

APRIL 2026

Marketing Insights Newsletter of Marketing360.in

# PANORAMA

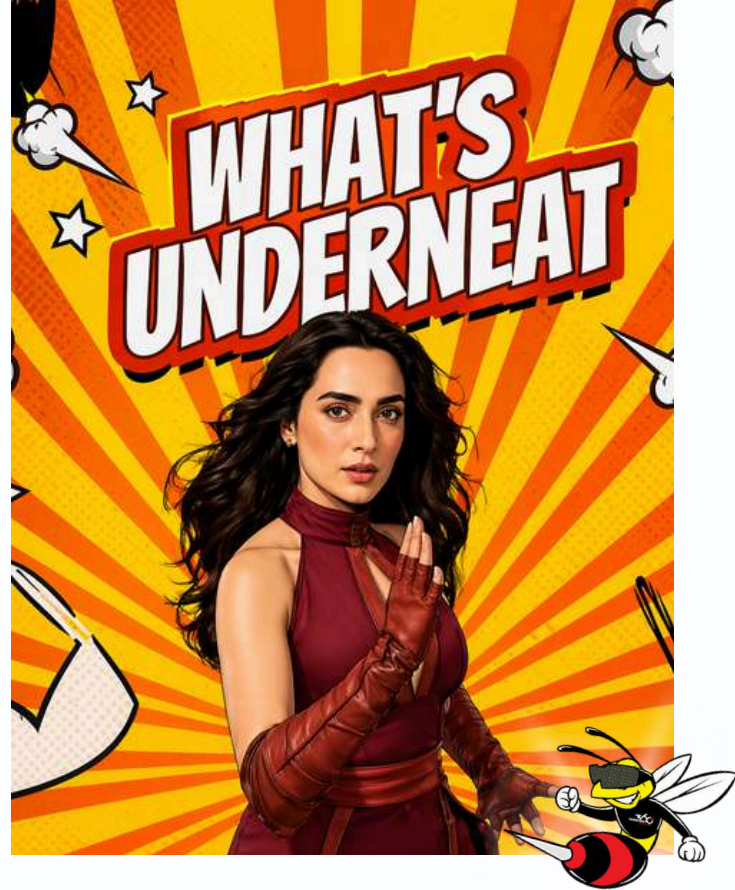
## MARKETING 360°



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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

## SUPPLY CHAINS HIT BY THE STRAIT OF HORMUZ CRISIS

The Strait of Hormuz blockade entered its second month in April, and it's getting worse. Ship traffic dropped 95%. Oil touched \$130 a barrel. Insurance costs went up five times. Then on April 7, a suspected Iranian-backed airstrike hit Saudi Arabia's Jubail complex, 70% of the world's circuit board material was gone. Electronics prices jumped 40% in days.

### ➤ MARKETING IMPACT

Shrinkflation goes mainstream: Instead of raising prices, brands made packs smaller. Parle-G: 500g → 400g (₹20). Maggi: 70g → 62g (₹12). Amul ghee: 1 litre → 840ml (₹550). #ChhotiPackBadaDard trended, but nobody stopped buying. We would rather pay the same and get less than see the MRP go up.

### ➤ GLOBAL IMPACT

Europe received 10% less gas, while Asia paid 35% more for it. Fertilizer shipments came to a halt, pushing grain prices up by 8%. Chipmakers warned of 15-20% production cuts. Major global brands like IKEA, Unilever, and P&G raised concerns, while supermarkets across the US and Europe started limiting purchases of olive oil and tuna.



### ➤ INDIA'S RESPONSE

- Released 5 million barrels from oil reserves.
- Opened the door for edible oils from Brazil and Indonesia.
- RBI gave a \$2 billion swap window for dollars.
- FMCG firms increased local packaging sourcing by 10-20%.

### ➤ DOMESTIC PRICE IMPACT

Despite government efforts, some price increases could not be avoided. Cooking oil prices rose by 5-14% due to supply, disruptions and higher import costs. Fuel prices also increased by ₹3-₹4 per litre, reflecting the continued rise in global oil prices.

### KEY INSIGHTS

**Fuel & medicine shortages in Sri Lanka, Kenya, Bangladesh as 5x insurance premiums block shipments.**

**A weaker rupee makes Indian textiles and pharma cheaper for foreign buyers, boosting April exports.**

**Premium brands raise MRPs instead of shrinking packs, since affluent consumers are willing to pay more.**

# GOVT NEWS

## INDIA'S NUCLEAR BREAKTHROUGH: A 700-YEAR ENERGY MILESTONE

### ► Introduction

India hit a major nuclear milestone on April 6th, 2026. The Prototype Fast Breeder Reactor (PFBR) at Kalpakkam in Tamil Nadu reached "first criticality" that's the moment a nuclear reaction becomes self-sustaining. Prime Minister Mr. Narendra Modi called it a "defining step" for India's civil nuclear program.

