

JUNE 2026

Marketing Insights Newsletter of Marketing360.in

PANORAMA MARKETING 360°



Table of Contents

- 01 Global News**
How the US - Iran truce is Reshaping Markets and Marketing Strategies
- 02 Govt News**
Government Raises Export Duty on Diesel and Aviation Turbine Fuel (ATF)
- 03 Industrial News**
AI and India's IT Industry: A New Chapter Begins
- 04 Economics Declassified**
The Economic Cost of a Weak Monsoon
- 05 Brand Analysis**
BCG Matrix- TATA Motors



- 06 Brand in Talk**
How New Balance Turned Authenticity into a competitive advantage
- 07 Campaign Decode**
When Nostalgia Becomes Fashion: The UNIQLO x Maggi Playbook
- 08 Did You Know?**
India's Flex Fuel Push Could Change the Way We Drive
- 09 Case in Point**
From a Soap crate to India's largest FMCG company and the fight to stay relevant
- 10 M-Lingo Toons**
Tales from the Hive: Finding the Right Customers



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

HOW THE US - IRAN TRUCE IS RESHAPING MARKETS AND MARKETING STRATEGIES

The US - Iran truce has done wonders by reducing tensions between the two countries. It's actually given global markets a reason to breathe easy. With trade through the Strait of Hormuz looking less risky, worries about oil supply disruptions have eased, crude prices have softened, and investors are feeling more confident. But for businesses, this isn't just an economics story. When energy and logistics costs come down, the company's surplus funds get pushed towards branding, promotions, and bringing in new customers. Instead of planning around uncertainty, marketers can now think about growth.



When commodity prices stabilize, everyone wins businesses and consumers alike. Sectors like petrochemicals, fertilizers, aviation, and insurance are already expected to feel the relief from lower cost pressures and when it costs less to produce and ship things, companies have more room to offer better prices, run promotions, or roll out new products. On the consumer side, when inflation fears ease up, people tend to spend more freely. For marketers, that's a big deal, it means a more receptive audience and a real chance to lead with messages around value, affordability, and innovation. It's a clear reminder that what happens in politics doesn't stay in politics, it ripples straight into purchasing behavior.

The Bigger Takeaway for Marketers? Global events aren't just background noise anymore, they're variables that directly affect your strategy. Investor sentiment, supply chain health, commodity prices all of it feeds into how consumers feel and how companies make decisions. The positive reaction we've seen across equities, insurance, and trade-sensitive industries shows just how connected everything is today. Smart marketers need to keep one eye on geopolitical developments, not just the usual market metrics. When you understand how an international agreement can shift costs, confidence, and buying patterns, you're in a much better position to adapt fast and communicate in a way that actually lands. In today's world, creativity alone isn't enough. You need to read the room, and sometimes that room is the entire globe.

KEY INSIGHTS

US-Iran truce boosts global market confidence.

Lower oil prices may reduce business costs.

Supply chains are expected to become more stable.

Easing inflation can support consumer spending.

Geopolitical events increasingly influence marketing decisions.

GOVT NEWS

GOVERNMENT RAISES EXPORT DUTY ON DIESEL AND AVIATION TURBINE FUEL (ATF)

► What Happened?

Imagine if India kept exporting fuel while there wasn't enough for its own people. To avoid that, the government has increased the export duty on diesel to ₹14 per litre and on Aviation Turbine Fuel (ATF) to ₹12.5 per litre. Petrol has been left unchanged. The idea is simple: keep enough fuel in India first while global oil prices remain uncertain.

► How does it work?

An export duty is a tax slapped on goods before they leave the country. When this tax goes up on diesel and ATF, exporting them becomes less profitable for oil companies, so they'd rather sell here than ship it abroad. Petrol hasn't been touched, so nothing changes on that front.

► Why does it matter for India?

India doesn't produce enough crude oil for itself and depends heavily on imports. So when global prices rise, it hurts everyone's businesses, industries, and eventually the common people. Raising export duties is the government's way of putting India first, to make sure the country is sorted before anything goes abroad. Smart move, and as a bonus, the extra revenue collected gives the government a cushion when global markets start getting shaky.

► What Comes Next?

For now, there's no need to worry about petrol prices, they are expected to stay the same, so daily travel by car or bike won't be affected.

