zoho grows like an oak, deliberate and unshakeable. They are a company built for people, led by a CEO who prefers the honesty of farming to the pretense of corporate.

CAMPAIGN BREAKDOWN

Swiss Beauty's "We Got you Girl" campaign



THE INSIGHTS

Indian women juggle identities daily, perhaps beauty brands rarely honor this. Swiss Beauty embraces that truth and doesn't tell women what to do. Swiss Beauty stands, in support as an ally instead of an authoritative way. The brand understands in today's world beauty is not perfection but expression, particularly for young women trying to juggle family expectations and personal ambition.

THE SPARK

The charm comes to life when Taapsee goes from emotional sister to dancing queen in mere seconds playful, powerful, princess like perfection. Its that moment every woman recognizes, when glam becomes armor and expression becomes freedom. The film bottles that chaos to confidence arc, where a little touch-up, becomes a whole new vibe. Swiss Beauty becomes the glow that moves with her, a mirror that says yes.

THE CONCEPT

Swiss Beauty's "We Got You, Girl!" happens in the glittery disarray of Indian wedding season, where women can switch from a bridesmaid to a best friend to a boss lady in mere seconds. Actress Taapsee Pannu dances through these moments, changing mood along with the swipe, stroke and sparkle supplies of Swiss Beauty. The brand seamlessly integrates into her life, like that one friend who never fails to show up with tissues, lip-gloss and emotional CPR. The ad presents Taapsee as a hype girl for every woman, playful, real and wonderfully herself.

This idea actually relates to the real experience of most Indian women, bold at work, sentimental with her family and glam babe at sangeets. And Swiss Beauty simply positions itself as an enabler of these transitions, assurance if not full confidence, all at a budget! Every occasion is a mini-reset, and Swiss Beauty becomes the real MVP that keeps her center-stage whilst life yanks her ten other ways. And across every frame, the brand declares the exact same promise, "We are here, when you need us!!!"

SWISS BEAUTY

A Fine Legacy of Curating Longwear Comfortable Beauty Products Exclusively for Indian Beauty.

THE PLAN

The campaign plan is centered on featuring Taapsee in relatable shaadi (wedding) season scenarios to effectively demonstrate the product's long-lasting performance. This strategy will be executed across digital platforms using films, reels, and collaborations with influencers. To maximize user engagement and build relatability, the campaign will encourage users to share their own stories using the hashtag #WeGotYouGirl and will release behind-the-scenes content.

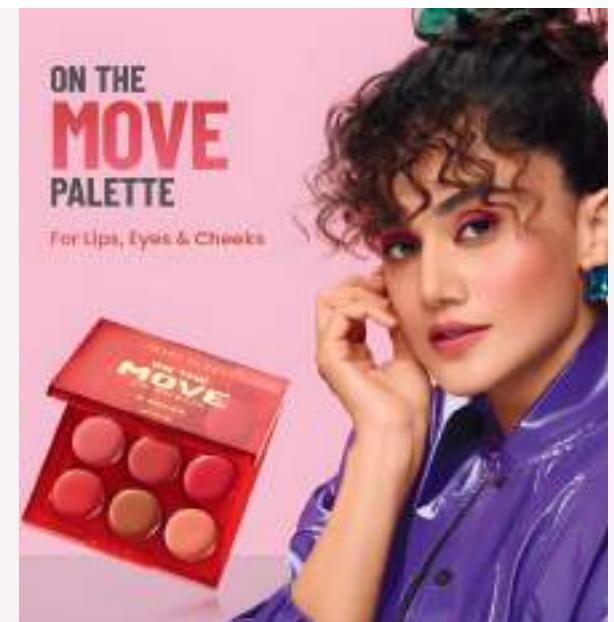
THE IMPACT

The campaign successfully resulted in an increased emotional connection with women, which simultaneously led to a stronger trust in product durability. Overall, the initiative drove higher engagement across social platforms and broadened the brand's reach, cultivating a greater appeal among younger audiences.

