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AUGUST 2026

Marketing Insights Newsletter of Marketing360.in

PANORAMA
MARKETING 360°

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MARKETING360.IN

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

STRAIT OF HORMUZ CRISIS: SHIPS SHIFT TO OMAN ROUTE

Right now the Strait of Hormuz is one of the most tense spots on the map. Mint reported on August 19 that roughly 80% of ships are now leaning towards a UN-authorised lane on the Oman side. Taking that lane keeps them out of the areas caught up in the Iran-US standoff.

What Does This Mean for the world?

So much of the world's oil and energy moves through this narrow stretch of water. When ships run into trouble there, the effects travel crude prices climb, freight gets pricier, and everyday goods start costing more. Companies switching to the Oman side is basically them picking the safer way through.

Impact on Businesses, Consumers, and Markets

Costs go up for businesses when moving goods and fuel becomes expensive. Households notice it too, at the petrol pump, in transport fares, and on anything imported. Marketers are left with a harder question: how do you price and position when customers are spending more carefully?

KEY INSIGHTS
Roughly 80% of ships are now leaning towards the Oman route
Global oil and energy trade depends heavily on this strait
The Iran-US standoff is reshaping international shipping
Fuel and transport costs feed straight through to consumers
Conflicts abroad quietly redraw how goods reach us

GOVT NEWS

INDIA'S GREEN ENERGY BOOM GETS A ₹50,000 CRORE GRID PUSH

India is rapidly expanding its solar and wind energy capacity. But producing clean electricity is only one part of the challenge. The power also needs a strong transmission network to reach where it is required.

The government is now planning a major push to strengthen intra-state power transmission infrastructure in renewable energy-rich states. The proposed scheme could involve over ₹50,000 crore.

What's Changing?

The focus will be on renewable energy-rich states such as Rajasthan, Gujarat, Karnataka, Maharashtra and Andhra Pradesh, where solar and wind capacity is growing rapidly. The aim is to strengthen the transmission network needed to support this growing renewable power and improve its movement within states.

Why This Matters?

Imagine producing huge amounts of electricity but having no proper way to deliver it. That is the challenge India is trying to solve.

As solar and wind capacity grows, so must transmission infrastructure. A more resilient grid will prevent clean energy from being wasted and help get it where it's needed most.

Better infrastructure can also help to ease the pressure on state finances, improve the viability of renewable projects and encourage more investment.

To summarise, India is not only working to increase the amount of green power, it is also ensuring that the power actually gets delivered where it is needed.

KEY INSIGHTS
Over ₹50,000 crore could be used to strengthen green power transmission
Rajasthan, Gujarat, Karnataka, Maharashtra and Andhra Pradesh are among the key states in focus
Better grids can help renewable energy move more efficiently
India's clean energy push is now focusing on both generation and delivery

Content: Sejal Purohit | Graphics: Vineet

INDUSTRIAL TRENDS

FMCG GETS READY FOR A STRONGER FESTIVE SEASON

India's FMCG sector is gearing up for a festive season with renewed optimism. After a period of tentative spending and rising input costs, companies are witnessing an improvement in the demand for their products. According to an Equirus Capital tracker, citing data from Bizom, FMCG demand is poised to rise by 9-11% in value terms between August and November 2026.

What is spurring the demand?

