dun&bradstreet

MARKETING
MAVERICKS

20
23

CONTENTS

Managing Director & CEO
Avinash Gupta

Editor
Vipul Oberoi

Sub-Editor
Naina Acharya

Editorial Team
Mihir Shah
Jaimin Shah
Rohit Gadbail
Surender Khalsa
Rohit Pawar
Mallika Katare

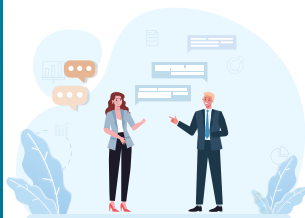**Design Team**
Mohan Chilvery
Tushar Awate
Sachin Panchal
Bimbisar Kadam

How to reach us
7th Floor, Godrej BKC,
G Block, Bandra Kurla Complex,
Mumbai – 400 051
Maharashtra
Tel No: 022 4941 6666

NAVIGATING THE EVOLVING MARKETING LANDSCAPE

Mr. Vipul Oberoi
Director of Marketing, CSR & Learning Solutions
Dun & Bradstreet India

"Today, every discussion moves towards the use of AI."

As we talk about the inaugural summit of Marketing Mavericks summit for Dun & Bradstreet India, it takes me back to my first brush with marketing in 1999. Marketing as a function has evolved since then. Earlier, marketing was about concepts such as ATL, BTL and PR. It was about performing the ground work and the hard yards. At that time people with marketing experience as well as those possessing knowledge of what works and what doesn't work over a long period of time were valued in corporations.

Digital marketing has developed over a period of time which has now included introduction of tools and social media. There were three important things that had to be considered. Firstly, the data that came was more in real time. Secondly, there was more scope for experimentation at a lower cost. Thirdly, all the data insights were in the hands of the user. This implied that the data insights and knowledge moved from the old guard (seniors) to the hands of the junior most executive in the marketing team. This really changed the equation a lot. The power of data was in the hands of everybody. This further meant that everything was very fast and at a push of a button.

The sales team expects marketers to deliver everything at a touch of a button. The sales team assume that the brief that they have given is good enough, and further expect the marketing team to churn out everything such as marketing strategies, postures, leaflets, events occurrence, and so on, will the help of a machine. This could further be followed by the feedback submitted by the sales team to be entered in the same machine. Every alteration could take days to work and re-work upon. This was a persistent joke in the world of marketing up until recent past.

Now, the marketing world has changed with the implementation of artificial intelligence. AI is the magic machine in today's world of marketing. In the past two years, AI has become a topic in marketers' conversations, ever since inception of ChatGPT 4. Marketers are at different stages of evolution, where some have already experimented and witnessed the benefits of AI. On the other hand, many of them are at the learning phase of possibilities when it comes to implementation of Gen AI.

Topics such as 'Evolution of Marketing' and 'Martech' could have been considered as the theme for the inaugural summit for Marketing Mavericks. However, AI dominates the discourse in every marketing conversation, which led to the creation of the theme and topic for the inaugural event of D&B's Marketing Mavericks.

dun & bradstreet

D&B ESG Intelligence

D&B ESG Intelligence delivers data and analytics built from the Dun & Bradstreet Data Cloud and established sustainability standards to help companies quantify and assess the impact of their business partners' sustainability rankings to their companies' performance. This true and trusted source of ESG data enables compliance and procurement teams to generate insights that help strengthen their ESG goals and policies, and streamline ESG assessment processes.

PLATFORMS

➢ **D&B Risk Analytics ESG Module**

SOLUTIONS

➢ **ESG Self-Assessment**

➢ **ESG Report**

➢ **ESG Registered Solutions**

ARTIFICIAL INTELLIGENCE IN MARKETING
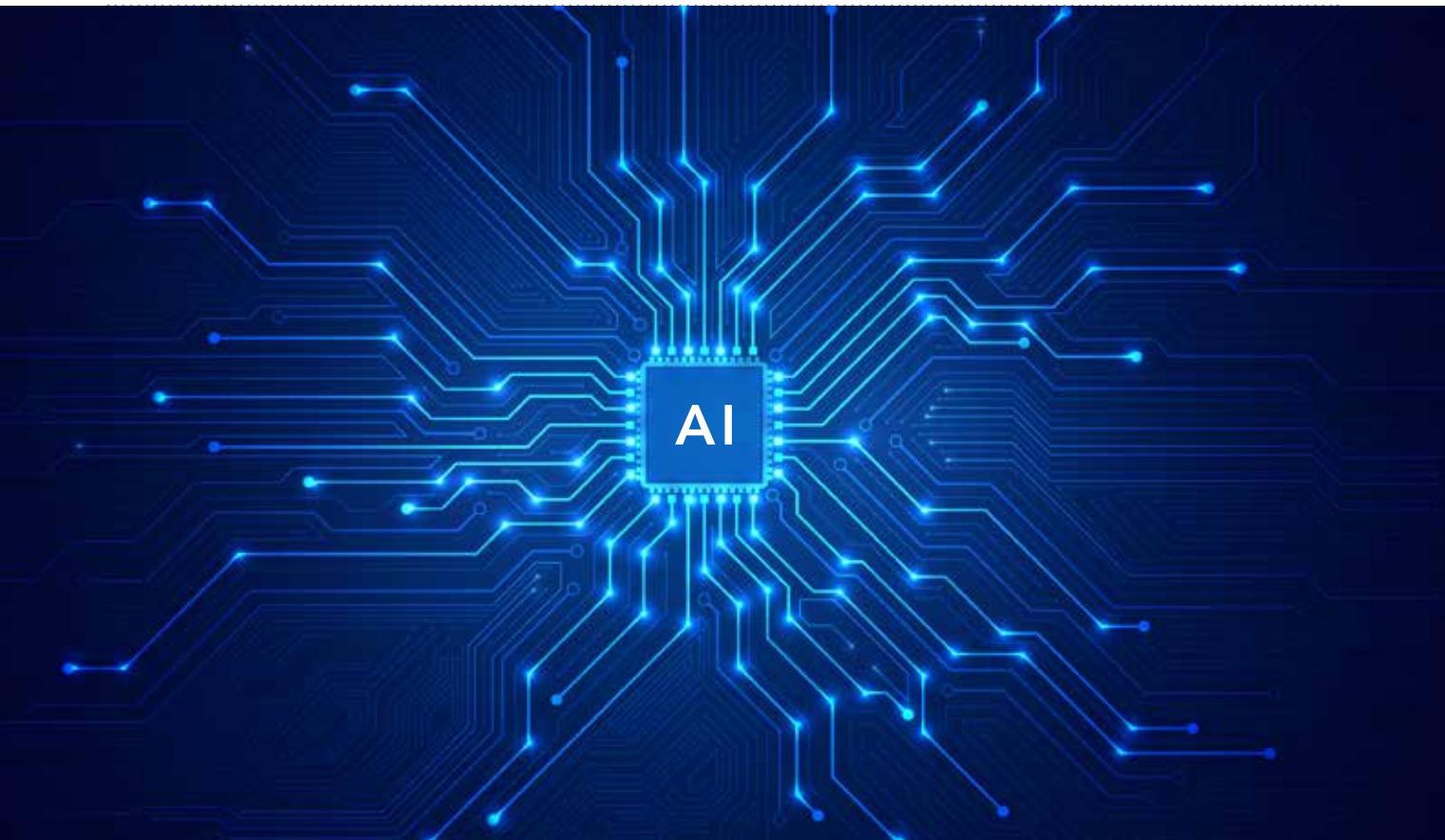
WHAT IS ARTIFICIAL INTELLIGENCE MARKETING

With the advent of Artificial Intelligence, the world of marketing has been going through a significant change of events.

Artificial intelligence marketing, also commonly referred to AI marketing, is the use of artificial intelligence technologies and techniques to enhance and optimize marketing strategies and activities. AI is leveraged to analyse vast amounts of data, automate processes, and make data-driven predictions and decisions in marketing campaigns.

> According to recent research of McKinsey and Company, Most respondents reporting AI-related revenue increases within each business function using AI. And looking ahead, more than two-thirds expect their organizations to increase their AI investment over the next three years.

Even though AI in marketing is still a relatively new idea, it has proved to be a very useful tool for marketing professionals. Modern marketers are using AI to increase the efficacy of their campaigns.

Key aspects of AI marketing:

Data Analysis: AI can process and analyze large volumes of customer data, including demographics, browsing behavior, purchase history, and social media interactions. This analysis helps marketers gain insights into customer preferences, behaviors, and trends, enabling more effective targeting and personalization.

Predictive Analytics: AI algorithms can analyze historical data to predict future customer behavior, such as likelihood of conversion, churn, or response to marketing campaigns. This enables marketers to make data-driven decisions, develop effective marketing strategies and optimize campaigns for better results.

Personalization: AI enables marketers to deliver personalized experiences to individual customers at scale. By leveraging customer data and AI-driven algorithms, marketers can tailor content, recommendations, and offers based on individual preferences and behaviors, increasing engagement and conversion rates.

Chatbots and Virtual Assistants: AI-powered chatbots and virtual assistants provide automated, personalized customer support and assistance. They can handle customer queries, provide product recommendations, and even complete transactions, enhancing customer experience and efficiency.

Content Creation and Optimization: AI can generate and optimize content for marketing purposes. It can automate content creation, including writing articles, product descriptions, and social media posts. AI can also optimize content by analyzing performance data and making recommendations for improving engagement and conversions.

Customer Segmentation and Targeting: AI algorithms can segment customers into distinct groups based on various criteria, such as demographics, behavior, or preferences. This enables marketers to target specific customer segments with tailored messages and offers, improving campaign effectiveness.

TYPES OF AI MARKETING SOLUTIONS

It is important for businesses to assess their specific marketing needs and goals to determine which AI solutions align with their requirements. The top solutions consist of the following elements:

Machine Learning, Big Data and Analytics
Machine learning-enabled devices allows businesses to make informed decisions about digital marketing efforts based on existing data. Apart from automating and streamlining marketing processes, these solutions can generate articles, blog posts, product descriptions, social media captions, and more, based on predefined parameters and data inputs.

AI Marketing Platforms & Tools
Digital marketers can manage enormous amounts of data on a single platform with AI-powered marketing solutions. These AI marketing tools can extract valuable marketing information from the target market, enabling the marketers to make data-driven choices regarding the most effective ways to connect with them. Some of the major tools include chatbots, generative tools, virtual assistants, recommender systems, amongst others.

CHALLENGES FOR AI MARKETING

Skilling / Re-skilling: AI requires training and time, to understand the overall context, trends, customer behavior.

Availability of high-quality data: Marketers must collect data from the appropriate sources and make sure that it is trustworthy.

Privacy and best practices: When implementing an AI marketing plan, digital marketing teams must make sure they are using consumer data responsibly and in compliance with government regulations to avoid penalties and reputational harm.

Convincing stakeholders: To encourage staff adoption, digital marketing teams should explain the benefits and value of investing in AI marketing to stakeholders.

HOW IS AI ENABLING MARKETING

AI has rapidly emerged as a vital tool for digital marketers because of its capacity to analyse and interpret vast amounts of data efficiently and effectively. Several AI technologies enable and empower marketing efforts. Some key AI technologies used in marketing are as follows:
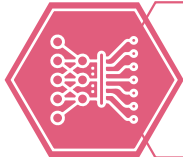
Machine Learning (ML): Machine learning algorithms enable systems to learn from data and make predictions or decisions without explicit programming. Applications of ML in marketing include ad targeting, content recommendation engines, predictive analytics, and consumer segmentation.

Natural Language Processing (NLP): NLP focuses on the interaction between computers and human language. It enables machines to understand, interpret, and generate human language. NLP is used in chatbots, sentiment analysis, voice assistants, and content generation. Semantic search algorithms are essential to NLP, as they enable understanding of a phrase's or lexical string's intent without relying on keywords.

Computer Vision: Computer vision involves the use of AI algorithms to analyze and interpret visual content, such as images and videos. In marketing, computer vision is used for tasks like image recognition, object detection, visual search, and video analysis.

Deep Learning: Deep learning is a subset of machine learning that utilizes artificial neural networks with multiple layers to learn and extract intricate patterns from vast amounts of data. Deep learning is used in various marketing applications, including image and speech recognition, natural language understanding, and recommendation systems.