► However, air travel could become a little more expensive over time. Since this export duty also applies to Aviation Turbine Fuel (ATF), airlines may face higher fuel costs. If those costs continue to rise, airlines could pass on some of the extra expense to passengers through slightly higher ticket prices. The government will continue to monitor global oil prices and India's fuel supply. If global markets remain uncertain, similar steps may be taken again. For now, the focus is on ensuring India has enough fuel while keeping the impact on everyday consumers as low as possible.

KEY INSIGHTS

India is prioritising its own fuel supply amid global oil uncertainty

Petrol prices remain unchanged, so there's no immediate impact on daily commuters

Airfares could rise slightly if airlines face higher jet fuel costs

The move helps reduce the risk of fuel shortages within the country

More such measures may follow if global oil prices remain volatile

AI

INDUSTRIAL TRENDS

AI AND INDIA'S IT INDUSTRY: A NEW CHAPTER BEGINS

Artificial Intelligence (AI) is rapidly transforming businesses worldwide. Recently, TCS Chairman N. Chandrasekaran suggested that AI could soon function almost like a human employee, sparking debate about the future of India's IT industry, which has traditionally grown by hiring large numbers of engineers.

Why Chandrasekaran's Statement Matters?

His remarks signal a shift in the industry's growth model. For decades, IT companies expanded by hiring more employees as business grew. Now, AI is becoming an active part of the workforce, indicating that future growth may depend more on technology than headcount.

How AI is Reshaping IT Jobs?

AI can increasingly automate coding assistance, software testing, data processing, and technical support, reducing demand for routine entry-level roles. However, human skills such as analytical thinking, creativity, client interaction, innovation, and leadership remain essential. Professionals who continuously upskill and work effectively with AI will remain highly valuable.

How Are IT Companies Using AI?

Leading firms like TCS, Infosys, Wipro, and HCLTech already use AI for software development, testing, customer support, and business operations. AI-powered coding assistants, automated testing, and chatbots improve productivity, allowing employees to focus on complex problem-solving. Companies are also investing in employee reskilling.

What Lies Ahead for New Engineers?

As AI handles routine work, graduates will need stronger technical foundations, communication skills, analytical thinking, and problem-solving abilities. Lifelong learning and adaptability will become critical for success.

A Turning Point for India's IT Industry

AI is changing the industry's traditional growth model by improving productivity without proportionally increasing hiring. This shift encourages innovation, specialized expertise, and higher-value services. The future of India's IT industry will depend not on humans versus AI, but on how effectively they work together.

KEY INSIGHTS
AI is changing the IT industry's biggest growth formula: more business no longer means more hiring
Entry-level roles are likely to feel the impact of AI before senior positions.
Future IT jobs will reward problem-solving skills more than repetitive technical work.
Companies may soon measure productivity through AI-assisted output rather than workforce size.
The biggest winners will be professionals who learn to use AI as a partner, not a competitor.

ECONOMICS DECLASSIFIED

The Economic Cost of a Weak Monsoon

What Happened?

India's southwest monsoon has had a weak start in 2026. As of 24th June, rainfall was 41.6% below the Long Period Average (LPA), with nearly 72% of districts receiving deficient or large-deficient rainfall. Since agriculture drives rural employment and consumption, a weak monsoon has raised concerns for the broader economy.

Reasons Behind the Slip

The main reason is the strengthening El Niño (a global weather phenomenon), which disrupts global weather patterns and weakens the Indian monsoon. Delayed rainfall, moisture stress across central India, and a gradual decline in long-term monsoon rainfall have increased the risk of lower agricultural output.

What the Ranking Tells Us

The widespread rainfall deficit points to rising economic risks. Lower crop production can reduce farmers' incomes, weaken rural demand, and affect sectors such as FMCG, fertilisers, tractors, and automobiles. Reduced food supply may also push up food prices, adding to inflationary pressure.

Future Outlook

A weak June does not guarantee a poor monsoon, as rainfall may improve later in the season. However, if the deficit continues, India could face slower agricultural growth, higher inflation, weaker rural consumption, and lower overall economic growth.