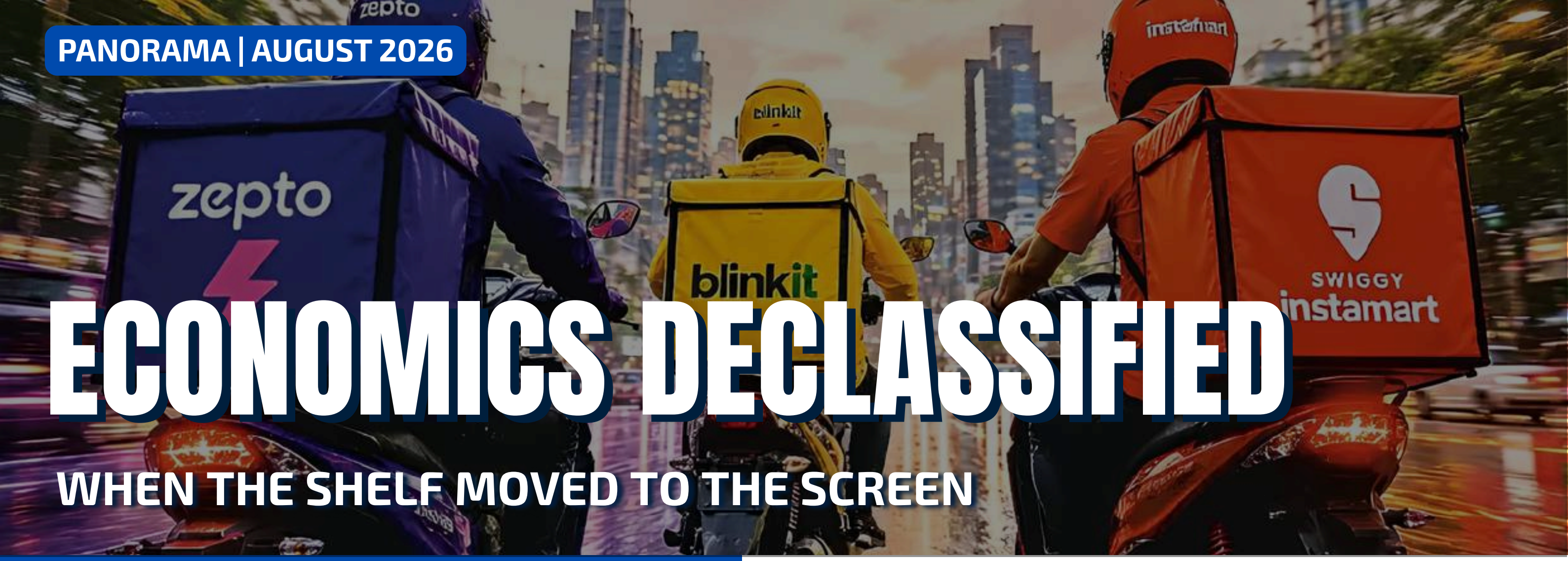
Improved purchasing power and festive spending are contributing to higher consumer spending. Recent corporate results also indicate a recovery in volumes. Hindustan Unilever reported its highest volume growth in 13 quarters, while Nestlé India also posted a robust revenue growth.

Who is benefitting?

Major consumer product companies including HUL, Nestlé, Mondelez, Reckitt and Coca-Cola are witnessing an improved environment in India. Mondelez, for instance, has added nearly 1 lakh retail outlets to its network in the last one year. Moreover, several global FMCG majors are set to ramp up their investments in India in the near term.

The marketing front FMCG, auto and consumer companies are budgeting for a 20% rise in festive season marketing expenditure (ME) compared to the previous year. Companies are focusing on festive discounts, premium products, e-commerce, and quick commerce to meet the demand during the holiday season.

KEY INSIGHTS
Demand for fast-moving consumer goods is estimated to rise by 9-11% during the festive season
Higher consumer spending is fueling volume growth
Companies are set to increase their marketing and distribution expenditure
Premiumisation and quick commerce are disrupting the buying patterns
The festive season is likely to be a crucial test for the recovery of the sector



ECONOMICS DECLASSIFIED

WHEN THE SHELF MOVED TO THE SCREEN

The quick-commerce boom, from a marketing point of view, is creating three major changes:
Quick commerce has changed more than just how fast Indians receive their groceries. Platforms such as Blinkit, Zepto and Swiggy Instamart are changing how brands think about marketing itself. In August, FMCG companies were increasing advertising spending while also rethinking how they use quick-commerce platforms. The focus is slowly moving from simply selling products to building recognition, engagement and loyalty.