SWISS BEAUTY

WHY IT WORKED

- Based on a culturally relevant insight
- Presented beauty as empowerment
- Combined authentic storytelling with product credibility
- Celebrated real women and their everyday adaptability



DID YOU KNOW?

TATA
CONSUMER
PRODUCTS

TATA
SOULFULL

TATA
Sampann

CAPITAL
FOODS

ORGANIC
INDIA



Tata Consumer's New Age Brands Now Power One Third of Its India's Business!!!

Consumer preferences are changing more quickly than ever in the fast paced FMCG market of today, moving toward brands that are genuine, purpose driven, and healthier. Tata Consumer Products Ltd. (TCPL), which has been developing a solid portfolio of contemporary, lifestyle-focused brands, is a notable illustration of this change.

Did you know?

In the September quarter, Tata Consumer's new age brands Tata Sampann, Tata Soulfull, Capital Foods (Ching's, Smith & Jones), and Organic India saw a remarkable 27% increase. These brands now contribute for a sizable 32% of TCPL's sales in India, indicating a dramatic shift in the company's clientele and business approach.



What's Driving This Growth?

Today's consumer wants authenticity, convenience, and nutrition. Each of Tata Consumer's cutting edge brands is positioned to meet these new demands:

- Tata Sampann and Organic India strengthen TCPL's presence in nutrient-dense staples, pure spices, unpolished dals, and premium herbal nutrition.
- Tata Soulfull makes millets more accessible through ready-to-eat formats and breakfast cereals.
- Capital Foods taps into rising demand for quick, flavourful Asian meals, expanding TCPL's appeal among modern consumers.



Why Is It Important?

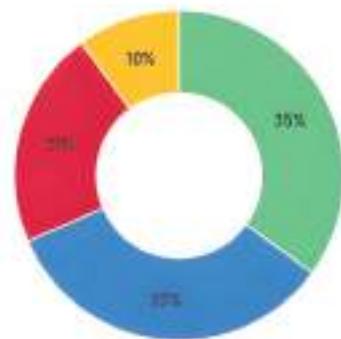
This increase reflects India's broader spending patterns, as wellness, sustainability, and ingredient-focused brands grow far faster than traditional categories. By balancing its legacy products with modern, fast-growing brands, Tata Consumer remains competitive in a crowded FMCG market. These cutting-edge companies are not only driving sales in India's evolving food and wellness sector but also reshaping how contemporary homes shop, cook, and enjoy food.

KEY TAKEAWAYS

1. New-age brands grew 27% in the September quarter and now contribute 32% of TCPL's India earnings.
2. Growth is driven by rising consumer demand for convenience, wellness, nutrition, and healthier lifestyle choices.
3. Strong performance from Tata Sampann, Soulfull, Capital Foods, and Organic India reflect India's shift towards modern, health-focused products.

Where is TCPL making money from?

Segment wise distribution of revenue

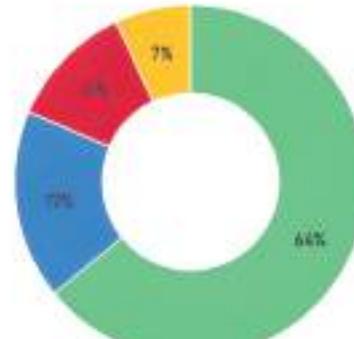


■ Indian Beverages
■ Indian Foods

■ International Beverages
■ Non-branded

Where is TCPL making money from?

Geographical distribution of revenue



■ India ■ USA ■ UK ■ Rest of the world

CASE IN POINT

TIMELINE: LENSKART REDEFINING VISION FOR DIGITAL INDIA (2010–2025)



Product & Marketing Strategy

Customer-Centric Innovation:

Lenskart bridged the gap between affordability and fashion by making eyewear a lifestyle accessory, not a medical product. With in-house manufacturing and supply-chain control, it ensured high quality at lower costs.

2010

- Founders: Peyush Bansal, Amit Chaudhary, and Sumeet Kapahi launched Lenskart as an online eyewear platform.
- Initially focuses on contact lenses before expanding to eyeglasses and sunglasses.