Sentiment analysis: Reputation management can benefit greatly from sentiment analysis, which is the practice of gauging customer sentiment from feedback data. Sentiment analysis algorithms are used to analyze social listening data in real-time and over time, including reviews, incoming messages, survey replies, and other data.

Voice Recognition and Natural Language Understanding: AI technologies for voice recognition and natural language understanding enable marketers to leverage voice-based interactions and understand customer intent. These technologies are used in voice search optimization, voice assistants, and voice-activated marketing campaigns.

Recommendation Systems: AI-powered recommendation systems analyze user behavior and preferences to suggest relevant products, content, or services. These systems utilize collaborative filtering, content-based filtering, and other algorithms to provide personalized recommendations, improving customer engagement and conversion rates.

Data Analytics and Predictive Modeling: AI technologies enable marketers to analyze vast amounts of data, extract insights, and make data-driven predictions. This includes analyzing customer behavior, campaign performance, market trends, and competitor analysis. Predictive modeling helps marketers forecast customer behavior, optimize campaigns, and make informed decisions.

Generative AI: Generative AI involves using AI algorithms to generate new content, such as text, images, videos, or music. It can be used in content creation, ad design, and creative campaigns to augment human creativity and generate unique and engaging content.

BENEFITS OF LEVERAGING AI IN MARKETING

Industries are leveraging AI marketing to seek tangible improvements in marketing performances and results. With growing involvement of AI in marketing, corporates are seamlessly able to efficiently allocate resources, discover potential in new markets, boost sales, and improve customer engagement.

AI has not only simplified client profiles but has also comprehended the customer journey process. With AI, marketers can easily and quickly create useful, personalised content for different client profiles at every stage of the marketing funnel and channels.

Following are the benefits/examples of leveraging AI in marketing:

Building impactful business strategies
AI marketing technologies are enabling companies to investigate new market, product, and customer interaction options in order to lay the groundwork for future growth and success. Sentiment analysis, natural language processing, virtual agents, and other AI tools are helping marketers to accomplish objectives, ranging from revenue optimization to handling volatile market conditions.

Enhanced Personalization
AI enables businesses to deliver highly personalized experiences to customers. By analyzing vast amounts of data, AI algorithms can understand individual preferences, behavior, and needs, allowing marketers to tailor content, recommendations, and offers to each customer. This personalization improves customer engagement, satisfaction, and conversion rates. AI-powered chatbots and virtual assistants provide instant and consistent customer support, offering 24 x 7 availability. They can handle common customer queries, provide product information, and assist with transactions. This improves customer satisfaction, reduces response times, and frees up human resources for more complex tasks.

> " Platforms like Amazon and Netflix use AI algorithms to suggest products or content based on a user's browsing history, purchase behavior, and preferences. "

Improved Customer Insights
AI algorithms can analyze large volumes of customer data from various sources, providing deeper insights into customer behavior, preferences, and buying patterns. Marketers can gain a better understanding of their target audience, identify trends, and make data-driven decisions to optimize marketing strategies.

Automation and Efficiency
AI automates repetitive and time-consuming marketing tasks, allowing marketers to focus on strategic activities. Tasks such as content creation, social media scheduling, advertisement optimization, and data analysis can be streamlined and automated, thereby saving time and resources. Digital marketers can now use real-time analytics to make smarter media selections for a promising output.

Advanced Data Analysis
AI algorithms can quickly analyze and interpret large datasets, enabling marketers to extract valuable insights and identify patterns that may not be easily visible to humans. This helps in making informed decisions, optimizing campaigns, and identifying new opportunities.

Better Advertisement Targeting and Optimization
AI algorithms examines customer data and behavior to accordingly optimize ad targeting. Marketers can reach the right audience with personalized messaging, increasing the likelihood of conversions. AI-powered ad optimization platforms continually analyze data and adjust bidding strategies, advertisement placements, and targeting parameters to maximize campaign performance and return on investment.

Real-time Insights and Predictive Analytics
AI enables real-time data analysis, providing marketers with immediate insights into campaign performance, customer behavior, and market trends. Predictive analytics algorithms help forecast customer behavior, enabling proactive decision-making and campaign optimization.

Improved ROI and Cost Efficiency
Businesses may achieve higher return on investment by using AI to optimize advertisement, automate activities, and provide personalized experiences. AI helps allocate resources more effectively, reduce wasteful spending, and improve overall marketing efficiency.

FUTURE OF AI IN MARKETING

The future of AI in marketing holds enormous potential and is likely to shape the industry with respect to enhanced personalization, advanced customer insights, voice and visual search optimization, automated marketing campaigns, augmented decision-making, and so on.

As AI becomes more integrated into marketing, ethical considerations will gain importance. Apart from accuracy in deriving business insights, marketers will need to ensure transparency, fairness, and responsible use of customer data. Privacy and ethical concerns of AI algorithms will require careful adherence to regulations.

Organizations that completely embrace the opportunities coming through building AI into their marketing operations will be in a stronger position to empower marketers to make powerful data-driven decisions.

> " While the future of AI is bright, with new and exciting developments expected in the coming years, it is important to strike a balance between automation and human creativity. "

FINAL THOUGHTS

The intersection of AI and marketing continues to evolve, with innovative technologies and advancements shaping the way businesses engage with customers, optimize campaigns, and deliver personalized experiences. With AI technology, digital marketing could undergo a revolution, which can boost effect, productivity, and individualization. AI as digital superintelligence in the form of powerful computing technology is here to stay.
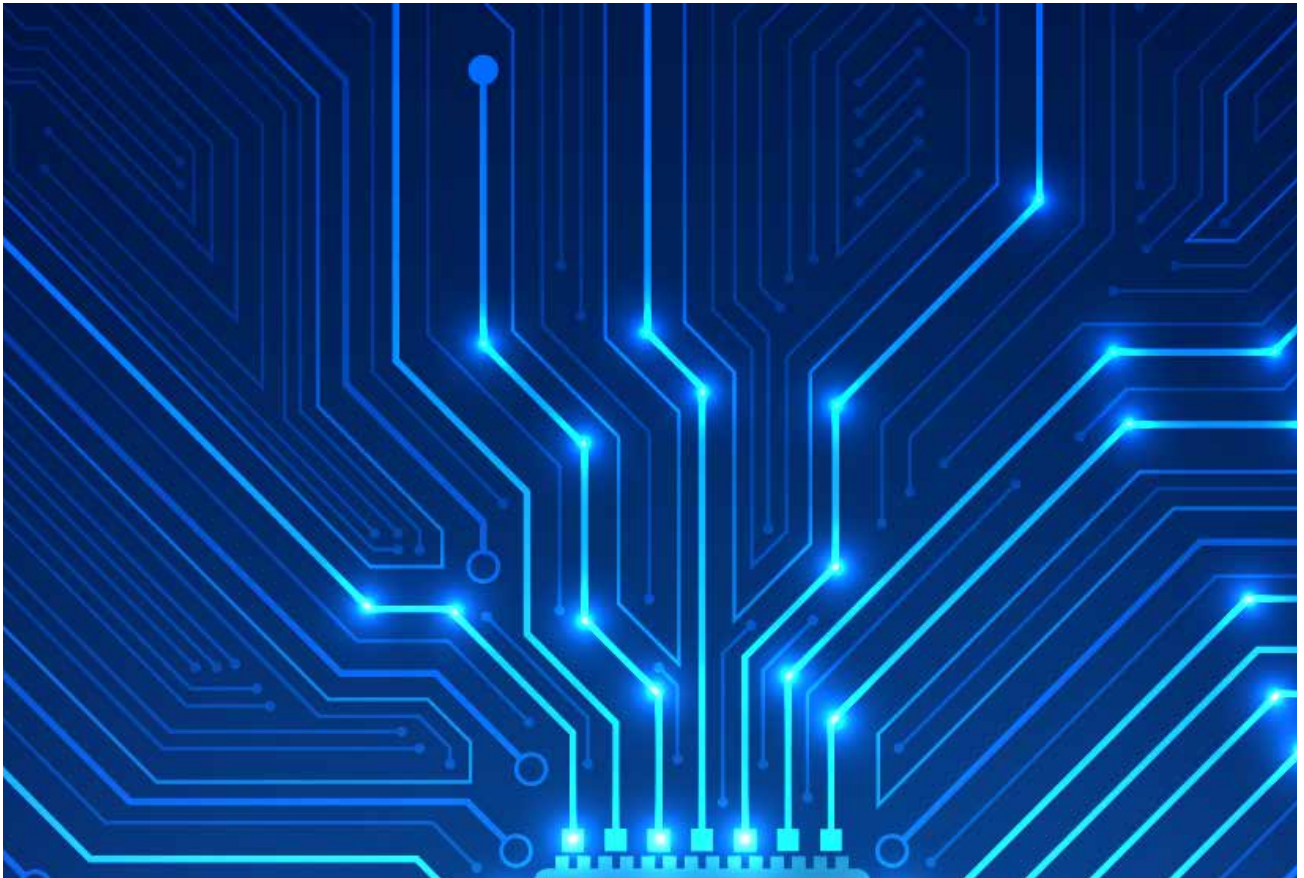
Finance Solutions

Predictive data insights and AI-driven platforms that empower finance teams to better manage risk and improve operational efficiency

PLATFORMS
- ➢ **Global Financials**
- ➢ **D&B Direct for Finance**
- ➢ **D&B Credit**

SOLUTIONS
- ➢ **Credibility Reports**
- ➢ **Project Appraisal Services**
- ➢ **Trade Exchange Program**

EXPERTS' VIEW

Shubhranshu Singh

Chief Marketing Officer

Tata Motors, CV Business

The march of technological progress from Claude Shannon's groundbreaking 1948 paper on communication theory to the recent dominance of Generative AI, exemplified by the resounding success of ChatGPT in 2020, tells a fascinating story of the convergence between artificial and human intelligence.

When Alan Turing's posited that the Turing Test could be a benchmark for machines attempting to replicate human-like intellect, a theme immortalized cinematically through the iconic droids C-3PO and R2-D2 in Star Wars in 1977, no one imagined this to turn to reality.

The advent of the new millennium witnessed the cultural sensation of Furby, an interactive electronic creature that captured global fascination in 1998.

Fast forward to 2010, Sophia, the humanoid robot developed by Hanson Robotics, made its debut, boasting an eerily human-like appearance and advanced AI capabilities.

These milestones underscore the persistent pursuit of creating entities that emulate human cognitive faculties.

The significance of AlphaGo's emergence in 2016 cannot be overstated. Unlike traditional programming, this computer learned the intricate game of Go through self-training, engaging in countless games against itself. The implications extend beyond board games; they delve into the very essence of artificial intelligence, emphasizing its capacity for self-learning and adaptation.

The role of AI in content creation has assumed global prominence, promising unprecedented efficiency and innovation in the one hand and terrifying loss of control, context and truthfulness on the other . Chat GPT's historic rise, gaining a 100 million users within 60 days is a success story like none other and signals a paradigm shift in how we engage online.

However, it concurrently raises questions about the ethical implications of content generation and the potential disruption of established economic models.

Stable Diffusion, a cutting-edge AI tool, has spurred controversy with its AI generators, sparking concerns about copyright infringement and blurring the line between originality and replication. The debate intensifies as AI's capacity for self-learning challenges conventional notions of authorship and creativity.

AI's impact extends to diverse sectors, potentially disrupting cloud spending, digital advertising, and e-commerce sales on a colossal scale.

On the global stage, a race for AI supremacy unfolds between China and America. While America holds an edge in data sources and imposes export controls on crucial technologies, China's computational complexity, exemplified by Wu Dao 2.0, positions it as a formidable contender. India, too, is making strides in AI, with initiatives like the National Semiconductor Mission and a robust research ecosystem, positioning the country as a key player on the global AI map.

President Biden's move towards regulating the development of artificial intelligence (AI), with a pronounced emphasis on addressing the vulnerabilities posed by deep-fakes. This aligns with the stance articulated by the Prime Minister of India, who similarly underscored the imperative of assessing, mitigating and preventing the risks associated with deceptive AI-generated content.

In the quest for AI ascendancy, the relay between man and machine becomes increasingly complex. The inherent instability of AI, driven by self-learning and constant adaptation, challenges traditional paradigms.

The future of content creation hangs in the balance, raising profound questions about the role of AI in shaping our collective narrative. As AI continues its march into uncharted territory, the world grapples with the implications of a transformative force that blurs the lines between creation and imitation. The narrative unfolds in real-time, and humanity stands at the crossroads, navigating the evolving relationship between man and the ever-advancing realm of artificial intelligence.