The New Shelf: Winning the First Few Seconds:
In a supermarket, brands fight for eye-level shelf space. On a quick-commerce app, that shelf has become the first few search results. Studies and industry reports show that appearing near the top can strongly influence what consumers purchase. This means brands now have to think about digital visibility just as seriously as physical shelf placement.

From Convenience to Impulse Buying:
Quick commerce has also changed consumer behaviour. When a product can arrive within minutes, consumers do not always plan their purchases. A forgotten snack, a last-minute gift or even a small household item can become an instant purchase. Platforms are also expanding beyond groceries into categories such as electronics, fashion, gifting and home products.
For marketers, this creates an opportunity to use timing, discounts and personalized recommendations to turn convenience into impulse purchases

Marketing Is Moving Beyond the App:
The biggest change is that brands cannot depend only on visibility inside quick-commerce apps. Companies are increasingly investing in advertising outside these platforms to build brand recognition first and then use quick commerce to complete the purchase. D2C companies are also using quick commerce as a launch and discovery channel for new products.

KEY INSIGHTS
The digital shelf is becoming as important as the physical shelf
Convenience is changing how consumers discover and buy products
Quick commerce is becoming a marketing channel, not just a delivery channe
Strong brands need both visibility and long-term consumer loyalty

Content: Taha | Graphics: Tirth

SKIMS: From Celebrity Hype to Indian Fashion

STRENGTHS

- **PERFORMANCE LED BRAND POSITIONING:** Muscleblaze is positioned as a result-oriented, performance-driven sports nutrition brand catering to bodybuilders and athletes.
- **STRONG D2C AND MARKETPLACE PRESENCE:** MuscleBlaze has a strong digital-first strategy through its parent company HealthKart, along with presence on major marketplaces like Amazon and Flipkart ensuring nationwide reach.
- **FOCUS ON AUTHENTICITY AND QUALITY:** Product authentication systems and compliance with FSSAI standards strengthen consumer trust in a category where quality assurance is critical.

WEAKNESSES

- **LIMITED DIFFERENTIATION IN PROTEIN SEGMENT:** MuscleBlaze whey protein faces strong competition from other sports nutrition brands offering similar formulations, making differentiation challenging.
- **PRICE SENSITIVITY IN KEY SEGMENTS:** Some MuscleBlaze products fall in the mid-to-premium price range, which may limit deeper penetration in Tier-2 and Tier-3 markets.
- **HIGH DEPENDENCE ON WHEY PROTEIN CATEGORY:** Revenue concentration in whey increases exposure to demand shifts, price volatility, and commoditization.

OPPORTUNITY

- **RAPID GROWTH OF INDIA'S SPORTS NUTRITION INDUSTRY:** Increasing gym penetration, protein awareness, and structured supplementation demand support category expansion.
- **EXPANSION INTO LIFESTYLE AND PREVENTIVE NUTRITION:** Moving beyond hardcore bodybuilding into everyday wellness, women's nutrition, and functional health can broaden the consumer base.
- **CUSTOMIZED GOAL-BASED SOLUTIONS:** Offering personalized stacks and data-driven supplementation plans can enhance differentiation and repeat purchases.

THREATS

- **INTENSE COMPETITIVE LANDSCAPE:** Global and emerging Indian D2C brands create continuous pricing and innovation pressure.
- **RISING REGULATORY SCRUTINY:** Stricter FSSAI norms on claims, labelling, and ingredient transparency increase compliance complexity.
- **VOLATILITY IN RAW MATERIAL AND IMPORT COSTS:** Fluctuations in global whey prices and dependence on imported raw materials can pressure margins and pricing competitiveness.