Phygital Model:

Combines digital convenience (app, AR Try-On, online booking) with offline trust through franchise and flagship stores, making omnichannel service its biggest differentiator.

2013–2016

- Introduces “Home Eye Check-up” and try-before-you-buy model, bringing opticians directly to customers’ homes.
- Launches Omnichannel Strategy, integrating offline experience with digital convenience.

Personalization and Technology:

AI-driven face-mapping and 3D Try-On enhanced user experience, while predictive data analysis optimized inventory and marketing.

2017–2020

- Expands to 500+ stores across India, blending D2C innovation with physical presence.
- Introduces AI-powered 3D Try-On technology for personalized shopping.
- Rolls out John Jacobs and Blu sub-brands targeting premium and screen-protection segments.

Brand Storytelling:

Campaigns like “Spectacular Every Day” and influencer tie-ups positioned eyewear as confidence, not correction. Featuring relatable faces, Lenskart built an emotional connection with aspirational Indian youth.

LENSKART FOCUSES ON CUSTOMER EXPERIENCE, SCALABLE SUPPLY CHAIN, AND OMNICHANNEL MARKETING CREATING ONE OF INDIA'S STRONGEST D2C ECOSYSTEM.

BY MERGING TECHNOLOGY WITH TRUST, LENSKART TRANSFORMED EYEWEAR FROM A NECESSITY INTO A LIFESTYLE CATEGORY, ACHIEVING GLOBAL RECOGNITION WHILE STAYING PROUDLY INDIAN.

2021-2023

- Secures funding from SoftBank Vision Fund, pushing valuation past \$4 billion.
- Begins international expansion in the UAE, Singapore, and the USA.
- Launches Lenskart Vision Fund to invest in eyewear and D2C startups.

2024-2025

- Operates 2,000+ stores globally, with a strong presence in Tier-II cities.
- Targets ₹2,500+ crore annual revenue through tech-driven personalization and subscription-based lens replacement model.



KEY TAKEAWAYS

1. Omnichannel innovation made eyewear accessible and aspirational.

2. Tech-led personalization built strong customer loyalty and retention.

3. Affordable-premium pricing positioned Lenskart between mass and luxury, creating a distinct "value-for-style" niche.

4. Continuous innovation in design, retail, and data insights ensured sustainable growth and market leadership.

Channel Expansion

Digital-First D2C

Built strong online roots with seamless app experience and fast delivery cycles.

Franchise & Flagship Growth

Scaled through local franchise partners while opening experience-driven flagship stores in metros for brand discovery.

Global Footprint

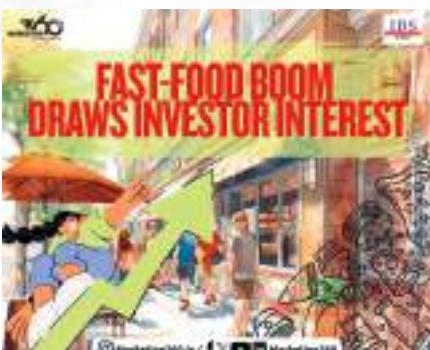
Expanded to Southeast Asia and the Middle East, blending Indian affordability with global design appeal.

M-LINGO TOONS

TALES FROM THE HIVE CONCEPT - 4P'S OF MARKETING



DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



THE TEAM

GRAPHICS TEAM



Vineet
Panchal



Tanmay
Deshpande



Prayag
Subbaiah



Pankti
Shah



Tirth
Dave

CONTENT TEAM



Vanshita
Jain



Neha
Saraf



Manaswi
Bhanushali



Aastha
Jain



Sejal
Purohit



Taha
Suterwala



Simran
Priyadarshi



Tanisha
Thakur



Omkar
Malusare



Anannya
Kelkar

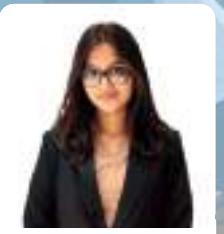
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Lysandra
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Gube



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