Weak monsoon emerges as
India's next economic problem
after crude oil

KEY INSIGHTS

Monsoon rainfall is 41.6% below normal, raising concerns for the economy

A strengthening El Niño is increasing the risk of lower agricultural output

Lower crop production could weaken rural demand and push up food inflation

The overall economic impact will depend on how the monsoon performs in the coming months



TATA MOTORS

BCG-MATRIX ANALYSIS



← RELATIVE MARKET SHARE

HIGH

LOW



Products: Nexon EV, Punch EV, Curvv EV

- Tata Motors is the Market Leader in the Indian passenger EV market with around 55-60% Market share.
- The Indian EV Market is growing at around 25-30% annually, which makes it fastest growing automotive categories.
- Continued growth and market leadership supported by strong demand for EVs and government incentives.



Products: Harrier, Safari, Curvv IC Engine

- The SUV and Compact SUV segment now contributes close to 55% of passenger vehicle sales in India and continues to grow at a fast pace.
- In this segment, Tata Motors faces tough competition from Mahindra, Hyundai, Kia and Toyota.
- Require investment to grow market share and brand positioning.



Products: Trucks, Buses, Light Commercial Vehicles

- Tata Motors has a market share of about 38-40% in the commercial vehicle market in India.
- The segment generates stable revenues and healthy cash flows due to steady demand from the logistics and infrastructure segments.
- Earnings from commercial vehicles are used to fund investments in electric vehicles and future technologies.



Products: Tiago And Tigor IC Engine

- Hatchbacks now account for less than 30% of India's passenger vehicle sales, down from over 45% a decade ago.
- The consumer preference is moving to SUVs and EVs and the growth prospect for entry level hatchbacks is diminishing.
- These models aren't doing much to boost the overall growth and profitability of Tata Motors.

↑ MARKET GROWTH

HIGH

LOW

BRAND IN TALK



HOW NEW BALANCE TURNED AUTHENTICITY INTO A COMPETITIVE ADVANTAGE

Introduction

There was a time when New Balance sneakers evoked a certain image: the suburban dad mowing the lawn. Today, those same chunky silhouettes are dominating the runways of Paris Fashion Week and urban street culture. New Balance's success is not a fluke. It's a textbook example of how a century-old company can reinvent itself without losing its soul.

Brand Journey

Founded in Boston in 1906 as an arch support company, New Balance spent decades prioritizing function, specialized widths, and local manufacturing over flashy marketing. When the "dad shoe" aesthetic took the internet by storm, the brand didn't shy away from the stereotype, they owned it. They took the orthopedic comfort of the 80s and 90s, combined it with premium materials to make it high style.



Market Impact

The results of the business are clear. The traditional sportswear giants have faltered recently, tripped up by retail inventory gluts and shifting consumer loyalty, but New Balance roared to \$9.2 billion in global sales in 2025, up a massive 19% from the year before. Their disciplined, aggressive discounting has kept the brand prestigious, and the profit margins have been incredibly resilient.

Future Outlook

New Balance's greatest challenge is sustaining cultural relevance without over-commercialising the brand. Excessive collaborations or rapid expansion could dilute the exclusivity that made the brand desirable in the first place. Its long-term success will depend on maintaining the delicate balance between growth and authenticity.

KEY INSIGHTS

New Balance, relied on its heritage rather than chasing the latest design trends

The brand fuses high-fashion streetwear with hardcore performance running giving value for money

New Balance is still in competition with the industry, making a colossal \$9.2 billion in revenue in 2025

CAMPAIGN BREAKDOWN

When Nostalgia Becomes Fashion: The UNIQLO x Maggi Playbook



CAMPAIGN OVERVIEW

UNIQLO got together with Maggi on a limited-edition UT collection of graphic T-shirts and tote bags built around one of India's most instantly recognizable food brands. The drop ran from 15th May to 15th June 2026, landing right where fashion meets memory, pulling a pantry staple into the wardrobe and framing it as a genuine cultural moment for younger shoppers.

CONSUMER INSIGHT

Maggi holds a very particular emotional spot for most Indians, hostel rooms, late nights, monsoon afternoons, the kind of meal that appears during nearly every chapter of growing up. The campaign simply noticed that overlap: if a brand already lives rent-free in someone's head, why not let them carry it on their chest too?



