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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–UK TRADE DEAL: A NEW CHAPTER FOR BUSINESSES, BRANDS AND GLOBAL GROWTH

A Landmark Agreement for Two Global Economies

So, India and the UK just locked in a Free Trade Agreement (FTA) called the Comprehensive Economic and Trade Agreement, or CETA and it went live on July 15, 2026. Honestly, it's a pretty big deal. This agreement basically cuts down on taxes and makes it easier for both countries to sell to each other. The real impact? More trade flowing both ways, money getting invested, and the two economies getting closer. It's opening doors for businesses that didn't exist before.

What Does This Mean for India?

Here's the good news for Indian exporters: 99% of what India ships to the UK now has zero tariffs. Textiles, clothes, leather goods, medicines, manufactured stuff, jewellery, farm products all of it gets easier to sell. Indian companies don't have to compete with the same tax burden they used to. More stuff can be made, more jobs open up in factories and warehouses, and everyone along the supply chain wins.

Impact on Businesses, Consumers and Marketers

But it's not just good for sellers. Indian shoppers are also going to benefit. You'll start seeing more British stuff in stores, fancy whisky, nice cars, beauty products, chocolate, medical gear and it'll be cheaper as tariffs come down. The catch? Competition just got real for Indian brands. They're going to have to step up their game with better branding, better customer service, smarter pricing, and actual innovation to keep their edge. On the other side, Indian exporters now have a real shot at UK markets through social media, online stores, and campaigns that actually speak to British consumers.

KEY INSIGHTS
99% Duty-Free Access Gives Indian Exports a Global Advantage
Indian Brands Need to Step Up Their Game Against Global Competition
Indians Get More Choices as British Products Become Affordable
India is emerging as a Major Player in the Global Trade

Content: Aastha | Graphics: Prayag

GOVT NEWS

SMALL CITIES, BIG PLANS: HOW UDAN 2.0 COULD RESHAPE INDIA'S SUPPLY CHAINS

On July 4th, Prime Minister Narendra Modi launched the revamped UDAN Scheme now called Viksit UDAN at Jodhpur Airport, and it's worth paying attention to. The original scheme was straightforward: make flying affordable to get more people use airlines. This new version goes much deeper. Instead of just subsidizing fares, the government is rebuilding regional airport infrastructure, ensuring regional airlines can actually turn a profit, and finally connecting areas that aviation has completely overlooked. It's a clear bet that linking India's regions will unlock real economic growth.

July's Next Milestone

Here's what got everyone's attention: ₹28,840 crore over the next ten years. That's real money, not just talk. They're building 100 airports, launching flights to 120 places that have never had direct air service before, and putting 200 helipads into remote and hilly areas where roads don't cut it. The government's also actually going to help regional airlines stay afloat instead of leaving them to figure it out alone and they're pushing airlines to buy Indian-made aircraft which is a big deal for India's manufacturing base.

Why This Matters?

Infrastructure spending may seem technical, but here's the reality: better airports change everything about how businesses actually work. Cheaper flights mean cheaper shipping. Shorter travel times mean faster supply chains. Suddenly those mid-sized cities, the ones between Delhi and the small towns, become real business destinations. Retailers have started thinking about expansion. Tourism operators have seen actual opportunity. E-commerce companies can reach more customers. Small business owners who've been limited to their local area can now actually think national. There's real money to be made when smaller cities get connected to the bigger economy.

KEY INSIGHTS
July 4, 2026: Modi launched Modified UDAN at Jodhpur Airport , a serious upgrade to how India connects its regions
₹28,840 crore committed over ten years to build and upgrade aviation infrastructure
120 new flight routes, 100 airports, and 200 helipads across remote and hilly regions
Lower logistics costs and real market access for businesses in Tier-2 and Tier-3 cities
July 16 workshop marked the official shift from planning to actual execution

Content: Manaswi | Graphics: Vineet

INDUSTRIAL TRENDS

QUICK COMMERCE IN FASHION: THE CHALLENGE OF SPEED, INVENTORY, AND RETURNS

Quick commerce has changed the way we shop for groceries by allowing deliveries in minutes. Now, a handful of startups are trying to replicate that speed with fashion, promising clothes at customers' doors in hours. The concept has proved an investor's dream but turning it into a business that makes money is proving much harder.

What are the challenges for quick-fashion startups?