Ashwin Uppal

Chief Marketing Officer & VP

Jio

THE EVOLUTION OF MODERN MARKETING IN INDIA: NAVIGATING TRENDS AND TRANSFORMATIONS

INTRODUCTION

A Historical Perspective The journey of modern marketing in India is a tale of adaptability and resilience. Historically rooted in traditional methods, the landscape underwent a seismic shift with economic liberalization in the 1990s. This note sets the stage, outlining the transition from conventional marketing approach to a more dynamic one.

SECTION 1

Rise of Digital Dominance The dawn of the internet age marked a watershed moment in Indian marketing. Traditional channels gave way to digital platforms, and social media emerged as a game-changer. From building presence online to becoming digital first, the transformation in the modern marketing approach is evident with examples punctuated across every industry and category in India.

Impact on evolution of modern marketing: What started as a frowned-upon spamming approach in digital marketing (remember those days when digital marketing was largely about spam emails and SMSes?), soon gave way to a more orchestrated, measurable and targeted marketing approach across social media and digital, pushing marketers to upskill themselves rather quickly.

SECTION 2

E-Commerce Revolution E-commerce giants like Flipkart and Amazon reshaped the retail landscape, catapulting India from a traditional trade environment straight into online, broadly circumventing the proliferation of modern trade in India, unlike in the developed economies.

Impact on evolution of modern marketing: The advent of e-commerce led to the rise of challenger brands that disrupted traditional categories with more evolved propositions. Marketers had to resort to an aggressive digital marketing approach to ensure that they could defend their brand's turf as well as innovate at a faster rate to appease the modern consumer who was now spoilt for choice.

SECTION 3

The Era of Artificial Intelligence and Machine Learning With the advent of AI, generative AI and machine learning, marketing in India is undergoing another metamorphosis.

Impact on evolution of modern marketing: Welcome to the era of hyper-personalization, extended reality, AI generated briefs and creative ideas as well as accelerated proliferation of content using generative AI.

SECTION 4

Conclusion: Future Horizons and a dynamic tomorrow As technology continues to evolve rapidly, modern marketing will need to continue to keep pace with it, while staying resilient and nimble at the same time. Marketing in the future will likely be as much about creativity and analytics as it will be about developing a moral and social compass that considers the evolving sensitivities of people and planet equally.

Shoma Narayanan
MD & Head - Group strategic
marketing and communications
DBS Bank Limited

EVOLUTION OF MODERN MARKETING

In the dynamic landscape of modern marketing, the shift from traditional, physical media to digital innovation has not only reshaped how businesses engage with their audiences but has also prompted a fundamental transformation in consumer behavior.

Gone are the days of passive recipients influenced by a deluge of advertisements. The digital era has birthed a generation of informed, selective consumers empowered by a wealth of information at their fingertips.

The antiquated "one-size-fits-all" approach has given way to personalised strategies, propelled by the influential trio of social media, search engines, and mobile technology.

Driving the transformation of marketing is the symbiotic relationship between data, mobile technology, and campaign customisation.

The ascendancy of inbound marketing epitomises this shift, as it strategically attracts customers through relevant content across different stages of their journey – a stark departure from traditional outbound methods.

Mobile marketing, an integral part of this evolution, aligns with the prevalence of smartphones, meeting consumers where they spend a substantial portion of their time. Leveraging social networking and messaging apps and responsive web design, mobile marketing ensures targeted and immediate communication, surpassing the capabilities of traditional channels.

The monumental influence of social media on digital marketing is underscored by its vast user base of over 4.9 billion, constituting nearly 61% of the global population as of October 2023. Social media influencers themselves have emerged as powerful agents shaping consumer choices and offering marketers a unique avenue to target specific demographics effectively.

Going ahead, the trajectory of marketing is inextricably linked to ongoing technological advancements. The infusion of AI and automation has revolutionised marketing channels, with AI-driven algorithms - anticipating customer preferences and enhancing the experience through predictive customisation. Immersive technologies like augmented reality (AR) and virtual reality (VR) are creating engaging interactions, blending the physical and digital realms.

A recent Brandwatch study emphasised that 92% of marketers identified the imminent integration of AI in marketing as the top trend in 2024.

Amidst this paradigm shift, two constants persist: a relentless focus on the customer and the constant adaptation of marketing strategies to enhance customisation.

However, it is imperative to recognise that what is deemed "modern" today will inevitably become "traditional" tomorrow, supplanted by a new channels and technology that we cannot even imagine today. Thriving in this environment requires a commitment to learning and embracing change.

The journey from traditional to contemporary marketing is not merely a linear tale of technological advancement but an evolving narrative of alignment with consumer preferences and behaviors, ensuring that marketing remains as pertinent and impactful as ever. ■

Harita Desai Jani

Chief Marketing Officer

Mswipe

AI IN MARKETING

OVERVIEW

In the fast-paced world of marketing, staying ahead of the curve requires embracing constant innovation. Artificial Intelligence (AI) is not just transforming businesses; it's reshaping the very fabric of marketing strategies. Marketers are leveraging AI to refine processes, improve productivity, and elevate customer engagement in a crowded marketplace.

IMPACT OF AI IN MARKETING

AI's impact on marketing spans the entire customer lifecycle journey, from research to content creation and distribution. The ability to generate content at scale allows marketers to reach millions of customers simultaneously, significantly improving efficiency.

Generative AI has gained a lot of popularity and has created a lot of buzz, emerging as a transformative force in marketing. Its rapid adoption rate is extraordinary. Over 50% marketers are using or at least testing Generative AI in various ways.

HOW WE ARE LEVERAGING AI

At Mswipe, we are using AI for improving productivity and experiences across various functions. We use generative AI to create content, streamline campaigns. Geo-targeting, powered by AI, helps us reach out to customers at specific pincodes so that we can communicate and speak with them in various regional languages.

This helps us hyper-personalize conversational AI as both chatbots and live human agents cater to individual customer queries, creating a personalized touch that resonates.

In the B2B context, our AI-driven onboarding journeys have slashed our customer onboarding costs and improved productivity by 50%.

AI's role also extends to our service journeys, where auto-detection of customer issues prompts instant engagement through AI, resolving problems for 20% of customers efficiently directly through our journey.

We currently are deploying AI for our Payments business for targeting and verification processes, while our collections business, Wecollect, is in the process of deploying voice-bots and chatbots to serve as calm-headed collections agents.

These strategies have been implemented by us across all functions and areas of business to ensure better productivity, improved user experience and bring in cost efficiencies.

WAY HEAD

As AI becomes integral to business and marketing practices, it will continue to require humans overseeing it and interventions from time to time. Thorough testing, human intervention, and ongoing monitoring are vital to mitigate potential risks.

AI is remodelling the marketing landscape, offering unprecedented opportunities for engagement and efficiency. Marketers must navigate the evolving AI landscape responsibly to reap the full benefits and stay at the forefront of their industry.

Amit Sethiya
Head – Marketing
Syska

THE IMPORTANCE OF DATA IN MARKETING

We marketers have heard and read "Marketing is blend of art and science" very often in our journeys of becoming a better customer representative in professional life. While science brings numbers, data, behavior, insights, technology, and everything in between, it is the art aspect of marketing which makes this function subjective in its own sense brining shades of grey across the concerned stakeholders. For this very reason, marketing decisions were driven by instinctive or intuition triggers in the earlier days of its evolution.

In today's fast paced ecosystem where customer preference is shifting every day, it has become all the more imperative to ensure that not only science but also art is powered with data to enhance effectiveness and efficiency of marketing strategies.

Historically, the quest to garner data has never been easy and the challenge to ensure relevancy makes it all the more a dreaded path for marketers.

FMEG (Fast Moving Electrical Goods) category placed in the middle of its peers like FMCG and FMCD witnesses this arduous task up close calling for some innovative measures to hit the bull's eye. This category lacks buying frequency compared to FMCG giving fewer opportunities to interact with customers and also lacks organic engagement the way it is observed within FMCD customers ensuring the continued grill of data collection even if there is a feeble interaction possibility.

With the advent of cookie-less world in the near future, marketing will strive harder to stash its treasure-troves with first-party data amidst the regulatory protocols aimed at protecting customer privacy.

Empowering the customers to reach out to the brands directly by serving their needs through D2C interface and other digital initiatives as a part of the omni-channel plan does help in populating the data-pool but because of the very business model of the FMEG category being distribution-driven leading to major offline purchase, data collection remains fundamentally questioned forcing the marketers to re-wire the data generation program.

Packaging is used innovatively to address product authenticity concerns of the potential buyers and extended warranty services through multi-level QR codes aiding the marketers to understand crucial aspects like who is the prospect or customer and from where it is enquired or bought in the offline market. As per the NPD initiatives, marketers have also co-created smart iOT products along with their technology counterparts which are capable of connecting through mobile apps and voice assistants leading to data collection.

Technology is already enhancing the customer lifetime value by stitching the various data points to boost equity in the characteristic lateral expansion strategy adopted by the FMEG brands ensuring that they remain LIGHT YEARS AHEAD. ■

Priyanka Shah

Head of Digital Marketing
Bajaj Auto

AI IN MARKETING: DISRUPTION & UNPREDICTABILITY – THE NEW NORMAL

> " AI is one of the most important things humanity is working on. It is more profound than electricity or fire.
>
> - Sundar Pichai
> CEO of Google "

From harnessing Fire to mastering deep learning, big data and artificial intelligence, Homo sapiens have traversed a remarkable evolutionary path. However, the trajectory of our life's journey resembles a sinusoidal wave.

At the peaks of comprehension, where we feel we know it all, we nosedive, and our world suddenly becomes unchartered and uncertain. Once more, we chart a course into the unknown world.

The integration of AI in marketing is bringing about transformative changes in the way people work within the industry. By automating repetitive tasks such as data analysis and scheduling, AI allows marketing professionals to redirect their focus towards more strategic and creative activities.

The advent of hyper-personalization, facilitated by AI's ability to analyse vast datasets, is revolutionizing how marketers approach campaigns and target audiences. Through predictive models and customer behaviour analysis, the industry is evolving to create hyper-personalized marketing, refining strategies to reach audiences precisely when needed.

With AI-driven analytics providing valuable insights, decision-making becomes more data-driven and efficient. Customer engagement is elevated through the deployment of chatbots and virtual assistants, freeing up human resources for complex interactions and relationship-building. Furthermore, AI algorithms optimize digital advertising efforts, enhancing efficiency and cost-effectiveness. AI in marketing will not replace human roles but will augment and transform them.

As technology evolves, the workforce will need to adapt by acquiring new skills, embracing AI tools, and leveraging the capabilities of AI to enhance creativity, efficiency, and strategic decision-making.

The future of marketing is undeniably intertwined with the evolution of artificial intelligence. Still amidst all these changes, human oversight remains crucial for strategic planning, ethical considerations, and maintaining the creative vision that defines successful marketing campaigns.

Eventually, AI has the potential to become a significant equalizer. However, the prerequisite is establishing the necessary social, economic, and political foundations to ensure a fair and impartial ascent.

The challenge at hand is fundamentally human – it involves imbuing the project of uplifting all with vision, determination, and a sense of solidarity. The AI revolution has undeniably arrived, ushering in a new era of technological advancement.

However, the question that looms is whether this revolution is a lasting transformation or if another ground-breaking human innovation will eventually overshadow it.

> " With great power there must also come great responsibility.
>
> - Spider-Man "

Suma Nair
VP & Group Head – Marketing
NSEIT Ltd

AI: YOUR MARKETING SUPERHERO WITH SUPERHUMAN POWERS (AND NO KRYPTONITE)

Yes, I admit, I used AI to get a quirky headline for this article. Am I being smart or lazy? Well, the end result is as per my brief, was super-fast and effective, the way I look at it from any way, I win!

For over two decades, I've navigated the ever-evolving marketing landscape. But nothing has quite prepared me for the seismic shift AI is causing. It's not just about automation or fancy algorithms; it's about a fundamental change in how we approach marketing, demanding a new breed of intelligent marketers.

If I had to simply break it down, we are talking about savvy strategists who understand AI's potential and weave it into an intelligent framework. This framework is built on three pillars:

- **Data-Driven Insights:** AI isn't magic; it's powered by data. Intelligent marketers go beyond demographics, delving into behavioral patterns, sentiment analysis, and predictive models. They understand how customers interact with their brand across every touchpoint, anticipating their needs before they even arise. Imagine personalizing content in real-time, tailoring offers to individual preferences, and optimizing campaigns based on real-time results. That's the power of data-driven AI.