IDEA / CONCEPT

The collaboration moved MAGGI beyond the food aisle and into everyday fashion, placing its iconic visuals on T-shirts and totes. By turning nostalgia into something wearable, the campaign celebrated everyday cultural moments and showed how brands can transcend categories, strengthening emotional connections and building a deeper, more enduring sense of consumer loyalty.



EXECUTION

The collection launched through UNIQLO's UT platform, known for culture-led collaborations, with limited-edition T-shirts and totes available at select stores across India. MAGGI's instantly recognizable, packaging-inspired designs drove immediate recall, while the unexpected partnership generated organic social buzz with minimal reliance on paid promotion.



IMPACT

By stepping beyond their core categories, both brands generated positive sentiment, earned media attention, and entered into new cultural conversations. While no sales figures were disclosed, the collaboration succeeded in creating a memorable connection with younger consumers and standing out in an increasingly crowded marketplace.



WHY IT WORKED

The collaboration worked because it combined MAGGI's deep-rooted nostalgia with UNIQLO's culture-driven partnership model and the novelty of an unexpected pairing. The instantly recognizable designs created immediate appeal, while fashion gave consumers a public way to express a connection they had long felt privately.

CONCLUSION

The UNIQLO x MAGGI collection showed that brands deeply embedded in everyday life can successfully extend into new categories without losing authenticity. By turning shared memories into wearable experiences, the collaboration demonstrated that strong emotional connections do not need to be created they simply need new ways to be expressed.

KEY INSIGHTS

Nostalgia becomes stronger when people can wear or own it, turning memories into self-expression

Cross-category collaborations create buzz because the partnership itself becomes the story

Strong brand equity can unlock opportunities far beyond a brand's original category



DID YOU KNOW

India's Flex Fuel Push

Could Change the Way We Drive



INDIA'S FLEX FUEL PUSH COULD CHANGE THE WAY WE DRIVE

An Alternative to Green Mobility Solutions
When people think about the future of transportation, electric vehicles usually come to mind. But for a country like India, where affordability and energy security matter just as much, another solution is gaining momentum.



Flex-fuel vehicles, which run on petrol blended with high amounts of ethanol, could become an important part of India's clean mobility journey.

What Makes Them Different?

India's flex-fuel push gained momentum in June 2026 with the launch of flex-fuel cars by Maruti Suzuki and motorcycles by Hero MotoCorp. These vehicles can operate on fuel blends containing 20% to 100% ethanol, giving drivers greater flexibility. The technology is already proven in Brazil, where flex-fuel vehicles dominate the passenger vehicle market.

Why India Is Giving Importance to Ethanol

India is very much dependent on crude oil, which is imported. Ethanol serves as an alternative source of fuel since it can be made inside the country using agricultural products. There will be reduced importation of fuel, along with an additional income source for the farmers.



A Practical Step Towards Cleaner Mobility

Flex-fuel vehicles show that innovation is not always about creating new technology. Sometimes, adapting a proven solution to local needs is just as effective. For India, they could support cleaner transportation while strengthening energy security and the rural economy.



A Strong Foundation Already Exists

India already has an estimated ethanol production capacity of 20 billion litres, well above current demand. This existing capacity makes the wider adoption of flex-fuel vehicles both practical and achievable.

KEY INSIGHTS

Flex-fuel vehicles can complement, not replace, electric vehicles in India's transition to cleaner mobility.

India's existing ethanol production capacity makes large-scale adoption more feasible.

Wider ethanol use can strengthen both energy security and rural livelihoods.

India's approach could inspire other developing nations with similar energy challenges.

CASE IN POINT

FROM A SOAP CRATE TO INDIA'S LARGEST FMCG COMPANY AND THE FIGHT TO STAY RELEVANT

Chances are, you used a HUL product today without even realizing it. The soap in your bathroom, the shampoo you used, the tea you had with breakfast, maybe even the toothpaste. Surf Excel, Dove, Lifebuoy, Lakme, and Horlicks are all part of the same company. HUL, or Hindustan Unilever Limited, is India's largest FMCG company (Fast moving consumer goods). The company has over 50 brands, makes more than ₹60,000 crore revenue a year, and reaches roughly 9 out of every 10 Indian households. Pretty wild for a company that began with literally, a crate of soap.