Fast-growing companies include Slikk, Knot, Zilo and Zulu Club, but there have already been shutdowns among startups including Klydo and Blip due to funding and operational challenges. Fashion brands, compared to grocery delivery, have to invest heavily in inventory, dark stores, and logistics, and stay on top of fast-changing trends.

Why is fashion harder than grocery shopping?

Buying clothes is nothing like buying groceries. People buy clothes less often, and the choice is based on personal taste. Returns are common because of size, fit or style, so companies have to carry a larger inventory. The more costs, the more unsold goods.

What will shape the future of fast fashion?

Industry experts say success comes down to picking the right products, cutting returns and getting customers to come back. Fast delivery may bring customers, but good inventory management and supply chain planning will be the key to long-term profitability.

KEY INSIGHTS

Grocery delivery is not as risky as quick fashion, which is vulnerable to shifting trends, costly inventory and many returns
The death of startups like Klydo and Blip shows that speed is not enough to build a sustainable fashion business
Long-term success will come from smart inventory planning, efficient operations and repeat customers, not faster delivery

Content: Sejal | Graphics: Tanmay

ECONOMICS DECLASSIFIED

WHY DID THE E20 ROLLOUT STRUGGLE WITH CONSUMER RESISTANCE?

The switch to E20 (20 percent ethanol-blended petrol) was marketed as a green solution to reduce oil imports. Instead, it quickly became a disaster. Customers complained about worse fuel economy and engine damage, sparking swift backlash. Then came the Supreme Court appearance a botched defense that exposed the truth: the government had rolled out E20 as a legal experiment without proper testing or transparency.

The Value Proposition Problem :
E20 offered motorists worse fuel economy a 6-7% reduction at the same price as regular petrol. Those who wanted to avoid the penalty had to pay premium rates instead. The fuel essentially asked customers to accept a cost with no offsetting benefit, limiting its appeal beyond early adopters and captive users.

The Ecosystem Mismatch :
The rollout exposed a fundamental timing problem. While new vehicles were built to handle E20, millions of existing cars on India's roads weren't designed for ethanol blends. Damage claims soon followed. When the Supreme Court ruled that a manufacturer must compensate a customer for E20-related engine harm, it highlighted what had become clear: the vehicle fleet and fuel infrastructure were fundamentally misaligned. The government had launched the fuel before the ecosystem was ready to absorb it.

Communications Breakdown: When Silence Feeds Rumours :
Policymakers remained largely silent as E20 rolled out. In that vacuum, social media filled the space with unverified claims: stories of engine corrosion, concerns about water use in ethanol production, and arguments that the fuel wasn't green at all. Scientific evidence supporting E20's safety existed, but it couldn't compete with the flood of rumours and scepticism online. Without a coordinated government response, the narrative slipped entirely out of official hands.

KEY INSIGHTS

- The E20 rollout highlights the gap between innovation and market adoption
- A strong policy doesn't always translate into strong consumer acceptance
- Market readiness extends beyond the product itself

Content: Sejal | Graphics: Tirth

SAMSUNG BCG-MATRIX ANALYSIS

RELATIVE MARKET SHARE: HIGH | LOW

MARKET GROWTH: HIGH | LOW

High Market Growth / High Relative Market Share

Products: Galaxy Smartphones (S & Z Series), Foldable Smartphones

- Samsung was one of the world's leading smartphone brands with a global market share of around 18-19% in 2025.
- The company has over 50% market share of the fast growing premium segment, the global foldable smartphone.
- Samsung's continued investment in AI, camera technology and foldable innovation strengthens its competitive position and future growth.

High Market Growth / Low Relative Market Share

Products: SmartThings Ecosystem, Galaxy Ring, AI Home Solutions

- The global smart home market is expected to cross over ₹21.5 lakh crore by 2029.
- Samsung is heavily investing in AI-powered devices and connected home tech.
- Competition from Apple and Google is fierce and limits market share. So, continued investment is required.

Low Market Growth / High Relative Market Share

Products: Samsung TVs, Home Appliances, Memory Chips

- Samsung has been the world's No. 1 TV brand for 19 years in a row.
- It accounts for some 28-30% of the global premium TV market and offers stable and predictable revenues.
- Both the home-appliance and memory chip businesses are mature, producing strong cash flow that can be used to fund future investments.