- **Automation with a Human Touch:** AI excels at repetitive tasks, freeing marketers for the strategic stuff. Imagine chatbots providing 24/7 support, AI-powered content generators creating personalized emails, and algorithms optimizing ad spend. But AI isn't here to replace us; it's here to augment our skills. Intelligent marketers understand that AI can't replicate human empathy, creativity, and critical thinking. They use AI to amplify their strengths, crafting compelling narratives and building genuine connections with customers.

- **Experimentation and Learning:** The marketing world is a constant experiment. Intelligent marketers use AI to test countless variations of ads, landing pages, and customer journeys, learning from every interaction. They embrace A/B testing and iterate rapidly, constantly refining their strategies based on real-time data. This agility allows them to stay ahead of the curve and adapt to changing consumer behavior.

Of course, embracing AI comes with its challenges. Data privacy concerns are paramount, and intelligent marketers must navigate ethical considerations and build trust with their customers. Additionally, the sheer volume of data can be overwhelming, requiring robust analytics tools and a deep understanding of how to interpret the insights.

But for those who embrace the challenge, the rewards are immense. AI can unlock unprecedented levels of personalization, efficiency, and customer engagement. It can help us build stronger brands, drive higher conversion rates, and ultimately, create a more meaningful marketing experience for everyone.

> "
> So, fellow marketers, the time to stand on the sidelines is over. Let's embrace the intelligent revolution, not as passive observers, but as architects of a future where data, technology, and human ingenuity converge to create marketing that is truly intelligent. Remember, the future belongs to those who dare to think differently, to experiment, and to leverage the power of AI to create a marketing landscape that is both effective and human-centric.
> "

Darshana Shah

Head Marketing & Customer Experience
Aditya Birla Capital Ltd

THE EVOLUTION OF MODERN MARKETING

> In today's dynamic landscape of global marketing, the four pillars reshaping the essence of modern strategies are:
>
> - Brand
> - Data
> - Content
> - AI.
>
> These four pillar reflect how I've seen modern marketing evolve until today, along with my own career.
>
> We'll cover each strategy, decade-wise.

1990S: BRAND MARKETING (BROADCASTED)

Marketing in the 1990s was a one-way street. Some iconic ads on TV and radio by brands such as Cadbury and Fevicol provide immense brand recall, but brands today have gone beyond the typical one-way style of marketing which mean "brand says, everyone listens".

Nowadays, brands can't just rely on broadcasting content on TV and radio. Brands must make their customers feel listened to and eventually get discovered on smartphones. Today, we have Cadbury making personalised chocolates and Fevicol acing moment marketing.

2000S: DATA-DRIVEN MARKETING (PERSONALISED)

In 2006, British mathematician Clive Humby coined the phrase "Data is the new oil", which was later expanded to "like oil, data is valuable, but if unrefined it cannot really be used."

Going beyond broadcasting, data-driven marketing enabled customisation of content, messages, and offers based on individual user behaviour, preferences, and past interactions.

This perspective personally enabled me to scale all the retail brands that I led. We were able to identify emerging trends and preferences, and tailor strategies on a national scale.

2010S: CONTENT MARKETING (STORYTELLING)

"Content is king" is a thing of the past. Today, content is the whole kingdom. Success lies in addressing evolving customer needs with empathetic and informative narratives, driving increased engagement and building brand loyalty.

For content marketing, continuous improvement is a must. Whether it's the shift from text-led marketing to video marketing, or from smaller videos to full-fledged web series, or the latest in the trends – video podcasts for branding.

Whether one leads marketing for a brand in health, retail or finance; 2024 would help the marketing strategies – live streaming, conversational marketing, and immersive storytelling – become pivotal for fostering a sense of strong community.

2020S: AI-DRIVEN MARKETING (IMMERSIVE)

Enough has been said about AI recently, but it would be wonderful to see how AI-driven solutions ensures the magic of – brand marketing, data-driven marketing and content marketing – come together to make a more responsive and interconnected global marketing ecosystem.

This seamless synergy of brand, data, content, and AI encapsulates the essence of modern marketing. As these pillars stand united and the evolution in modern marketing continues, empowering marketers across industries will lead with impact to forge meaningful connections.

Harish Sarma

Marketing & Product Director

Pluxee India, a Sodexo enterprise

AI IN MARKETING: LEVERAGING TECHNOLOGY FOR BETTER INSIGHTS

The marketing industry is undergoing a seismic shift, powered by technology, especially Artificial Intelligence. Businesses are now able to unlock unparalleled convenience and efficiency, changing the way they interact with their stakeholders. A recent cross-sector and cross-functional research, says that generative AI shows the greatest potential within IT, sales, customer service, and marketing functions.

The impact of AI-driven marketing is multifold; it influences data-driven product enhancements, personalised services, and the shaping of consumer demand. Marketing leaders are increasingly expecting generative AI to create more market opportunities, reduce costs and increase day-to-day efficiency.

Exploring applications of AI in marketing

The implementation of AI is a game-changer in marketing. The combination of AI technologies with customer usage data offers precise insights into consumer journeys thus creating efficient communication plans. Technologies such as Natural Language Processing (NLP), Machine Learning (ML), and sentiment analysis empower decision-making processes. They position businesses to stay ahead of competitors in the dynamic marketplace.

Customer support

With AI-powered chatbots, customer interactions and support have become more seamless, efficient, and satisfying. Industry leaders like IBM are already harnessing the potential of AI with tools like IBM watsonx Assistant, a high-level conversational AI platform. This tool is used for creating smart chatbots and virtual agents. Watsonx plays a key role in automating buyer processes, enhancing lead generation, and improving e-commerce with personalised customer self-service.

Content generation

Tools like Sprout Social leverage AI to analyse Voice of Customer (VoC) data, guiding brands on content that resonates with their audience. AI identifies keywords, enhances post development, responds to comments, and crafts impactful product descriptions. This boosts brand engagement, leading to increased market share and improved earnings.

Social media listening

AI-driven social marketing enhances effciency by elevating social listening. Through aspect-clustering, AI algorithms extract important details from real-time social listening data spanning millions of points. By 2025, AI is expected to drive 95% of customer interactions, with 19 out of 20 interactions being AI-assisted.

Interactive marketing

Experiential marketing creates engaging, interactive experiences for consumers, nurturing active participation and emotional connections. In 2023, experiential marketing soared with brands using virtual reality (VR), augmented reality (AR), and mixed reality (MR) to craft immersive experiences. A NielsenIQ survey reveals that 61% of shoppers prefer brands that offer AR experiences. Retailers like Crate & Barrel are already utilising AR to cultivate a confident shopping experience.

Personalised recommendation

For companies with extensive product offerings and a large customer base, AI facilitates the creation of tailored product recommendations for different segments. These AI-driven suggestions consider user behaviour and product similarities, introducing customers to items they are likely to purchase. Beyond products, AI-driven campaigns can feature personalised banner ads, prompting customers to take specific actions.

The future of AI in marketing

With AI in marketing, recognising the imperfections of existing models is crucial. AI and business integration need to be evaluated for being secure, reliable, inclusive, and transparent to derive accurate insights. Thoughtful development and diverse data training are essential to eliminate biases.

With the rapid evolution that our age is witnessing, AI will transcend automation, become a co-pilot for hyper-personalised, data-driven journeys.

Ankit Desai
Chief Marketing Officer - India,
Hershey India Private Ltd

REVOLUTIONIZING FMCG: A DEEP DIVE INTO EVOLVING MARKETING, INNOVATION, AND DATA TRENDS

In a recent survey conducted by McKinsey, 83 percent of CEOs worldwide expressed the pivotal role of marketing in steering a company's growth agenda. This underscores the critical importance of strategic marketing in the contemporary business landscape.

As we delve into the future of strategic marketing, aimed at revenue maximization, the formidable pillars of digital excellence, perpetual innovation, performance marketing and the transformative power AI emerge as key forces that are poised to redefine the marketing landscape.

The realm of marketing has unquestionably undergone a significant transformation in recent years. This metamorphosis is underscored by the fact that Digital Marketing has reinvented the marketing ecosystem in more ways than one. Businesses are leveraging data from digital marketing to tailor their outreach to consumers based on various factors- demographic and psychographic . Personalized experiences enable brands and businesses to effectively retarget potential consumers.

Along with that, commitment to continuous innovation is essential, involving regular showcases of product updates, customer personas, and new features. Positioning products as solutions that evolve with dynamic consumer needs is crucial for staying ahead in a competitive market, while being true to the brand ethos.

Another pivotal element to consider is the role of performance marketing. This provides flexibility, enabling marketers to monitor brand reach and coordinate strategies effectively. This is crucial for sustained, scaled, and business-optimized campaigns. In an ever-changing landscape, brands need to prioritize consumer and customer centric strategies. It is essential for businesses to seamlessly integrate performance marketing and branding to stand out.

In the FMCG sector, Machine Learning (ML) has stimulated revolutionary shifts, harnessing vast data to analyze consumer behavior, preferences, and purchasing trends. This analytical prowess facilitates a detailed comprehension and segmentation of target markets. Armed with these insights, FMCG companies can refine product placement and pricing strategies and enhance the precision of demand forecasting.

In conclusion, as the FMCG sector in India undergoes transformative shifts in marketing strategies, the integration of cutting-edge technologies, commitment to continuous innovation, and leveraging data and analytics underscore a proactive approach to meet dynamic consumer needs. This not only reflects the evolution of the Indian marketing landscape but also aligns with global trends where marketing and consumer-centric paradigms are undergoing a simultaneous revolution. The future of FMCG marketing lies in the strategic amalgamation of innovative approaches, data-driven insights, and advanced technologies to create a dynamic and consumer-responsive market.

Priyanka Sethi

Marketing Head

Haier India

SETTING BENCHMARKS WITH INNOVATIVE MARKETING: THE ROLE OF AI IN CREATING TRANSFORMATIVE CAMPAIGNS

Artificial Intelligence (AI) has become a focal point in chalking out innovative brand strategies within the technology space. Its significance resonates widely and as we navigate the ever-evolving landscape of brand success, AI stands out as a pivotal subject, driving innovation and shaping the future of various marketing campaigns. With two decades of excellence and innovation in India, at Haier India, we have strategically embraced the potential of AI especially when it comes to revolutionizing our marketing approach.

As a challenger brand, we recently launched the industry's first **AI-generated Diwali digital campaign** that seamlessly tapped into the celebratory spirit of Diwali and the excitement surrounding the ICC World Cup 2024, capturing the essence of unity and passion from both significant events. The video garnered over **21.5M views** on Instagram and **7M views** on YouTube, which set a record for AI content viewership.

We keep our brand purpose **'Inspired Living'** at the ethos of our growth trajectory and our Diwali campaign underscores the commitment to sharing the passion and zeal that Diwali and cricket instill in the hearts of many Indians.

In line with strengthening customer connect through **Sport-O-Tainment** Marketing we have been integrating a **mix of new-age innovative marketing strategies** to bring a power-packed amalgamation of sports and festivals across India. Building onto the excitement of Diwali, this campaign was a masterpiece that celebrates the zeal of coming together of India as a country, for the largest festival in the nation and the cricket team's winning streak at World Cup 2023.

Over the years, we have consistently pushed boundaries, to bring the best of customer-inspired innovations to the country. This year was all about pioneering new frontiers and elevating our brand to unprecedented heights. Recognizing the significant impact of festivals and sports, using cutting-edge AI technologies, the campaign strengthened our connection with premium Indian consumers through excitement, emotional value, and passion.

We have always placed a high priority on meaningful consumer interaction, and the amalgamation of festivals and sports together provided us with the perfect opportunity to do this.

UNLOCKING THE POWER OF AI TO HANDCRAFT A SUCCESSFUL MARKETING STRATEGY

In the ever-evolving technological landscape, being cognizant of the enormous potential of AI is crucial. Utilizing this advanced technology can be a game-changer in marketing, providing unparalleled capabilities in data analysis, customer insights, and personalized communication. Brands have leveraged AI for impactful marketing campaigns, and the growing potential of AI will only unlock more opportunities.