### ► How it Works?

This is a 500 MW reactor. It runs on a uranium-plutonium mix. What makes it special? It actually creates more fuel than it uses. Here's how: a blanket of Uranium-238 around the core absorbs neutrons and turns into Plutonium-239. Engineers call this "breeding," and this reactor has a breeding ratio of about 1.05.

### ► Why this Matters for India?

India has 25% of the world's thorium but very little uranium. That's the problem. The PFBR is stage two of a three-stage nuclear plan first dreamed up by Dr. Homi J. Bhabha. If this works at scale, India can tap into its thorium reserves. According to IGCAR Director Sreekumar Pillai, that means 500 to 700 years of energy security.

With this success, India becomes the second country after Russia to run a commercial fast breeder reactor. The project started way back in 2004. It took over two decades of technical hurdles to get here.

### ► What Comes Next?

Following first criticality, the PFBR now requires low-power physics tests and regulatory approval from the Atomic Energy Regulatory Board (AERB). With these clearances, commercial power generation is expected by late 2026 or early 2027.



### KEY INSIGHTS

Thorium-based energy would cut India's oil import dependence, shielding the economy from price spikes like the recent \$130/barrel shock.

Indigenous reactor development ensures self-reliance in nuclear technology and fuel, boosting strategic independence.

Twenty years from idea to criticality, big scientific breakthroughs demand patience.

# INDUSTRIAL TRENDS

## STITCHED BY DEMAND, DRIVEN BY MARKETING: THE APRIL 2026 SHIFT

### How the Textile Industry Changed Overnight

For years, the textile business ran on a simple formula: make it cheap, ship it fast, and let retailers handle everything else. India, the world's second-biggest textile exporter, sent roughly 60% of its products to American and European markets. Nobody worried much about branding or flashy campaigns. The whole game revolved around who could offer the lowest price and quickest turnaround.

Fast fashion became the new talk of the town. Big retailers called the shots, and manufacturers simply followed orders. Marketing? That was someone else's problem. Most textile companies existed quietly in the background of massive supply chains, churning out garments without ever talking directly to the people who would actually wear them.

### Then April 2026 hit like a freight train

Oil prices shot past \$120 a barrel. Suddenly, making and moving clothes got painfully expensive. Add rising inflation to the mix, and shoppers started tightening their wallets. Experts predicted clothing sales would drop from 8% to 12% globally. Orders dried up, warehouses filled with unsold inventory, and profit margins got crushed.

### Importance of the Human Touch

Textile companies realized they couldn't just sit around waiting for orders anymore. They had to find customers themselves. Digital marketing, social media campaigns, and direct online sales tactics that they had previously ignored became absolutely essential. But the messaging changed too. Instead of pushing trendy styles and seasonal collections, brands started talking about real value, which came from durability, fair pricing, and practical needs.

### Marketing suddenly became survival

Looking ahead, the industry's future looks completely different. It is extremely important to realize and acknowledge the fact that Generation Z shoppers care deeply about sustainability stories, over 60% want brands that actually stand for something environmental. With online tools and customer data now accessible to everyone, competition's getting fierce. April 2026 didn't just raise costs. It fundamentally rewired how textile companies think about their business. Building a recognizable brand now matters just as much as keeping costs down.



### KEY INSIGHTS

Apparel inventory cycles have stretched to 120-150 days, forcing faster sell-through strategies.

Nearly 35% of manufacturers are shifting to nearshoring, changing export-led marketing.

Private labels now hold 20-25% of retail share, reducing manufacturer brand power.



# ECONOMICS DECLASSIFIED

India falls from 4th largest economy to 6th in April

## What happened?

In April 2026, the International Monetary Fund (IMF) released its latest rankings. India fell from being the 4th to the 6th largest economy. Our GDP is now \$4.15 trillion, Japan is at \$4.38 tn, and the UK is at \$4.26 tn. But our real GDP growth is still 6.4-6.5% fastest in the world.

## Reasons behind the Slip

1. Rupee took a hit – The rupee dropped nearly 9% against the dollar. Why? Oil hit \$130 a barrel because of the Hormuz crisis. India buys a lot of oil, so companies need more dollars. That weakened the rupee, and a weaker rupee makes our GDP look smaller in dollar terms.