Low Market Growth / Low Relative Market Share

Products: DVD/Blu-ray Players, MP3 Players

- Demand for these products has been cut by streaming services and smartphones.
- They make up a minuscule part of Samsung's consumer electronics revenue.
- Samsung has cut back on investment in these legacy products, and redirected resources to high-growth technologies.

BRAND IN TALK

RAPIDO: THE MOBILITY STARTUP THAT OUTGREW UBER, OLA, SWIGGY & ZOMATO IN MONTHLY USERS

Introduction

When was the last time you booked a ride for just 2 or 3 kilometres? Maybe from your college to the metro station, from your office to the railway station, or simply because walking in the heat didn't seem like a good idea. For most of us, these aren't memorable journeys but they happen almost every day. That's exactly where Rapido found its opportunity.

Today, the Bengaluru-based company is making headlines for more than just bike taxis. According to Mint, Rapido averaged 82 million monthly active users (MAUs) between March and May 2026, overtaking Uber, Ola, Swiggy and Zomato on this metric. Together with its recent business moves, this milestone suggests that Rapido is trying to be seen as much more than a ride-hailing app.

A Small Problem That Turned into a Big Opportunity

When Rapido entered the market, Uber and Ola were already well-established. Instead of competing where everyone else was focused, the company looked at something much simpler: short-distance travel.

For many people, booking a cab for a three-kilometre ride didn't make sense. It was expensive, and in cities with heavy traffic, not always the fastest option. Bike taxis filled that gap. It wasn't a revolutionary idea, but it solved a very real everyday problem, especially for students and office commuters.

A Small Problem That Turned into a Big Opportunity

Over the years, Rapido has gradually expanded beyond bike taxis. Today, it also offers auto rides, cab services and parcel delivery.
The company has also been busy on several fronts. It recently rolled out a new brand identity and, through a partnership with Magicpin, stepped into food delivery. Instead of building its own restaurant network, Rapido is using its existing delivery fleet while Magicpin brings its merchant ecosystem. These aren't isolated announcements, they point towards a much bigger shift in the business.

A Small Problem That Turned into a Big Opportunity

Rapido's journey reflects a classic Blue Ocean Strategy. Instead of competing directly with Uber and Ola in the cab market, it addressed an underserved need for affordable short-distance travel.

Speaking about the rebranding, Pawandip Singh, Chief Marketing Officer at Rapido, said the company wants to become the "Wheels of Bharat", reflecting its ambition to offer an integrated mobility solution rather than being recognised only for bike taxis.

Today, its rebranding to "Wheels of Bharat" signals a strategic repositioning, showing how brands can evolve from solving one consumer problem to building a broader mobility ecosystem.

What Makes This Story Interesting?

Looking at Rapido only through its user numbers would miss the bigger picture. What's more interesting is how the company is changing. It started by solving one everyday commuting problem, but today it's exploring new categories while staying connected to the same idea of urban mobility.
No one knows yet how this strategy will play out. But the combination of rebranding, new partnerships and service expansion shows how quickly digital platforms can evolve once they build a loyal customer base.

KEY INSIGHTS
Rapido's story is becoming bigger than bike taxis
Its rebranding reflects where the business is heading, not where it started
Sometimes, understanding everyday consumer habits matters more than entering a crowded market first

CAMPAIGN BREAKDOWN

Decoding the Myntra Campaign “M-Now” "Mugshot" Campaign

CAMPAIGN OVERVIEW

In order to promote its M-Now service, which provides fast delivery of fashion and beauty items in 30 minutes, Myntra came up with the idea of developing the ad by DDB Mudra India, where influencers Ayesha Kanga and Sakshi Shivdasani order makeup during waiting for the police mugshots.

CONSUMER INSIGHT

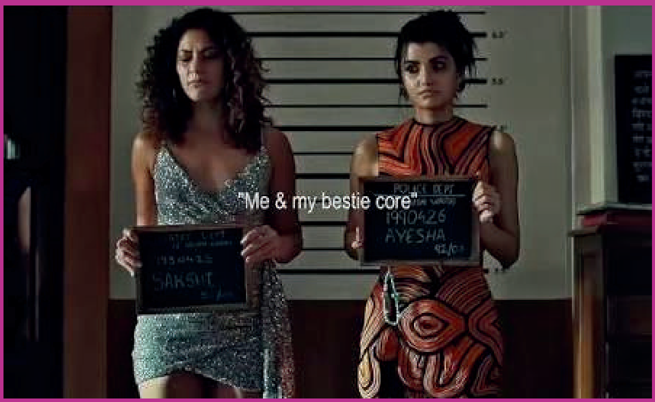
The idea behind the campaign was that today's consumers, particularly Generation Z, desire to look perfect even in the most unexpected circumstances. Quick access to fashion and beauty products has become a priority.