AI plays a crucial role in analyzing large datasets to uncover patterns and trends, enabling brands to craft precisely targeted marketing campaigns. AI algorithms delve into consumer information to identify the ideal audience for a product. Furthermore, brands adopting AI-driven strategies enhance their marketing effectiveness, ensuring continued relevance and resonance in a dynamically evolving market.

To maintain a competitive edge, we are already embracing AI to craft effective and impactful marketing campaigns for the future.

Given the many possibilities of AI in marketing, it becomes crucial for the marketing department to comprehend the diverse array of marketing AI applications existing today.

Understanding the potential of AI can enable them to make informed decisions about integrating these technologies into their marketing efforts, leading to more efficient and targeted campaigns.

This empowerment allows leaders to stay ahead in the ever-evolving landscape, ensuring the full utilization of AI's potential for the benefit of their brands and the overall success of their marketing initiatives.

ENHANCING EFFICIENCY ACROSS DOMAINS WITH AI

- **Content:** Incorporating AI into interactive content, such as quizzes, polls, or augmented reality experiences, can enhance engagement.
- **Customer experiences:** AI can also assist brands in providing consumers with tailored product suggestions, creating a more engaging and personalized shopping experience.
- **AI chatbots:** To reform UI/UX and streamline the customer experience, integrated AI-driven chatbots can enhance customer interactions. These virtual assistants can provide instant and efficient responses to customer queries, improving overall customer satisfaction and engagement.
- **Social media analytics:** AI plays a crucial role in social media algorithms, ensuring that content is shown to users who are most likely to engage with it.

TECHNOLOGIES THAT WILL SET THE TONE FOR FUTURE MARKETING CAMPAIGNS

As technology continues to advance, the role of AI in marketing is only set to expand. Consumer durable brands can leverage these innovations to curate and design unique marketing campaigns. Some of the technologies that are poised to set the tone for future marketing campaigns include:

- **Augmented Reality (AR) Experiences:** AI-driven AR applications can provide consumers with immersive experiences, allowing them to virtually visualize products in their homes before making a purchase decision.
- **Behavioral Targeting:** AI can analyze user behavior to deliver targeted advertisements. By understanding what users are interested in, brands can present relevant content that resonates with their audiences, increasing the likelihood of capturing attention.
- **Machine Learning:** These algorithms are trained using large quantities of data to make relatively complex predictions and decisions. Such models can recognize images, decipher text, segment customers, and anticipate how customers will respond to various initiatives, such as promotions.

> Overall, the integration of AI in marketing can become a cornerstone of success for brands, especially in the consumer durables industry. By harnessing the power of AI, a brand can not only enhance its marketing efficiency but also deliver a more personalized and satisfying experience to its customers. At Haier India, we aim to stay at the forefront of innovation in marketing strategies using AI in the future.

dun & bradstreet

Sales & Marketing Solutions

Empowering sales, marketing, and operations teams to improve the impact of go-to-market strategies with better data, analytics, and solutions built on our data foundation

PLATFORMS

- ➤ D&B Hoovers
- ➤ D&B Optimizer
- ➤ D&B iAccess
- ➤ D&B DataVision

SOLUTIONS

- ➤ Master Data
- ➤ Analytics

SUMMIT HIGHLIGHTS

Panel Discussion on
'Evolution of Modern Marketing'
(Key Excerpts)

(L-R: Mr. Vipul Oberoi, Director - Marketing, CSR and Learning Solutions | Mr. Rathin Lahiri, Head Marketing & CSR, SBI General Insurance | Mr. Abraham Alapatt, President & Group Head – Marketing, Thomas Cook India Limited | Mr. Yogesh Nambiar, Country Marketing Director, Harman India)

The discussion deliberated on understanding modern marketing, difference that modern marketing has created on brands today and that if the modern marketers have to chase differentiation. The panellists stated that modern marketing has become complex, AI oriented and most importantly data driven. Customers today have confidence in real time data from multiple sources at a transactional conversation.

Additionally, the modern marketing tools when put in the hands of the modern marketer has helped challenged brands to perform in terms of creativity, delivery, focussed marketing resources and prompt decision making. Customers are massively challenged in terms of attention, therefore reinforcing customer loyalty remains a key aspect in modern marketing. However, messaging and brand should not be overshadowed by celebrity endorsing the brand. Hence, to compete with the other segments, marketers ought to have a differentiated product and marketing mix, acquisition channel and so on.

Vipul Oberoi

Every year, marketing is almost modern.

Abraham Alapatt

The principles of creativity, ideas and building brands will continue in modern marketing.

Yogesh Nambiar

Modern marketing is data driven marketing.

Rathin Lahiri

Role of marketing is to drive organic customer growth.

Vipul Oberoi

Marketers have to think more creatively as the customer's attention span is less.

Abraham Alapatt

In services, describing the perceived parity is challenging until one has actually experienced it.

Yogesh Nambiar

As far as you can organize your data and not be siloed, you will be able to work within the modern marketing infrastructure.

Rathin Lahiri

You have far more tools to help modern marketing grow.

Vipul Oberoi

Marketing is changing as marketers are ingesting and analysing more data.

Abraham Alapatt

Today, digital customers have more information at their fingertips when they engage in a conversation.

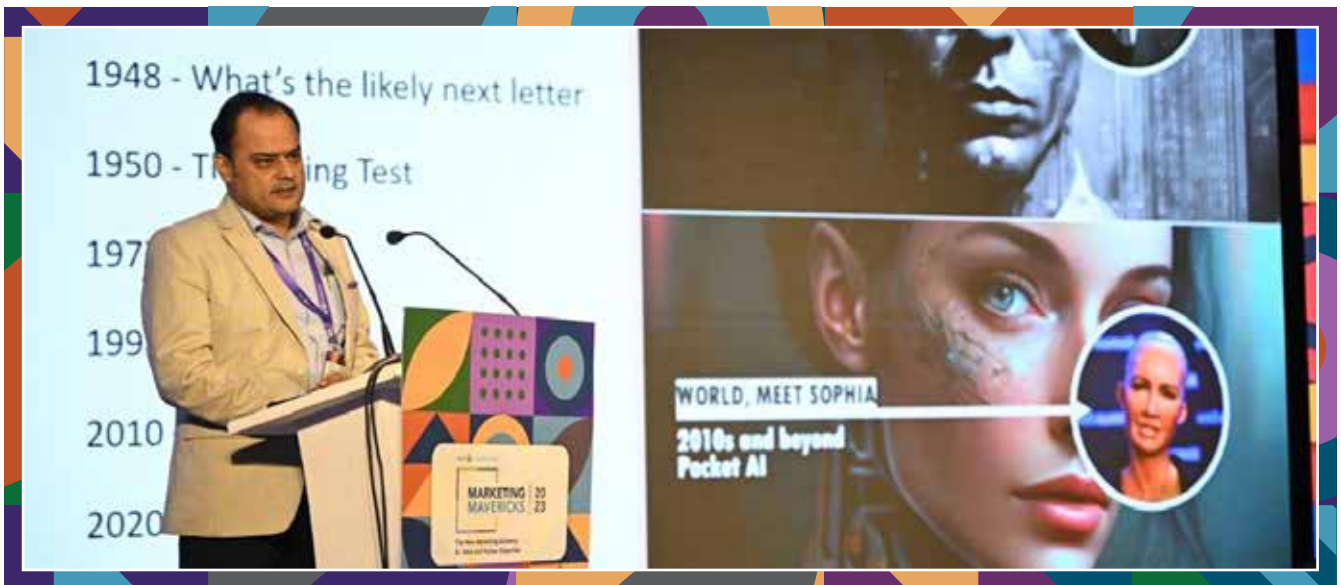**Yogesh Nambiar**

You cannot fool a customer today.

Rathin Lahiri

First job of a marketer is to understand his own organization.

Case Study Presentations on 'Driving Success: AI Strategiesin Tata Motor's Marketing Landscape'
(Key Excerpts)

Mr. Shubhranshu Singh, Chief Marketing Officer, Tata Motors, CV Business

AI is not new. The widespread adoption of generative AI, leading to a significantly novelty, has sparked considerable curiosity among people today. The continuous advancement of AI surpasses the ability of both society and technical experts to keep pace. Off late, ChatGPT is engaging people. With AI, there is a huge impact of ChatGPT on internet engagement and the tech marketplace. Generative AI has thrown people into a realm of asking the machine for the next course of action.

In the world of AI, the primary distinction that will significantly impact marketers

> " In AI, the jazzing up is happening at a blinding pace. "

> " We shouldn't be intimidated by technology. We should look to embrace it and be mindful of its repercussions. "

is its inherent fluidity and dynamism, as it performs tasks on its own. From automation to intelligence, the crucial gap lies in the machine's capacity to comprehend the next course of action. The transformative potential of AI generates both excitement and anxiety. The judgement factor persists in the era of AI. The disruptive tool stands apart from conventional automation, with an emphasis on its inherent stability. Addressing global concerns, regulation aspects and recognizing the imperative for standards in AI development has been a crucial aspect in the technological world. India is actively endeavouring to position AI as a frontier technology through its dedicated efforts. ◼

Expert Session on 'Introduction to AI in Marketing – Test, Learn and Iterate'

(Key Excerpts)

Mr. Vivek Bhargava, Co-Founder, ProfitWheel

The word of AI has become extremely exciting. AI is growing exponentially across various industries. It will end up disrupting industries that was not possible to disrupt. The key to harnessing AI lies not in the technology disrupting your work, but in humans learning to use the technology effectively. The individual who masters the skill of utilizing technology is the one who will have a significant impact on you.

The impact of AI in marketing and advertising is immediate and direct, as AI evolves into the central framework. AI acts as a catalyst across every business function, that generates insights and enables mass personalization at all levels. The platforms give an opportunity to re-learn fundamental concepts like AIDA and Google Adwords. The session focussed on impact of AI on media planning, creative strategy, influencer selection and content creation.

Mr. Bhargava emphasized on prioritizing First-Party Data, as it not only facilitates the acquisition of more

> With AI, the more you play around with it, the more you learn from it.

profitable customers but also makes business operations challenging in its absence. Effective utilization of AI depends upon the effective collection of First Party Data. An important takeaway of the session was that one should always and consistently FAFO around the new tool that has been introduced in the market, as these insights can be transformational for the business.

> If you don't start using AI now, you risk overlooking the incredible benefits it can bring to your business today. It shouldn't be restricted to a particular function.

Expert Session on 'Connecting Consumer through Edge Computing, Analytics & AI'

(Key Excerpts)

Mr. Sax Krishna, Chief Executive Officer, NuRe Bharat Network

The world, which is going through a massive amount of transformation, is worried about AI's impact of sustainability.

Data is the central actor in this transformation. The concern remains as to how can data be delivered and how can be used to segregate large ecosystem of customers.

Hence, we possess a robust tech stack tailored for edge analytics, and we actively bringing this cutting-edge technology to our customers.

NuRe Bharat Network is a responsible digital transformational orchestrator

> " There are human and non-human impacts of AI.

that connects the consumer through edge computing, analytics, and AI.

Certain parts of the country such as Tier 2 and Tier 3 cities, referred to as Bharat still needs to be integrated as it is underserved.

Bharat has a huge untapped customer base. Hence, the main purpose of this venture is to connect these parts to India, in terms of inclusiveness as well as social and accessibility impact.

NuRe Bharat provides end to end lead management solutions across industry verticals.

Aspects such as customer analytics, AI and big data platform have been leveraged by the company to create a platform that can be impactful and powerful for advertisers. The proposition delves from brand building to lead generation to lead closure.

Panel Discussion on
'The Intelligence of AI in Marketing'

(Key Excerpts)

(L-R: Mr. Mohit Gupta, Senior Director – Sales, Dun & Bradstreet India | Mr. Harish Sarma, Marketing & Product Director, Pluxee, India, a Sodexo Enterprise | Mr. Kunal Aman, Head of Marketing & Communications, SAS India | Mr. Shashi Udyavar, Head - CPG/FMCGs, Meta India | Ms. Priyanka Shah, Head of Digital Marketing, Bajaj Auto)

The discussion laid emphasis on how AI was revolutionizing marketing and that how were the businesses analysing the intelligence that AI tools are undertaking in shaping modern marketing. AI has a transformational impact across business domains of growth, efficiency, productivity and customer experience. The panellist agreed that there are many implications and applications of AI including hyper personalization, content creation, chatbots etc. The intelligence of AI is democratizing and making life easier for marketers.