Content:Aastha jain | Graphics: Vineet

BRAND IN TALK

THE BENNE EFFECT: HOW A SIMPLE DOSA BECAME A BUZZWORTHY BRAND

Introduction

What makes people stand in long queues for a dosa when Mumbai already has countless South Indian food options? Benne seems to have found the answer. Founded in Mumbai in 2024 by Akhil Iyer and Shriya Narayan, the brand brought the buttery, crisp Davangere-style dosa to a new audience. What began as a small 12-seater has quickly become one of the city's most talked-about food brands.

Brand Journey

Benne started with a simple problem: the founders missed the Bengaluru-style dosa they grew up eating.They didn't try to produce a large menu, they concentrated on a few dishes and worked hard to get the taste right.The brand's darshini-style, self-service format also keeps the experience quick and simple. This focus helped Benne build a clear identity while maintaining consistency as it expanded to Juhu, Delhi and Chowpatty.

Marketing Strategy

Benne's biggest marketing advantage has been its ability to create conversation. Long queues outside its outlets became a form of organic advertising, while social media, storytelling and celebrity visits added to the curiosity. Rather than spending heavily on traditional advertising, the brand allowed the product and customer experience to generate word-of-mouth. The result was a sense of discovery that encouraged people to visit, post and recommend it.

Brand Positioning & Consumer Connect

Benne has kept the proposition simple; good food, a taste you know and a quick dining experience. Instead of trying to be all things to all people, the brand has built its identity around the Bengaluru style of dosa. This helps customers remember, and gives Benne a clear niche in a crowded South Indian food market.

Future Outlook

Consistency will be key as the brand expands into new markets. People who come to Benne in a new city will still want the same taste and experience that generated the initial buzz. If Benne can deliver on quality as it expands into different markets, it could go from being a popular dosa chain to a much larger Indian food brand.

Market Impact

The buzz around Benne has now moved beyond food lovers. In 2026, reports placed the brand's valuation at around ₹350 crore amid funding talks. Its growth is also part of a larger wave of interest in regional Indian fare. Benne demonstrates how a well-known product can become a strong brand by having a clear identity, a well-defined offer and a memorable experience.

KEY INSIGHTS
A strong product focus can establish a strong brand reputation
Authenticity can make a simple food a memorable experience
Word-of-mouth and customer lines can be powerful marketing tools
Growth can be aided by consistency and simplicity

CAMPAIGN BREAKDOWN

One Word, Two Problems: Inside Instamart's Smartest Billboard Yet

CAMPAIGN OVERVIEW

There's a new billboard up in Bengaluru, and it's built around a single word doing double duty. "Gas problem? We got you," it says and right there in the cart graphic sit an HP Navya LPG cylinder and a strip of Digene, side by side. Kitchen gas, stomach gas. Sorted either way. The timing wasn't an accident either; this came just after Instamart's tie-up with HPCL, which now lets people order LPG cylinders straight through the app, a first for quick commerce in the country.

CONSUMER INSIGHT

Say "gas" in an Indian home and there's a genuine pause. Does someone mean the cylinder's run out, or did lunch not agree with them? That little bit of confusion is something almost everyone's bumped into at some point. Instamart didn't bother clearing it up. It used it instead, betting that people would get the joke on their own rather than needing the service spelled out for them.

EXECUTION / PLAN

Nothing elaborate about how it came together, made in-house, put up as OOH across Bengaluru, and given a bit of a push on social media. It launched right as HPCL's cylinders, the 10 kg composite, and 5 kg metal versions, started appearing on the app.

IMPACT

There's no public figure yet for how many people actually noticed the billboard. But the business running it is far from ₹28,496 crore in GOV, 12.3 million monthly transacting users, and over 1,143 dark stores spread across 125+ cities this year.

WHY IT WORKED

Nothing here feels stretched. A cultural reference everyone already gets, a pun that genuinely lands, and a new product all folded into a single line without trying too hard to impress.

CONCLUSION

Not every billboard needs a grand concept. Sometimes picking the right word, and saying it at the right moment, is really all it takes to make someone stop and read it twice.