THE IDEA / CONCEPT

To deliver its message that M-Now delivers fashion and beauty items within minutes even during unusual moments, the campaign creates an unusual "fashion emergency."

EXECUTION / PLAN

Execution was made through digital films and social media where influencers and humour were used to draw attention and talk about the new service.



IMPACT

Though the advertisement attracted considerable online attention and increased awareness about Myntra's quick-commerce service, Mint found its execution to be controversial.

WHY IT WORKED

The marketing strategy was able to create high levels of recall by telling an interesting story with a unique value proposition of extremely fast delivery.

CONCLUSION

The M-Now marketing campaign has succeeded in highlighting the quickness of Myntra; however, it has also managed to showcase how creativity needs to be tempered with cultural sensitivity.

KEY INSIGHTS

Gen Z Insight: Focused on consumers' desire to look good at all times

Creative Concept: Used a unique mugshot scenario to highlight 30-minute delivery

High Awareness: Influencers and social media created strong brand recall

THE EV BATTLE BETWEEN BMW AND MERCEDES JUST GOT SPICY

In July, BMW and Mercedes-Benz basically looked at the EV future and went completely opposite directions. Same market, same customers, totally different plays.

BMW came out swinging no hybrids, electric only. Manufacturing gets complicated, costs explode, and you end up stuck between two worlds that don't actually work together. BMW believes their customers are ready for full electrics right now, so why waste time with a halfway solution? They're not asking what people want, they're telling them what's coming.

Mercedes-Benz saw the same market and thought completely differently. They reckon lots of people are genuinely nervous about all this. Where do you charge? What happens on long drives? These aren't stupid questions, they are real concerns. So Mercedes-Benz launched a plug-in hybrid. It's basically a comfort blanket on wheels. You get electric, but you're not totally committed. You've still got a backup plan. They're meeting people halfway and saying: we understand you, let's do this at your pace.

The weird part? They're fighting for exactly the same customers. Rich people who want luxury cars. But their messaging couldn't be more opposite. BMW's saying "the future is here right now." Mercedes-Benz is saying "the future can wait until you're comfortable."

Content: Neha | Graphics: Pankti

What actually matters is neither answer is obviously correct. It's not about which strategy is objectively better. It's about what you genuinely believe customers need and what you're willing to bet money on. BMW thinks people want to be pushed forward. Mercedes-Benz thinks they want reassurance. Both could turn out right. Both could turn out wrong.

This whole situation proves something pretty basic: there's no universal magic strategy that works everywhere. Real success comes from actually understanding your customers, knowing what your company is genuinely good at, and deciding whether you want to drag the market forward or help people transition gradually.

KEY INSIGHTS

- BMW and Mercedes-Benz chose completely opposite EV strategies in July 2026
- BMW's all-in on full electric, sees hybrids as wasteful and complicated
- Mercedes-Benz offering hybrids to ease customer concerns about charging and range
- Same premium market, completely different messaging strategies
- Winning strategy means matching what customers actually need with what you deliver

CASE IN POINT

BEYOND MAMAEARTH: HONASA'S BET ON BECOMING A HOUSE OF BRANDS

TIMELINE

2016

ONE BRAND, ONE BET

Varun and Ghazal Alagh launched Mamaearth as a toxin-free personal care brand, betting on India's shift toward "clean" beauty. It worked almost too well, Mamaearth became the company, and the company became Mamaearth. Every growth story had one name attached to it.

2020

RIDING THE D2C WAVE, THEN HITTING ITS CEILING

Mamaearth scaled fast on the back of India's D2C boom, celebrity backing, and aggressive category expansion, everything from shampoo to sunscreen carried the same logo. But stretching one brand across too many shelves started diluting what it stood for. Growth needed a new engine.