The discussion further deliberated on why organizations should invest and unleash the power of AI into the business and what are the first few steps that companies could take to implement a value-driven AI marketing strategy keeping the cost of technology in mind. Over a period of time and as a part of the transformational business cycle, most of the marketers will completely rely on the intelligence of AI in marketing. While AI as a tool is augmenting marketing capabilities, the ethical considerations of the technology cannot be overlooked by the marketers. The panellists further narrated the challenges, opportunities, and revolutionary capabilities that AI brings from the perspective of digital marketing.

Harish Sarma

The conversational AI growth in the next 10 years is around 17-18%.

Priyanka Shah

Organizations should analyse what value it wants to achieve and drive by bringing in AI into the businesses.

Kunal Aman

When you start thinking about businesses, the focus is always on the centres around growth, efficiency, productivity and customer experience.

Shashi Udyavar

Marketing is one of the most consumer facing areas.

Priyanka Shah

Businesses should consult the compliance well as the risk team to decide and understand the implications of introducing AI into the system.

Kunal Aman

Analytics and AI are being used for insight generation and personalization.

Shashi Udyavar

Organizations still adhere to a command-and-control system that requires a shift in orientation towards recognizing that technology can handle numerous marketing activities.

Priyanka Shah

AI is one's right brain on steroids.

Shashi Udyavar

Today, it is a question of how one can re-orient the company's budget to leverage the benefits of AI.

Panel Discussion on 'Marketing Innovation: The Role of Human Creativity in the AI World'

(Key Excerpts)

(L-R: Mr. Shrenik Gandhi, Co-founder and CEO, White River Media | Ms. Anuja Trivedi, Chief Marketing Officer, Shemaroo Entertainment Ltd. | Mr. Vineet Rajan, Marketing Lead - Customer Experience, SAP | Mr. Nilesh Malani, Chief Marketing Officer, Polycab India | Mr. Vipul Oberoi, Director - Marketing, CSR and Learning Solutions Dun & Bradstreet India)

The panel discussion commenced with the each of the panellists narrating their favourite AI driven marketing campaigns. The discussion delved upon the intersection of AI with human creativity to be a game changer in the world of marketing. Presently, generative AI is considered to add value to human creative thought process. AI is also considered to be a partner to human creativity in the field of marketing from the perspective of business generation and positive ROI. The discussion also touched upon certain tools and techniques that have been used to utilize the power of AI from a collaboration perspective to scaleup the creative campaigns in an efficient manner.

Panellists contemplated if AI will replace human touch in marketing. It was noted that human emotions cannot be replaced through scripts of advertisements generated through AI platforms. However, specific elements of personalization in marketing demonstrate effective synergy with AI. Nonetheless, the role of marketers has transformed significantly due to the integration of AI tools, making the marketing process highly efficient and effective.

Shrenik Gandhi

In the world of AI, a matter of controversy revolves around the question of whether technology will replace human insights.

Anuja Trivedi

AI can partner with human creativity and make it work harder and better.

Nilesh Malani

Human intelligence coexists with the emerging artificial intelligence. AI will only aid human decision making.

Vineet Rajan

Creativity is nothing but intelligence having fun.

Shrenik Gandhi

We use curiosity of a scriptwriter and amplify it using the power of AI.

Anuja Trivedi

Before AI adoption, companies need to build a brand and know the consumers well.

Nilesh Malani

There are certain tools available for marketers to create good content and presentation to influence and convince internal stakeholders.

Vineet Rajan

It would be premature to dismiss the involvement of AI in the creative aspects of marketing.

Panel Discussion on 'AI in Action: Insights on Current Marketing Use Cases'

(Key Excerpts)

(L-R: Mr. Dinesh Menon, Global Chief Strategy & Business Officer, Resulticks | Mr. Amit Sethiya, Head – Marketing, Syska | Mr. Mohit Gupta, Senior Director – Sales, Dun & Bradstreet India | Mr. Monil Hathi, CMO, Befree - Finance and Accounting Business Process Outsourcing | Ms. Harita Desai Jain, CMO, Mswipe Technologies | Mr. Pravin Mohare, CMO, Think360 | Mr. Sudeep Chawla, Vice President – Marketing, Pidilite Industries Ltd.)

The panellists deliberated on the turning points on how marketers can improvise customer engagement and eventually conversions using the disruptive technologies. With the advent of AI, ML and ChatGPT, almost every business leader is exploring newer ways of identifying opportunities to improve business and revenue along with customer journey. They key is always in experimenting new solutions through different tools. AI has played a vital role in enhancing customer engagement in a category that organically doesn't have engagement.

The discussion further contemplated the role of AI in hyper personalization and associated challenges such as data integration, content creation for personalization audience. Special focus was given to the significant distinctions that AI has brought about, continues to bring, and is poised to bring in the future, reshaping the traditional definitions of conventional marketing practices. Panellists further narrated the potential that AI holds to innovate and improve creativity in marketing. AI is enabling management leaders to make insightful decisions using AI, especially in the areas of data which goes beyond marketing. However, the marketing team or marketers must acquire specific skill sets to stay pertinent, coupled with an understanding of the potential risks associated with the implementation of AI.

Dinesh Menon

The adoption rate at which the marketers are using AI and other technologies is pretty impressive.

Amit Sethiya

Before you are a marketer, you are a customer which helps to draft successful propositions in marketing.

Monil Hathi

With respect to AI, there is lot more to be done in terms of personalization.

Harita Desai Jani

There are several tools and platforms that are available that cuts across all aspects of marketing starting from research to content creation.

Pravin Mohare

AI is an enterprise strategy for our company.

Sudeep Chawla

Most of the use cases of AI in marketing are focussed on engagement or personalization.

Dinesh Menon

Companies have no choice but to embrace technologies, particularly in AI in marketing.

Amit Sethiya

Using AI, we were able to identify potential customers and reach out to them with personalized messaging.

Monil Hathi

Marketers of today do not have a 360-degree view of the customer. There are noteworthy challenges.

Pravin Mohare

Marketers have to be in action to put AI in action.

Sudeep Chawla

There will be solutions that will emerge to solve real-time business problems that you may encounter.

Dinesh Menon

Data democratization occurred quite some time ago, and the focus now lies in how these technologies can help us to get sharper insights to arrive at pinpoint decisions that will augment business.

Amit Sethiya

Before you celebrate your successful campaigns, it is necessary to celebrate your honest efforts that you put in with your team members.

Monil Hathi

The regional nuances and facts generated from AI need to be verified.

Pravin Mohare

Data matters a lot such as contact data, intelligence data or any other data that helps us build campaigns.

Sudeep Chawla

In instances where ML has been implemented instead of AI, we have observed increased efficiency.

Expert Session on "AI at Work: Work that has won hearts!

(Key Excerpts)

Every single tool is created in the service of managing time in terms of speed and efficiency. We put AI into play by enabling the most audacious ideas of scaling of time.

> As a creator, I am firm in my belief that when presented with any new format or tool, the potential to work wonders with it exists, capable of creating magic.

The expert session delved upon the magic of AI as to how a brand as Cadbury utilized AI to transform Shah Rukh Khan into a brand ambassador for neighbourhood Kirana Stores. Titled 'NotJustACadburyAd,' this initiative enabled local store proprietors to craft their own shop advertisements for free, featuring Shah Rukh Khan.

> One has to always look at the possibilities instead of the liabilities to move ahead in the success journey.

Mr. Sukesh Nayak, Chief Creative Officer, Ogilvy

> In the world of AI, leveraging it effectively and building our proposition upon it allows us to establish strong connections with our customers.

Apart from the other examples that centred about AI's technology at work, Mr. Nayak elaborated on the way Nike ventured into the past to orchestrate a comparison between Serena Williams' performance in her initial Grand Slam and her latest victory at the 2017 Australian Open.

The objective was to glean insights into Serena's journey to her current status and understand how she consistently embraces challenges for the future. ML was able to model each playing style, decision making, shot selection, reactivity, recovery and agility, and thus created the most accurate visualization ever done with an athlete.

At the end of the session, Mr. Nayak expressed that the company takes pride in embracing every opportunity that comes on the way, aiming to transform each experience into a memorable and impactful endeavour for anyone associated with the organization. Ogilvy partners with every client agency and discusses all the problems encountered along with collectively embracing opportunities.

Fireside Chat on 'Evolution of Marketing'

(Key Excerpts)

Ms. Deepali Naair
Group Chief Marketing Officer
CK Birla Group

Mr. Vipul Oberoi
Director - Marketing, CSR and Learning Solutions
Dun & Bradstreet India

Vipul Oberoi

Good evening, everyone, first of all thank you Deepali for joining us here.

Deepali Naair

Thank you very much for inviting me.

Vipul Oberoi

So, it's in fact one of the things which I've been looking forward to when we had planned this Marketing Maverick Summit because having you here with such a great experience and I wouldn't call you a season marketer you are like a season professional and what we're looking forward actually.

Deepali Naair

It just shows my age, right?

Vipul Oberoi

It also shows the kind of respect that you have, in fact all the while Deepali has been here, she has been bumping into people who have come up to her and reminded her when they have worked with her in the past, interacted with her and it is something which people always bring up when they meet her. It's the endearing personality that she has that they always try to find out that one instance, when they have interacted When we talk about evolution of marketing, evolution of a marketeer, I would ask Deepali first if you can go back in time, if you can go back to 1993 when you had joined the Tata Motors, your first job and today you had stepped into the world of marketing. What was your approach to marketing then and how has it changed now?

Deepali Naair

I think back in 1993 the first thing was that I was one of the first two female management trainees that Tata Motors ever hired, and I think I really cut my teeth on sales and on large projects But then, I joined BPL mobile after that, and worked there for 3-years and I think in those three-years I probably had the marketing experience of 7-8 years due to the pace and sheer quantity of work that needed to be done in a new company without set processes.

For example: Let's just take bus shelters. Today the bus shelters are digital and before digital they used to be printed on films but I am talking about the days when they used to get hand painted., As a brand manager, I would go to the BEST workshop in Reay Road where best bus shelters used to get hand painted and approve them physically, and the trips were so often that I knew the Nerolac and Asian Paints shade numbers which would deliver the exact red and blue in the BPL Mobile logo.

That kind of grounding and quantum of work has ensured that I developed the eye for detail where without a scale I can comment on alignment and colours etc. I have a lot of the team members today who laugh and say – we wish you were not hawk eyed enough and could sometimes miss these small errors So the world of marketing in some ways still remains unchanged. That training and that eye for detail is absolutely relevant even today for the design part of marketing.

I think the other thing that hasn't changed the whole idea of basing your briefs and campaigns on consumer truth. Knowing consumer well should be the mantra for all marketers. When I joined IBM in 2018, I had never worked in Tech marketing before. I think the first thing I did was shadow some sales meetings to understand the customer/consumer and understand the process of selling million-dollar contracts.

And that is something I'm doing with CK Birla group too, we are a Diversified Group with presence in 20 plus product or service categories from fertility clinics to hospitals, railway bearings, automobile bearings,

to be continued...

pipes, roofing solutions, fans, schools, college, museum, planetarium, mining equipment, construction equipment, and we sell to both B2B and B2C audiences in metros and in Tier 3 towns.

Because of the vast diversity, it's been very tough to get to know customers, consumers, insights, selling processes, etc. All these categories are new to me, but I am at it to discover the consumer truth. So, my process for marketing has not changed. I have to get to the bottom rational emotional or whatever, self-actualization benefits. I think as a smart marketer you can chart out the role of the brand only basis consumer truth... So, I think that has not changed but what has changed completely is the advent of digital.

You all have been listening about the whole AI thing today; to me that's the mechanics of different channels or media but what I consider to be the real change is the ecosystem. for example, you need to take a decision are you going to be a brand who has his own app are you going to only sell through the ecosystem, those kind of decisions for brands are extremely different. As a marketer are you going to play the role therefore only of developing Marketing Communications and brand or are you going to play a role in acquisition of business depending on which category you're working in and it differs, so the differences that have come in has made marketing very heterogenous; on account of Financial Services being managed very differently, IT and Technology sales being managed very differently, those differences did not exist I think in the first 20 years of my work life.

What has also changed in the last decade is every quarter I feel I need to learn something new because there is something new happening every quarter. I often feel like going into a classroom and saying okay can somebody please come and teach me what is this xyz thing. I always have to ask; hence I call up people and I ask please tell me how this is done. I think that's the evolution of marketing I might say so. I must add one more thing which is in the good old days everybody thought that if you knew very good English and you had good aesthetic sense then you would make a good marketeer.