KEY INSIGHTS

One word does all the work "gas" links to kitchen trouble and stomach trouble in a single cart visual

Grounded in something real, the HPCL tie-up makes Instamart the first quick-commerce app in India to offer LPG delivery

A quiet repositioning is underway Instamart nudging itself from the grocery app toward an everyday-needs platform

Kept execution lean in-house, OOH in Bengaluru, timed right alongside the HPCL rollout

Scale lends its credibility ₹28,496 crore GOV and 12.3M users back up the lighthearted pitch

DID YOU KNOW? MCDONALD'S IS LEARNING THAT CHEAP FOOD ISN'T ENOUGH ANYMORE

For years, fast-food marketing had a pretty simple formula: make it cheaper and people will come. McDonald's and its competitors are now finding out that it isn't quite that simple.

In the US, fast-food brands have spent the last few years pushing value meals and discounts as customers became more careful with their spending. But recent results suggest that cheap deals alone aren't bringing people through the door. McDonald's reported global comparable sales growth of just 1.3% in the second quarter of 2026, while competitors that combined value with new products and stronger experiences performed better.

Taco Bell is a good example. Its sales rose 7% as it kept refreshing its menu and pushing meal boxes alongside value offers. Other brands are also experimenting with loyalty programmes, limited-time products and different kinds of promotions.

The interesting part is that customers aren't necessarily asking for the cheapest meal.
They're asking whether the meal feels worth the money.That is a very different question.

Content: Neha | Graphics: Pankti

McDonald's has spent decades making convenience its biggest selling point. Now, with prices higher and competition everywhere, it has to convince customers that the experience is worth choosing over a supermarket meal, delivery order or another fast-food chain.

The lesson is pretty straightforward: value isn't always about paying less.
Sometimes, it's about feeling like you got more.

KEY INSIGHTS

McDonald's and other fast-food brands are finding discounts alone aren't enough

Customers are becoming more selective about what feels like good value

Menu innovation is becoming just as important as price promotions

Loyalty programmes can help brands build repeat customers

The meaning of "value" is shifting from cheap prices to overall experience

Strong marketing needs to combine price, product and customer experience

NYKAA

CASE IN POINT

BEYOND BEAUTY: NYKAA'S BET ON BECOMING A LIFESTYLE POWERHOUSE

ONE WOMAN, ONE OVERLOOKED MARKET

Falguni Nayar founded Nykaa in 2012. India's beauty market at the time was still dominated by physical stores and limited choice. Her bet was simple, she always wanted to build a trusted online destination where consumers could discover genuine products, learn about beauty, and shop from one place. It worked. Nykaa turned an underdeveloped online category into a mainstream beauty ecosystem.

GOING PUBLIC, FACING THE MARKET

Nykaa's IPO transformed the company into one of India's most watched consumer-tech stories. Going public brought capital, visibility and, more importantly, pressure. Investors now wanted to know whether Nykaa could grow beyond being an online beauty marketplace.

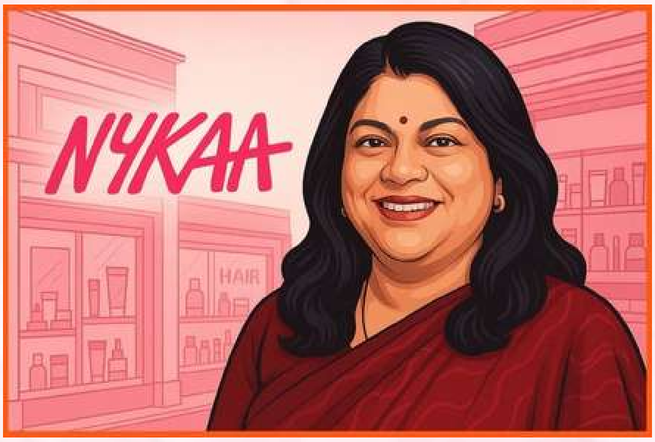
Content: Taha | Graphics: Prayag

TIMELINE

2012

2015

2021



FROM WEBSITE TO ECOSYSTEM

Nykaa gradually became more than an online retailer. It launched its own beauty brands, opened physical stores and expanded into fashion with Nykaa Fashion and Nykaa Man. It understood who it's customers are and made a clear distinction to invite prospects into retained customers. The strategy was becoming clear: don't just sell other people's brands; build a direct relationship with the customer.