2. We changed how we measure GDP – India updated its base year from 2011-12 to 2022-23. That is a good thing, but it also shaved off about 3-4% from our nominal GDP. Not a real loss, but better measured data.

3. The dollar got stronger – The US dollar was up against almost everyone. Japan and the UK also saw their currencies fall, but not as much as the rupee because they rely less on oil imports. So they moved ahead of us without actually growing faster.

## What the Ranking Tells us

India's economy is not shrinking. This ranking drop is mostly about currencies and statistics, not about people getting poorer. But it does highlight a real problem: we are still too dependent on imported oil. When crude spikes, the rupee takes a hit.

## Future Outlook

The IMF expects us to return to the 4th by 2027 and the 3rd by 2030. The simple reason: we grow at 6.5%, while Japan and the UK barely move at 1-1.5%. Over time, that gap wins.



## KEY INSIGHTS

**Exchange rates affect GDP rankings – The rupee fell 9% against the dollar, making India's GDP look smaller in dollar terms despite real growth**

**High oil imports weaken the rupee – Oil hit \$130/barrel, so India needed more dollars to pay for it, pushing the rupee down**

**India updated its GDP base year to 2022-23 – This improved methodology reduced nominal GDP by 3-4% due to better measurement, not real loss**

**Faster growth brings India back up – India grows at 6.5% vs. 1-1.5% for Japan/UK, so the IMF expects a return to 4th place by 2027**

# SWOT Model



zomato

## STRENGTHS

- **MARKET LEADERSHIP:** Zomato is the market leader in India's food delivery market with 55% to 57% share (Source: Goldman Sachs, Morgan Stanley).
- **STRONG USER BASE:** 80M+ users and 3L+ restaurant partners give it wide reach. (Zomato Annual Report 2024).
- **TECH-DRIVEN PLATFORM:** AI, real-time tracking, and engaging notifications improve user experience.
- **BLINKIT DIVERSIFICATION:** Blinkit adds a fast-growing revenue stream of quick commerce.



## WEAKNESSES

- **LOW PROFITABILITY:** High costs and a low-margin model affect the overall earnings.(Source: Zomato Financials FY23-FY24).
- **DISCOUNT DEPENDENCE:** Frequent offers are needed to attract and retain users, which reduces margins.
- **HIGH OPERATING COSTS:** Logistics, delivery payouts, and infrastructure like dark stores increase expenses.
- **SERVICE INCONSISTENCY:** Delays, cancellations, and wrong orders can affect customer satisfaction and retention.



## OPPORTUNITIES

- **MARKET GROWTH:** The online food market of India is expected to reach \$140 billion by 2030.
- **TIER 2 & 3 EXPANSION:** Faster expansion into Tier 2 & 3 cities.
- **QUICK COMMERCE GROWTH:** Expansion of quick commerce (BlinkIt), which would bring in revenues worth Rs.5,000 crore by 2030.
- **AI PERSONALIZATION:** Hyper-personalization of services with artificial intelligence and data analytics.



## THREATS

- **HIGH COMPETITION:** Competition from Swiggy, Zepto, Blinkit and Amazon continues to keep pricing pressure high.
- **REGULATORY RISKS:** Regulations on commissions, gig worker rights, and data policies could add to compliance costs.
- **RISING COSTS:** Rising fuel prices and operational costs directly impact margins.
- **CHANGING HABITS:** Increasing preference for home cooking, and healthy choices could lead to lower order frequency.



# BRAND IN TALK



## The Power of Real: How UnderNeat is Winning with Authentic Branding

### Introduction

When Kusha Kapila co-founded UnderNeat, she wasn't trying to disrupt India's \$6 billion intimatewear industry but that's what happened. For years, brands sold airbrushed bodies and the idea that you need to look a certain way to deserve good underwear. UnderNeat went the opposite direction: underwear that actually fits, feels good, and works for real bodies not "should be" bodies. People noticed.



### Marketing Strategy & Campaigns

What makes UnderNeat's approach stand out is that marketing wasn't treated as a separate function; it was baked into the product development process itself

#### 1. Pre-Launch Validation

Before a single product went live, Kusha used her "What Are You Wearing Under?" series to tap into her 4.1M-strong audience. The conversations were candid rolling waistbands, limited shade ranges, poor fit. That feedback directly shaped the product. By launch day, UnderNeat already knew exactly what its customers needed.