Vipul Oberoi

Was that true?

Deepali Naair

That was true for the first 10 years of my work and along with that if you did good project management you were a good professional and you could succeed, but today the way data has come into the whole marketing arena your quantitative skills better be up there, otherwise you're not going to have longevity of the career. You might succeed for the first 15-20 years. You might even become head of marketing somewhere but if you really want to evolve and do more than just marketing then I think the quantitative skills also need to be up there so that's a new thing according to me.

Vipul Oberoi

I'm just picking something from what you mentioned some bit ago that you are learning something new every quarter is that that earlier one insight would hold true for like multiple years but now because of new data coming in not just for us but also for new information coming into the consumer the consumer itself is constantly evolving every quarter or perhaps.

Deepali Naair

No let me explain. even then if I had to choose media channels for example, I don't think I watched everything on Star World or everything on the general entertainment channels or every news. I was still dependent on an agency to come and tell me the media plan. And today the agency comes and tells us. We do this on Instagram, and we do this on Meta and we're doing this on social media, and this is what we will do on our website, and this is what we'll do on television, and this is what we will do on print so that's not what I'm talking about.

what I'm talking about is that we trying to resolve something new. For example, is a first time for everything in near future first time I did a Facebook Community, first time I did a Facebook campaign, first time I did a Twitter campaign, first time I did a LinkedIn campaign at IBM, I had to call up three people one is my agency and two friends to say okay hey guys how do you do this.

Vipul Oberoi

And you just mentioned about CK Birla and that's a Diversified Group and you are doing marketing in sectors you haven't done before and in fact your whole career has been a checkered one and mark with probably I think 6 to 7 different sectors by now?

Deepali Naair

With every job change I've joined the new sector okay, so I have moved from automobiles to Telecom to an ad agency, I worked with Marico then Asset Management Insurance, holidays, technology and what not.

Vipul Oberoi

Yes, so but do you think that is a great way for a marketeer to grow to evolve?

Deepali Naair

I think it happened to me by accident, okay its Serendipity, it's coincidence. I'm lucky in the sense that I haven't gone looking for a job ever except after my two sabbaticals when I needed to be conscious and go and look for a job but, before that jobs have always come to me including the current CK Birla one,

But it has paid me rich dividends now I must admit. My current job, my job at IBM, my job at Mahindra holidays even to an extent HSBC would not have happened had I not had a diversified sectoral experience. The brief at HSBC was somebody who's done FMCG and done service industry, the brief at CK Birla was clearly somebody who's experienced 6 to 7 different sectors, but I'm not sure this is a recipe for designing a career... Why do I say so?

One this requires extreme hard work. it's tough when you move to a new organization when you move to a new sector in a new segment. I really have to go back and do my new job like a brand manager. I can't just go into a meeting and think I'm Senior so can start advising. Had I moved from IBM to a similar company. I could have afforded to do so. So, one is extreme hard work, second is this is not the route for you to become a CEO. So if you want to be in marketing and you love marketing and you want to be a group CMO or manage a very large brand this is a good strategy but if you want to be a CEO and if you want to be on that path then I recommend not just one sector, but I think you should get a chance in the same organization.

Vipul Oberoi

So accidents happen and those accidents of various sectors have happened I think as you rightly mentioned because you had a lot of experience in different diverse sectors, it put you in good seat as far as CK Birla this stint is concerned, but when you are managing different sectors and that is something of course on the agency side sometimes you work on different sectors brand operating sectors. what really changes and what remains same?

Deepali Naair

I think the customer truth is different for every category, but the process of discovery of the customer truth does not change that amount of hard work of going and meeting the customer, knowing the customer, knowing what they buy, what the Insight is, what the intention is, what you're selling, crafting that proposition, that process remains unchanged whether you use Kotler or Aaker or brand key or any other framework

The process is the same, but the consumer truth is different. The motivation of a CIO of why he will assign a contract to IBM is very different from a young couple who walks into a fertility clinic to get a IVF solution, the consumer truth is different.

The second thing that marketer brings to the table is how it's all done and third I think is the experience of integration of everything brand.

so, my advice is don't be a one-trick pony of only knowing ATL or only knowing digital or only knowing acquisition. so, wherever you're working put up your hand for doing new things, that's extremely important.

So be a holistic marketer understand investor communication understand corporate communication understand ATL brand management understand what

to be continued...

BTL is all about understand what exhibitions and spatial marketing is all about apart from digital where you must know SEO and social media understand what CRM is all about and understand how data analytics is done understand how as a marketeer you're also responsible for data privacy understand sustainability that is going to come and hit all of us in the coming years, so learning I think is extremely important.

Vipul Oberoi

So, in this sense, you spoke also about going out there and understanding the consumer decision- making process, but do you feel because we have now marketing technology platforms, Martech platforms and all that has brought in all those insights and information towards us do we now really need to go out or has it made life simpler.

Deepali Naair

no! you can't replace it because the mechanics of selling in India are very heterogenous, where there is a vast distinction between the people who are on the phone versus lots of people who are not on the phone. It is Bharat versus India and then the understanding the distribution segment right and no amount of data or technology could have taught me what I learnt during field visits, we also sell pipes in one of our companies called HIL. I had visited master distributor and going to his godown and seeing what all he's carrying was very insightful. he used to be a competitor's master distributor earlier, the conversation that I had with him the kind of office he sits in, the motivation with which he speaks, you cannot replace it with secondary data. and I'm just talking distribution.

to be continued...

technology cannot tell me the emotion upheaval a woman goes through, when she comes to an IVF clinic, but yes, I do a lot of informal research. I'm still the person who goes to a mall in US and looks at how retail brands are doing their merchandising versus how the retail brands in India are doing merchandising, that marketeer you cannot get out of me. I may be a tourist somewhere; I may be doing my own grocery shopping for family, but the curiosity of marketing remains. for example, take about 100 flights with Vistara I wish the Vistara CEO sat down with me I would tell him 15 things that without any cost they can improve of the Vistara flight experience, so that I think spending time with the consumer cannot be replaced by any amount of technology.

But yes your hypothesis can be proven by the data that you get through technology I will tell you a lovely experience to make you guys all laugh, I joined Mahindra holidays and we had this wonderful data analytics professional who came and told me the average family size,, Mahindra holiday is a family brand and he says the average number of children in a family is 1.2 I said look I think it should be likely one 1.8 and not 1.2 because at 1.2 you're telling me that a lot of the families have one child, I said which one is not the truth in India second I visited all the resorts right and when I go there I see families I mostly see people with two children or more, very rarely do I see single child families. So, he says well ma'am data is showing me this, right I left it at that point of time.

but I didn't let go of that; next time when I was visiting our resorts and I said okay how is this data captured and this is what we discovered that we may be a time share company but we have the hotel category POS. POS for all the hotels and for us was capturing data only for the people that you are to be billed for, so if a family walked in with a child who was less than 2 years old for which hotels didn't charge, then it would not go into our data system and now we are a time share we've got one time the data of that customer we've never updated it, so the child became from 2 years old to let's say 5 years old but didn't exist in our system, so therefore that was the answer to 1.2.

to be continued...

So, you require data for validation of your hypothesis, but you must also look at data and look at things happening around you to say okay are we blind to data? I'm going to borrow from Shiv, he gave this example once at a talk , he said when he used to be at Pepsi they found out that retail outlets Facing East, sell more, but he said what do I do with this data? how do I use this data? and how do I implement this data? okay retail outlets Facing East cell more what do you eventually do with that? you can't control it it's not a controllable variable.

Vipul Oberoi

So, data driven is good but being data obsessed may not be that good.

Deepali Naair

I agree with you yeah, that's a good statement. Being data driven is very good, but data obsessed may not be good. Customer obsessed is good.

Vipul Oberoi

But, now in fact we have the summit also on AI, which is the new trending term and are we being again AI obsessed. So, what do you think how generative AI is actually changing the whole scenario in marketing?

Deepali Naair

First let me say this - We've not really understood what an AI application is versus what is a Gen AI application? and I would urge all of us including me to spend more time and learn that. I think AI application in marketing has happened extensively through the Martech tools. at one level there is automation then there is AI and ML usage, and you have automation tools in marketing and then you have the AI/ML accelerating the usage and automating the processes that you have in marketing or giving you knew hypothesis or the way you run programmatic advertising and things like

Gen AI use cases are few and even there, they are not really cases to say that only Gen AI could have helped you achieve those results, as of now to me, use cases of Gen AI is either speed or cost saving, I have not seen that Gen AI per se has revolutionized marketing. As far as the impact on marketing or impact on how I'm doing business or how I'm doing marketing to me once again I currently only see a limited use. what perhaps will change for me is that my BTL agency should be using Gen AI to produce creatives and should be offering the retainer to me a lot cheaper , the person who needs to be worried about is the person who is producing 3,600 copy definitions for doing the product descriptions on Amazon versus Nykaa versus Flipkart okay, now that is a task Gen AI can take over right? and so the agency who today charges me 3,000 per product description, should not be charging me 3,000 per product description, should be charging me perhaps 100 bucks, now they need to in turn change, they need to hire people who can do better querying on Gen AI ? they may not have as many people who can produce copy and check grammar and check English because Gen AI would be able to do it right. We require more people who will be editors rather than people who are creators but all these examples that I've given are of creative tasks which are repetitive, a Gen AI tool or a bot cannot replace a creative director or a marketing head t? I don't see them getting replaced in the next 5 years perhaps even 10 years. but if I'm a company which requires 5,000 digital banners every month then I must experiment, with Mid-journey tool, and figure out how to use that Tool to produce them cheaper, for my team to learn so that's my limited understanding of Gen Ai.

Vipul Oberoi

So, you're saying for use cases of Gen AI one should first look at the more repetitive task or something which is repetitive quantity task.

Deepali Naair

No, repetitive creative tasks. Repetitive quantitative task is AI/ML, simple thumb rule right but repetitive creative task Gen Ai.

Vipul Oberoi

And of course, throughout the day we have had discussions on what to do using AI or Gen Ai, what do you think should not be done by using AI or Gen Ai?

Deepali Naair

I would say focus on the word editor. What you should not do with Gen Ai, is to create the boundary condition, produce and the campaign is out. Don't do that, I think a human eye needs to see it, an editor needs to see what is going out for your brand because the damage that you can do yourself because your competition also has the same ad and the same creative and the same looking woman in your ad which has happened by the way already, is the worst thing that you can do to your brand. So, I think I would say that's what you ought not to do, you can ask Gen AI as a professional to give you a template for writing your marketing plan, you can, and you might get that also right? but the Gen AI cannot write your marketing plan. What you're going to get is an extremely average thing and I've experienced this.

The first thing, the first application of Gen AI that I saw personally in my life was my resignation letter of IBM, the first draft came from Chat GPT okay, but I could not have used it the way it was, there's no way, but yes it might have saved 20 or 25% of my effort of where to start, at least I got three paragraphs, I knew some of the vocabulary I got from there, but I still think that was 30% of the task but yeah, I mean if I can train chat GPT to do the drafts of the letters for me and stuff like that then we can use it daily, but I have huge questions and I don't have answers . My questions are on privacy, my questions are on what I'm training, let's say chat GPT or any Gen AI tool for today, is that learning getting transferred to others?

So, years ago when IBM did Watson, one of the greatest things that they came and spoke about was on the ethics and morality of using AI and I'm talking ML machine learning part of the AI. They said the way a company is doing the query on Watson; we will not suggest that to another organization or the results that you're getting right? because that is competitive advantage. These are questions in my mind, and I don't have answers but, I want to learn, what all is Gen AI learning on account of my brains?

Vipul Oberoi

And they should pay you then?

Deepali Naair

Why not, that can happen. So, I must also tell you a failed experiment. I interviewed Dilip Vengsarkar on stage recently, r? I said I don't know where to begin? what will I ask him? I was told to ask Chat GPT to give a set of questions, right? I got extremely bad set of questions which were not even a starting point right, but I did give up, then I queried again and I said okay my question style is in my podcast, my podcast name is being CEO with Deepali Naair, go through the stuff on the podcast and then now give me questions which are similar to my style and the Chat GPT said we can't access the podcasts. Now I don't know I'm still trying to figure this out whether they can't access audio files or not but, there are lots of times when lots of experience and examples from people sound exciting it was very exciting for me to get the first draft of my resignation, but did it complete the task did it finish 90% has it automated my life as yet? No!