BEAUTY WAS NO LONGER ENOUGH

Nykaa pushed deeper into fashion, B2B distribution and owned brands such as Nykaa Cosmetics, Kay Beauty and Dot & Key. Its portfolio expanded into a genuine house of brands, while physical stores strengthened its omnichannel model. Diverse products under one roof created a stronger brand recall. The company was no longer simply selling just beauty but it was building a broader consumer platform.

2022

THE NEXT BET

Nykaa's latest ambition is bigger: scale Beauty and Fashion, expand its owned brands and grow its physical footprint. The company now serves more than 52 million customers and has 276+ offline beauty destinations. The question is no longer whether Nykaa can win beauty. It is whether it can turn that trust into a lasting lifestyle ecosystem.

2026

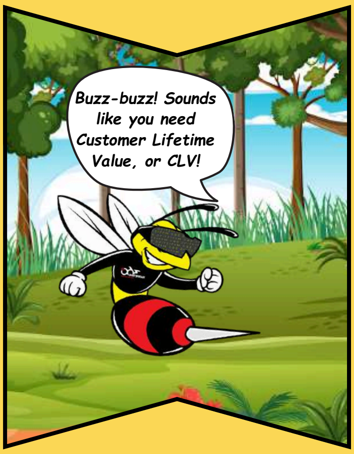
KEY INSIGHTS

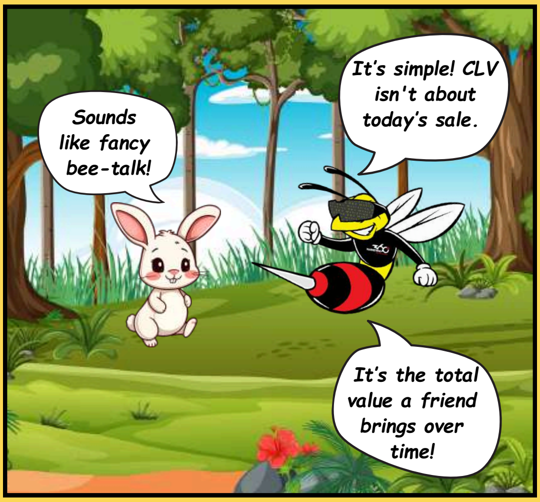
- A strong niche can build a company, but an ecosystem can determine how far it goes
- Omnichannel growth works when online discovery and offline experience reinforce each other
- Owned brands can give a retailer greater control over margins, product and customer relationships
- Nykaa's next challenge is proving that its customers will follow it beyond beauty
- Reinvention is not entering new categories; it is making those categories matter