A CRATE OF SOAP, AND AN INDUSTRY BEGINS

Some wooden crates showed up at Kolkata harbour, stamped "Made in England by Lever Brothers." Inside were bars of Sunlight soap. At the time, hardly anyone in India used branded soap, this shipment basically introduced the concept of consumer goods to the country.

Takeaway: The biggest opportunities often sit in markets that don't even exist yet.



TIMELINE

18
88



STAY OR LEAVE? THEY STAYED.

During the Swadeshi movement, sales of British goods crashed overnight. Lever Brothers had to decide whether to pack up or dig in. They dug in, and started manufacturing locally. That's the moment a foreign seller became an Indian maker.

Takeaway: Companies that stick around and adapt almost always outlast the ones that walk away.

19
31



Hindustan Unilever Limited

PROJECT SHAKTI: RURAL WOMEN BECOME THE SALES FORCE

HUL needed to reach villages, but sending sales reps there wasn't cost-effective. So they trained rural women called Shakti Ammas to sell HUL products door-to-door in their own communities. Over 120,000 of them across 18 states, each roughly doubling their income, while HUL got reach it could never have built otherwise.

Takeaway: The best distribution ideas work because they're good for everyone involved, not just the company.



PRIYA NAIR

CEO OF HINDUSTAN UNILEVER LTD

BUILDING WHAT COMES NEXT

HUL is investing ₹2,000 crore in AI-driven manufacturing and strengthening its quick-commerce presence as consumer buying habits evolve.

Takeaway: Even market leaders must continuously reinvent themselves.

20
01

20
25

20
26



REINVENTING FOR A NEW GENERATION

Priya Nair became HUL's first woman CEO. HUL acquired skincare brand Minimalist for ₹2,706 crore while divesting non-core businesses such as Pureit and Kwaliti Wall's.

Takeaway: Staying relevant often means both acquiring new capabilities and letting go of old ones.

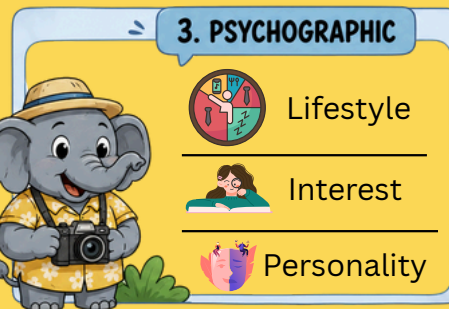
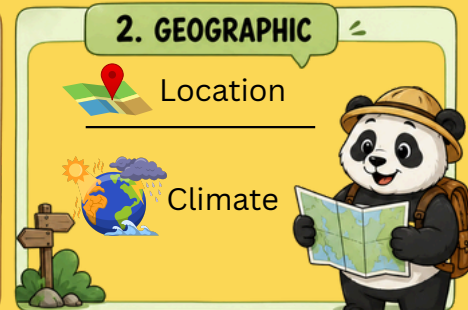
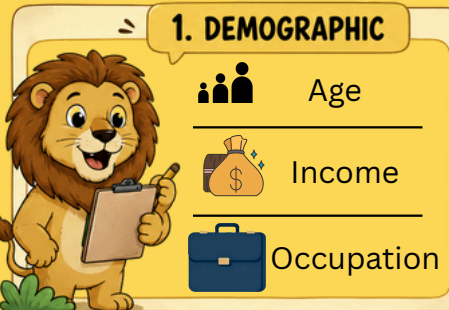
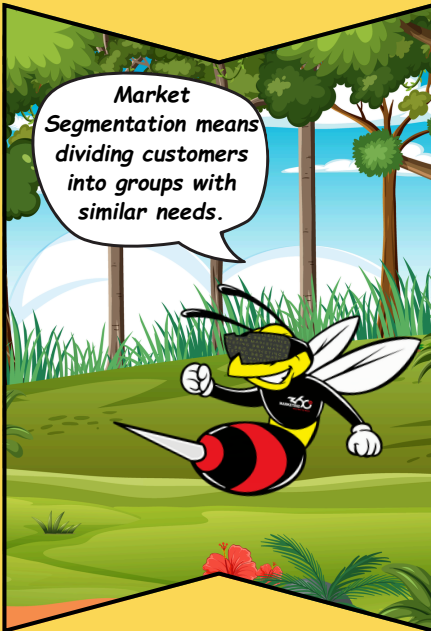
WHERE IT STANDS TODAY

HUL still enjoys over a century of consumer trust and one of the deepest distribution networks in Indian FMCG. Yet, its future will depend not only on scale, but also on speed, innovation, and its ability to evolve with changing consumers. More than a century after that first crate of soap arrived, HUL is still rewriting its story.