#### 2. Smarter Positioning

Rather than framing shapewear as a tool to "fix" the body, UnderNeat reframed it as a solution for "distressed dresses", something that makes your clothes work better, not something that tells you your body isn't good enough. It's a subtle shift, but it made the category feel accessible and judgment-free.

# STOP

*ruko ek minute...*



# Underwoman

hain na!



### 3. "Underwoman" Campaign

The brand introduced the idea of an invisible Ally that you don't see, but always feel. The "Cupboard World" storytelling kept things grounded and emotionally resonant without feeling like an ad. It built the kind of brand recall that money alone can't buy.

### 4. Organic Digital Growth

UnderNeat gained 176K followers in just 48 hours driven almost entirely by Kusha's own content rather than paid media. The result: lower customer acquisition costs, and a level of audience trust that's genuinely hard to manufacture.

### Industry Impact & Challenges

With India's intimatewear market growing at 11.7% annually, UnderNeat's relatable positioning is working for them. The real challenge ahead is managing inventory for viral demand spikes while staying true to its founding voice. That tension between growth and authenticity will define its next chapter and so far, they've handled it well.



#### KEY INSIGHTS

Community before product Built demand before launch

Changed the conversation -From body correction to clothing comfort

Founder-led trust – Personal brand replaced heavy ad spend

Simple storytelling works – "Invisible ally" made the idea stick

Fast but focused growth – Data and relatability drove scale

# CAMPAIGN BREAKDOWN

## Asian Paints - Rangon Ki Warranty



Asian Paints commands 55% of India's decorative paints segment, a market worth \$11.45 billion in 2025, and growing at a 9.28% CAGR. Yet their latest campaign, Rangon Ki Warranty (by Ogilvy India), barely mentions paint. Instead, it talks about home, identity, and memory and that's exactly the point

### CONSUMER INSIGHT

In India, people rarely give addresses by street names. They say "the yellow house near the temple" or "turn left after the blue building." Colour is how homes are remembered. The campaign's core insight, "Rang hi asli pata hai," is not manufactured sentiment it is a real, observable navigation habit that the brand turned into a brand truth.



### THE IDEA

The campaign reframes "warranty" entirely. Instead of durability specs, it asks: what happens when colour lasts so long it becomes the address of a home? That's emotional reframing, converting a product feature into a human feeling.

### EXECUTION

Launched during the IPL, where Asian Paints is an Associate Broadcast Sponsor, a platform reaching 500+ million viewers, and the campaign intentionally mirrors cricket's own relationship with colour and identity.

### IMPACT

This is a brand equity play, and not a sales push. Consistent warranty messaging across the Asia Cup, print, and now IPL builds long-term top-of-mind recall, the metric that protects market share when competitors like Birla Opus are aggressively closing the gap.



**asianpaints** Colour is the true address of your home.



### WHY IT WORKED

Three things: a culturally rooted insight (not a manufactured one), continuity across two campaign years (building cumulative memory), and emotional branding over feature advertising. Most paint brands fight on price or coverage. Asian Paints fights on meaning, and that's a far harder position to copy.



### CONCLUSION

Rangon Ki Warranty is proof that the strongest campaigns don't sell the product, they sell what the product stands for. The real lesson here is when your brand can attach itself to a daily human behaviour, you stop being a commodity and start becoming a cultural fixture.

### KEY INSIGHTS

Asian Paints has kept over 50% market share for more than 20 years, so this campaign is designed to protect that lead without starting a price war with new competitors like Birla Opus

By advertising during IPL, which reaches more than 500 million people, the brand turns colour into a daily, nationwide conversation rather than just a product feature

The campaign works for everyone whether someone is painting a small room in a village or a luxury villa in a city because nearly every home in India is recognized by its colour



# DID YOU KNOW



## IPL 2026: THE "QUICK-COMMERCE" TAKEOVER

Did you know that the most valuable player this April isn't hitting sixes? It's the delivery partner on a scooter. While big brands pay ₹21 lakh just to show a 10-second ad, Blinkit and Zepto are winning by actually showing up at your door. They don't just show you a cold drink on screen, they put it in your hand before the next over begins.

### Marketing Insight: The A.C.E. Model

**Action:** Getting it to you now. While TV ads hope you shop tomorrow, Q-commerce gives you a "Buy Now" button. The gap between wanting a snack and eating it is now just 600 seconds.

**Context:** The perfect timing. Zepto's AI watches the game with you. If the match goes to a Super Over, you'll get a ping: "Nails getting short? Order popcorn instead!"