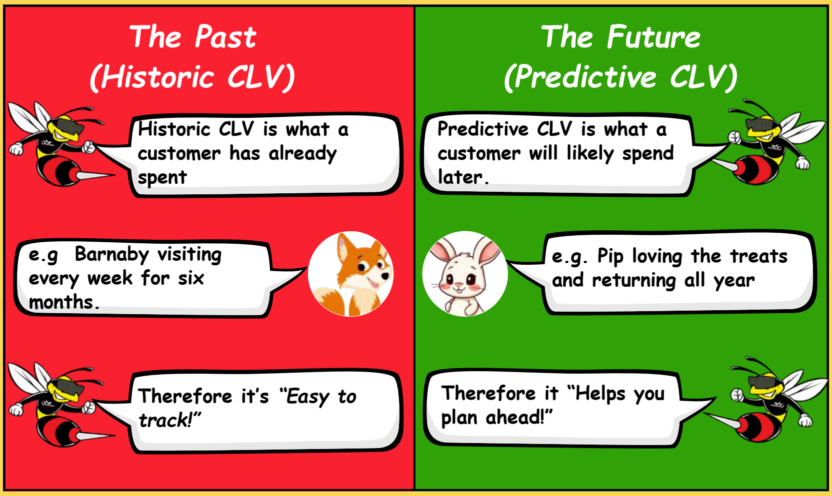
Content: Taha | Graphics: Prayag

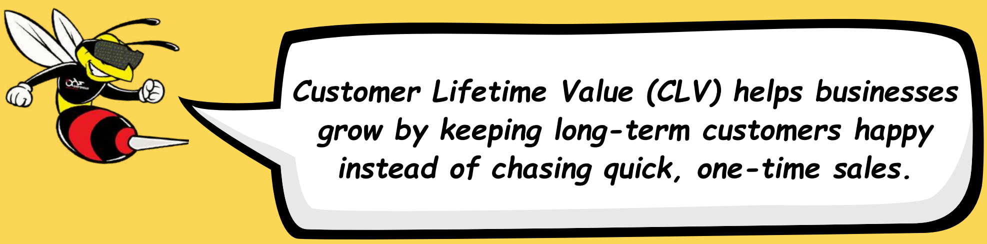
M-LINGO TOONS

TALES FROM THE HIVE
"DECODING CUSTOMER LIFETIME VALUE (CLV)!"





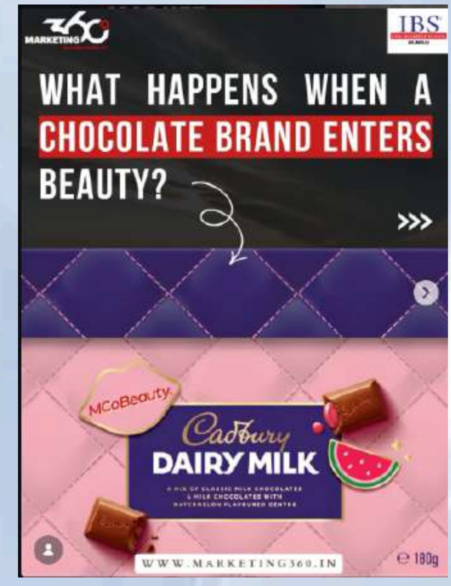


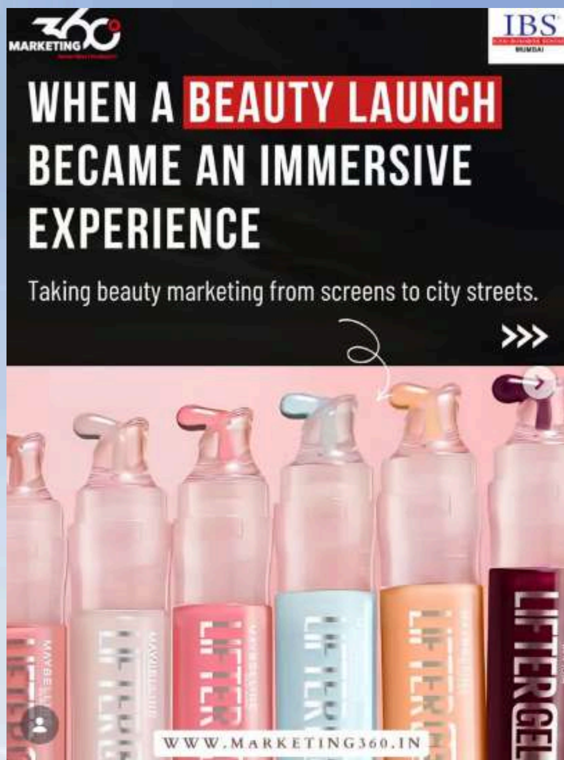


Content: Vanshita | Graphics: Tanmay

THE END.

DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!





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