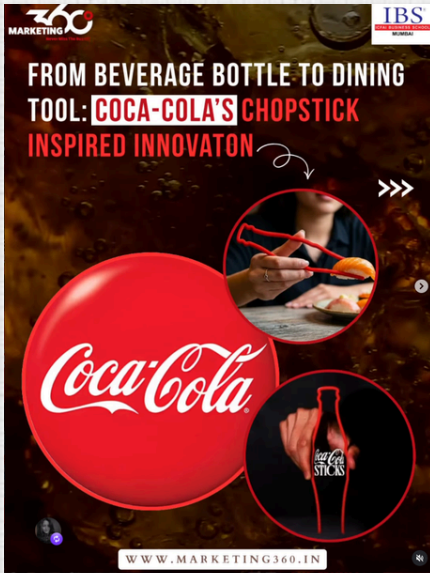
M-LINGO TOONS

TALES FROM THE HIVE

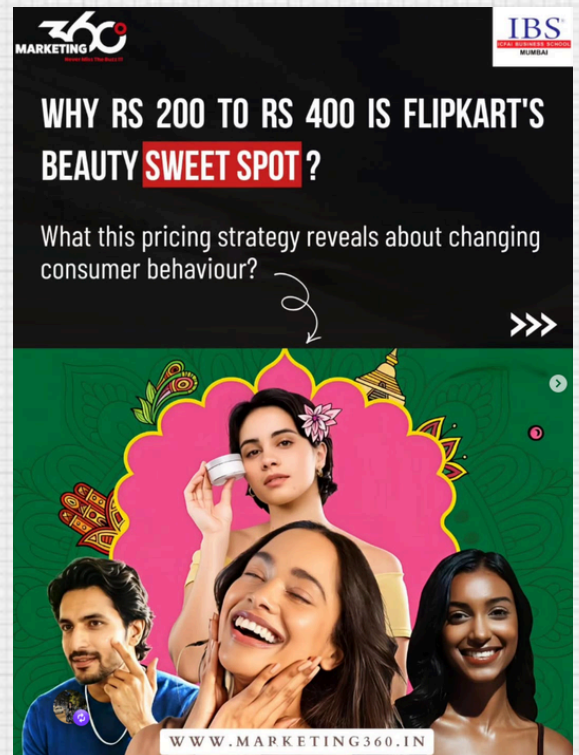
TALES FROM THE HIVE : FINDING THE RIGHT CUSTOMERS.



Market Segmentation helps businesses group customers based on their needs and preferences, allowing them to target the right audience with the right product.



DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



THE TEAM

GRAPHICS TEAM



Vineet
Panchal



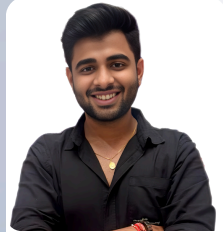
Tanmay
Deshpande



Prayag
Subbaiah



Pankti
Shah



Tirth
Dave

CONTENT TEAM



Riya
Giri



Aastha
Jain



Vanshita
Jain



Umang
Mehta



Manaswi
Bhanushali



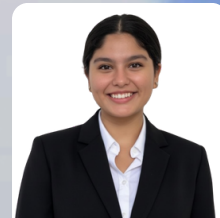
Taha
Suterwala



Sejal
Purohit



Neha
Saraf



Anannya
Kelkar

PROOFREADING TEAM



Lysandra
Monteiro



Mayur
parihar



[MARKETING360.IN](https://marketing360.in)

FOLLOW US FOR MORE!



LIKE



COMMENT



SHARE



WWW.MARKETING360.IN

SAVE



JUNE 2026

Marketing Insights Newsletter of Marketing360.in

PANORAMA

MARKETING 360°



START READING THE ISSUE