**Emotion:** Joining the celebration. By delivering team jerseys or "Match-day boxes" in minutes, they aren't just a delivery app, they are part of your fan ritual.

### The Big Picture: The ₹48,390 Crore Game

Why are brands so desperate for your attention? Because the IPL is now the second most valuable sports league in the world. Its media rights were sold for a staggering ₹48,390 crore.

- Every single match is worth nearly ₹118 crore.
- Every time a bowler starts their run-up, millions are being spent.

In a game where every ball costs a fortune, brands like Zepto and Blinkit have realized that "just watching" isn't enough. They want to turn that expensive attention into an instant sale using the A.C.E. Model.





## Did You Know?

**The Jersey Explosion:** In the first 15 days of April 2026, Zepto sold more official team gear than traditional stores sold in all of 2025.

**The Logistics Hero:** To handle the rush, Q-comm companies hired 30% more riders this month. They use AI to beat match-day traffic, proving that winning the IPL is now a test of speed as much as cricket.



## KEY INSIGHTS

**Convenience beats Celebrity:** Fast delivery now influences fans more than expensive superstar commercials.

**The Virtual Canteen:** Your smartphone has officially become a digital stadium food stall.

**Smart Hubs:** Local warehouses stock team gear based on who is playing that night.

**Logistics over Luck:** Success is now measured by delivery speed and AI-powered routing.



Crafting tomorrow since 1897

# CASE IN POINT

## FROM LOCKS TO LIFESTYLE: HOW GODREJ GROUP CRACKED THE CODE OF REINVENTION

In a country where consumer preferences shift rapidly, Godrej stands as a rare example of a legacy brand that didn't just survive but evolved by responding precisely to market gaps with distinct strategies at each stage. Its growth is a sequence of clear problems targeted marketing actions and measurable differentiation.

### BUILT ON TRUST, NOT CAMPAIGNS

Godrej didn't build its name through advertising, it built it through time. Founded in 1897 and closely tied to the Swadeshi movement, the brand's early marketing was almost accidental: buying Godrej was a political statement. That trust became its most durable asset and arguably, its biggest crutch. The 1919 launch of a vegetable oil-based soap reinforced a perception of safety and ethics. There was no aggressive promotion, just a product that quietly signalled the right values at the right moment in history.



### TIMELINE

1897  
to  
1920

1950  
to  
2000

### 1897 A HUMBLE BEGINNING



### A BRAND THAT SPREAD THIN

As Godrej expanded into FMCG, appliances, and real estate, each segment developed its own identity. Consumer goods pushed affordability, while real estate sold aspiration. The result: a group that's everywhere but feels like no one thing and consumers sense that disconnect.

This diversification increased reach but quietly diluted the consistent brand image that had taken over a century to build. Today, there is no single thread connecting the many faces of Godrej.



### WHEN AVAILABILITY BECOMES THE STRATEGY

With over 6 million retail outlets and deep rural penetration, Godrej's real marketing superpower became availability. When the product is simply there, you don't always need a great campaign, but that strategy has a ceiling.

According to Reuters, revenue crossed ₹30,000 crore, yet growth remained steady and not exciting. In a market increasingly shaped by digital-native brands, being present on shelves isn't enough. Godrej's communication stayed largely functional: it tells you what a product does, rarely how it makes you feel.



### FUTURE OUTLOOK: SCALE IS NOT A STRATEGY

The Godrej Group story reflects a common challenge for legacy brands: the very strengths that built their success scale, distribution, and trust can also hold back future growth.

While these remain strong advantages, a lack of sharp storytelling, emotional relevance, and a cohesive identity risks a gradual drift rather than an immediate crisis.

The group's move to introduce a unified, modern logo aimed to signal cohesion and progress, but it faced criticism for being largely cosmetic.

2000  
to  
2015

2015  
to  
2026



### WINNING LOYALTY, LOSING RELEVANCE

Godrej's functional tone works for older consumers but misses the youth. Sustainability efforts aren't visible in messaging. FMCG is now disrupted by brands with identity and community. Godrej lacks a sharp digital voice and cultural relevance among under 30s, a brand that retains older loyalty but fails to engage younger consumers.

#### KEY INSIGHTS

Heavy reliance on distribution reduces pressure to build strong brand storytelling.

Multi-sector presence weakens clarity of a single marketing message.

Functional advertising limits emotional connection with younger consumers.

Underutilized sustainability efforts show a gap between strategy and communication.