2022

THE HONASA REBRAND

The parent company renamed itself Honasa Consumer, a quiet but deliberate signal that this was no longer a single-brand story. The Derma Co, BBlunt, and Aqualogica were brought in to build a real portfolio, each meant to own a category rather than borrow Mamaearth's shelf space

Content: Riya | Graphics: Prayag

GOING PUBLIC, FACING THE MIRROR

Honasa's IPO put its numbers under a microscope. Investors didn't just want growth, they wanted proof the company could build brands beyond its flagship. The stock's post-listing slide made that pressure impossible to ignore.

2023

THE DERMA CO TAKES THE LEAD

While Mamaearth's growth plateaued, The Derma Co emerged as Honasa's breakout bet, crossing ₹750 crore in annualised revenue and becoming the fastest-growing brand in the portfolio. With India's beauty and personal care market projected to nearly double by FY30, Honasa is quietly betting its future on brands other than the one that built it.

2024

KEY INSIGHTS

- A single hero brand can only carry a company so far before growth needs new legs
- Renaming the parent company is easy; convincing the market you're a real "house of brands" is not
- Going public accelerates scrutiny, D2C growth stories must show diversified profitability, not just scale
- Category-focused brands (like The Derma Co in derma-care) can outgrow the very brand that funded them
- Reinvention isn't a rebrand, it's proof, delivered quarter after quarter, that the new bets actually work

Content: Riya | Graphics: Prayag

M-LINGO TOONS

TALES FROM THE HIVE
"THE MAGIC OF CUSTOMER LOYALTY!"

Content: Taha | Graphics: Pankti

THE END.

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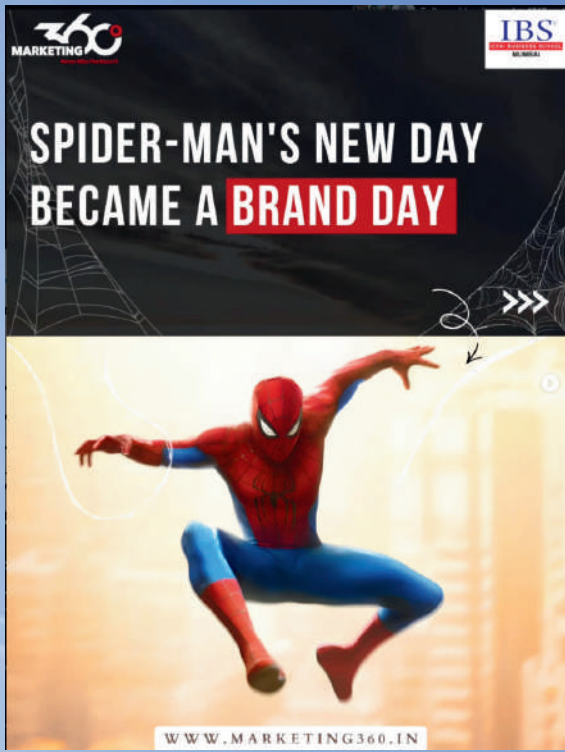

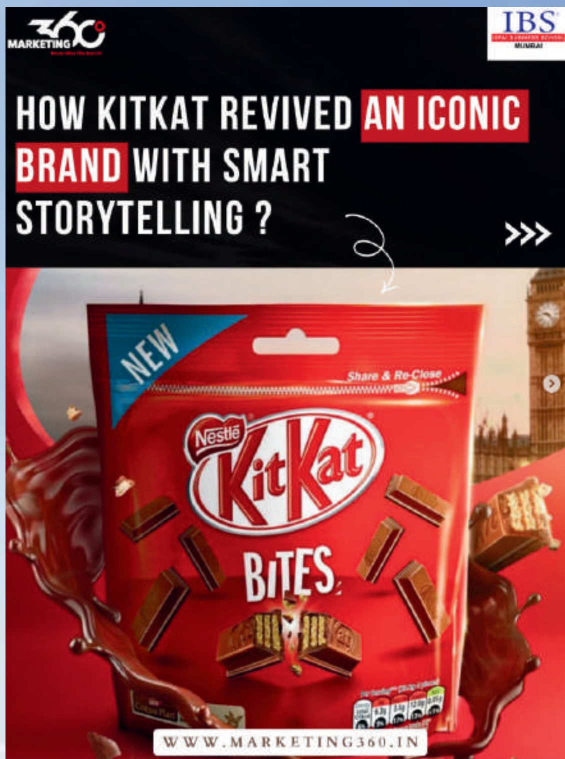

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