Stable, low-risk marketing slows adaptability to fast-changing digital trends.

# M-LINGO TOONS

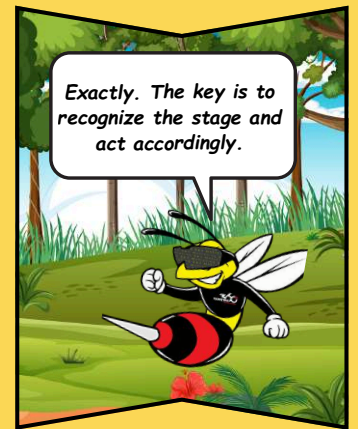
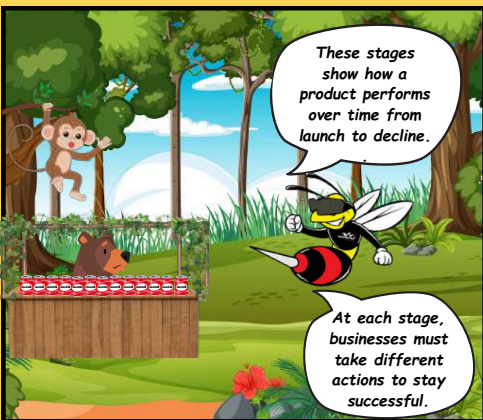
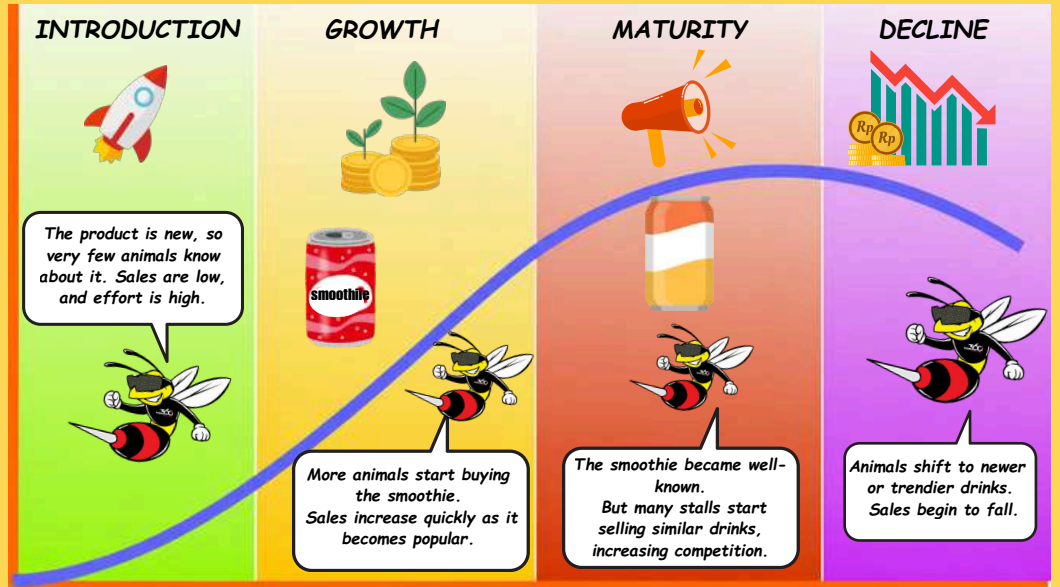
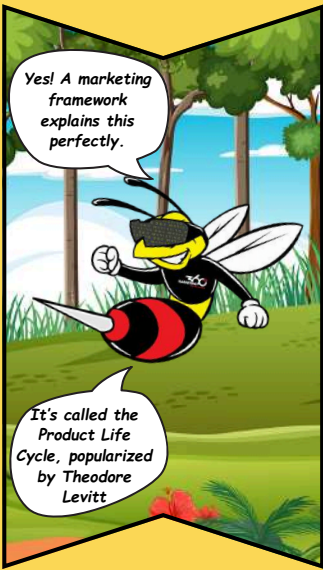
## TALES FROM THE HIVE

### UNDERSTANDING PRODUCT LIFE CYCLE!

Bear claw, the Bear has launched a new drink - Wild Berry Honey Smoothie. At first, very few animals buy it. Soon, it became extremely popular.



But after some time, new drinks enter the jungle and his sales begin to fall. Bear claw wonders why his product's performance keeps changing.



Product Life Cycle helps businesses understand how products grow, peak, and decline. By identifying the stage and taking the right actions, companies can manage their products more effectively and stay competitive.



DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



# THE TEAM

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