Vipul Oberoi

You say it's there but not yet there.

Deepali Naair

It's there but not yet there, maybe I don't know how to query, maybe I need to learn how to do the query, maybe I need to go through a certificate course on how to do the query. But I'm not there and therefore, this is a classic old marketing thing, if a product is easy to use people will do a behavioral shift right? Google as a search engine was easier to use compared to the search engines which came earlier, I remember there used to be an engine called Ultra Vista earlier right? when Google came it was an easier search engine to use, easy is what people move to, if you make my life more difficult, I will not move to it.

Panel Discussion on 'The Role of Bias in Prompt Engineering of AI'

(Key Excerpts)

(L-R: Mr. Mohit Gupta, Senior Director – Sales, Dun & Bradstreet India | Mr. Kaushal Thakkar, Founder & Managing Director, Infidigit | Mr. Sanjeev Chaube, EVP & Head (India) – AI, Big Data & Advanced Analytics, Vodafone Idea | Mr. Kasam Shaikh, Lead Cloud Architect, Capgemini | Mr. Saugata Bagchi, Global Head – Digital, Experiential & Content Marketing, Tata Communications)

The session commenced with understanding the meaning of prompt engineering as well as importance of tweaking the textual input that you provide to the AI engine. Prompt Engineering is a way one talks to AI, and convinces AI to get the right desired answer in a cost-effective manner. The session focused on why should one care about AI bias and that what impact does such biases have on an economy, society, and community.

Panellist further shared some examples of biased AI output in the marketing domain and certain prompts that can be taken care of during the implementation of the tool. The discussion also deliberated on how do marketers manage the AI language model with specific tasks to deliver output. It was noted that the more one is able to be precise, clear, and concise in terms of output, the more one can leverage this particular piece of technology. The panellists deliberated on how marketers should navigate the ethical landscape and dilemmas of generative AI in prompt engineering. The discussion continued to explore whether marketers, acting as general prompt engineers, should utilize AI. It was observed that AI has proven to be a great tool, provided marketers know how to efficiently balance and manage the technology.

Kaushal Thakkar

The data that we punch in is getting used to help somebody else.

Sanjeev Chaube

Prompt engineering is crucial because asking the correct question yields an accurate response.

Saugata Bagchi

Prompt engineering is what it makes AI into generative AI.

Kasam Shaikh

In simple words, prompt engineering is an art and not science.

Kaushal Thakkar

The judgement is always questioned in AI biases.

Sanjeev Chaube

Lot of AI biases is creating social repercussions such as gender biases.

Saugata Bagchi

When you enter prompts into a Gen AI tool, you do have some idea as to what you want as an output.

Kasam Shaikh

When we talk about AI, we know it is not artificial and not intelligent.

Kaushal Thakkar

As we use AI on a daily basis, we commit a mistake of blindly trusting the tool and results.

Sanjeev Chaube

Biases can be created and induced in the models.

Saugata Bagchi

Tech will never replace humans. Marketers do not enhance language models. They have to be smart and precise in terms of putting in the prompts and queries.

Kasam Shaikh

Gen AI is a subset of AI. If you know English, you know all the programming languages to work with Gen AI.

Video Bites of Eminent Speakers

Shubhranshu Singh
Chief Marketing Officer, Tata Motors, CV Business

Mr. Rathin Lahiri
Head Marketing & CSR, SBI General Insurance

Sukesh Nayak
Chief Creative Officer, Ogilvy

Priyanka Shah
Head of Digital Marketing, Bajaj Auto

Yogesh Nambiar
Country Marketing Director, Harman India

Harish Sarma
Marketing & Product Director, Pluxee, India

Video Bites of Marketing Mavericks

Mr. Ankit Desai
Chief Marketing Officer - India, Hershey India
Private Ltd

Ms. Suma Nair
Vice President & Group Head – Marketing,
NSEIT Ltd

Mr. Ramin Saherwala
President Marketing, Parag Milk Foods

Mr. Krishnarao Buddha
Sr. Category Head - Marketing, Parle
Products Private Ltd

Mr. Amit Sethiya
Head - Marketing, Syska

Ms. Sujatha V Kumar
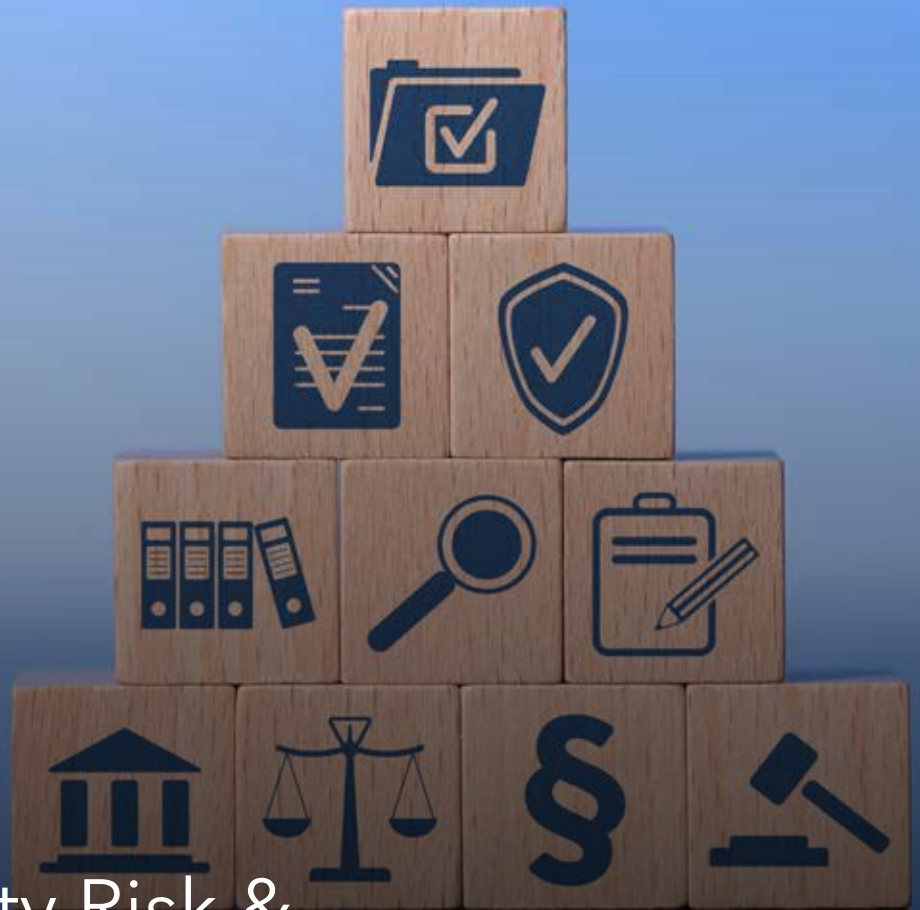Head of Marketing - India & South Asia, VISA

Glimpses of the summit

Glimpses of the summit
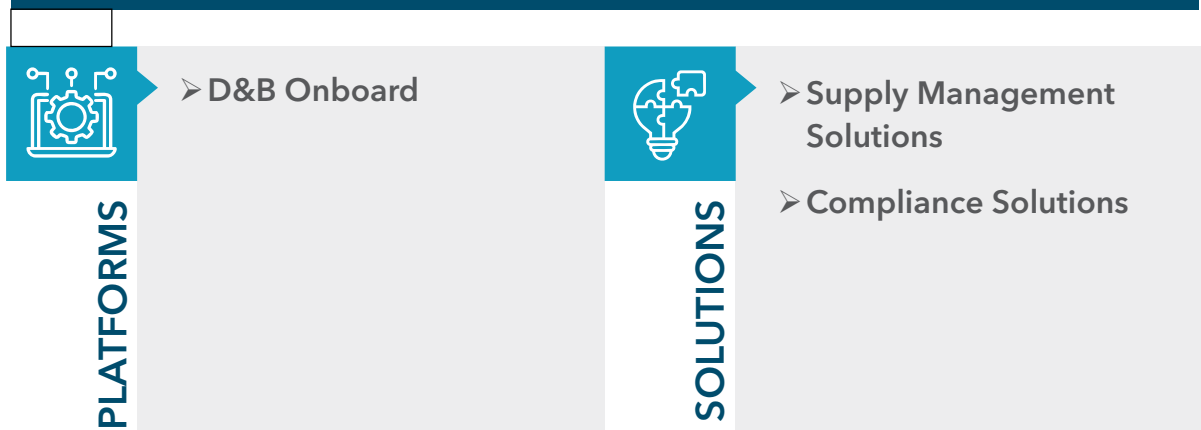
Glimpses of the summit

Glimpses of the summit

Third-Party Risk & Compliance Solutions

Activate data and analytic insights to improve supplier and vendor performance, lower costs, and avoid the consequences of disruption

PLATFORMS

➢ **D&B Onboard**

SOLUTIONS

➢ **Supply Management Solutions**

➢ **Compliance Solutions**

Contact us at - +91 22 4941 6666 | india@dnb.com   www.dnb.co.in

🅕 @DunandBradstreetIndia   🐦 @DNB_India   in @Dun&BradstreetIndia

MARKETING MAVERICKS
2023

dun & bradstreet
MARKETING MAVERICKS | 20 23

Sr No	Name	Designation & Company
1	Darshana Shah	Head Marketing & Customer Experience, Aditya Birla Capital Limited
2	Aradhika Mehta	Chief Marketing Officer, Aditya Birla Fashion & Retail Private Limited
3	Jaimit Doshi	Chief Marketing, Digital & Technology Officer, Aditya Birla Sun Life Insurance Company Limited
4	Anuradha Aggarwal	CMO and Director, User Growth , Amazon Retail India Private Limited (Amazon)
5	Pavan Singh	General Manager Marketing, Anand Milk Union Limited (Amul)
6	Ravi Nagar	CMO & Head - Private Labels, Avenue Supermarts Limited
7	Anoop Manohar	CMO & Head - Private Labels, Avenue Supermarts Limited
8	Chandramohan Mehra	Senior VP and Chief Marketing Officer, Bajaj Alliance Life Insurance Company Limited
9	Tushar Malhotra	Head of Marketing , Bisleri International Private Limited
10	Gunjit Jain	Executive Vice President, Marketing, Colgate-Palmolive (India) Limited
11	Mayank Kumar	Head of Marketing, Foods, Dabur India Limited
12	Shoma Narayanan	Managing Director and Head Group Strategic Marketing & Communications, DBS Bank Limited
13	Ruchika Varma	Chief Marketing Officer, Future Generali India Insurance Company Limited
14	Ashwin Moorthy	Chief Marketing Officer - India, Godrej Consumer Products Limited
15	Priyanka Sethi	Marketing Head, Haier India
16	Ravi Santhanam	Group Head, CMO, HDFC Bank Limited
17	Vishal Sabharwal	Chief Marketing Officer & Group Head - Strategy, Distribution Planning, E-commerce, HDFC Life Insurance Company Limited
18	Ankit Desai	Chief Marketing Officer - India, Hershey India Private Limited
19	Sujit Ganguli	CMO, ICICI Bank Limited
20	Naarayan T V	Chief Marketing Officer, IDFC First Bank Limited

Sr No	Name	Designation & Company
21	Rohit Bhasin	President and CMO, Kotak Mahindra Bank Limited
22	Saikot Das	Marketing Director - South Asia, Middle East & Africa, Levi Strauss (India) Private Limited
23	Saloni Shah	Chief Digital & Marketing Officer, L'Oréal India Private Limited
24	Raj Rishi Singh	Chief Marketing Officer and Chief Business Officer - Corporate, MakeMyTrip Limited
25	Somasree Bose Awasthi	Chief Marketing Officer, Marico Limited
26	Suma Nair	Vice President & Group Head – Marketing , NSEIT Limited
27	Ramin Saherwala	President Marketing, Parag Milk Foods
28	Krishnarao Buddha	Sr. Category Head - Marketing, Parle Products Private Limited
29	Ashwin Uppal	CMO & VP, Reliance Jio Infocomm Limited
30	Lalatendu Panda	Sr. VP & Chief Marketing Officer - Reliance Retail , Reliance Retail Limited
31	Belson Coutinho	Co-Founder and Chief Marketing & Experience Officer , SNV Aviation Private Limited (Akasa Air)
32	Gaurav Rajput	Managing Director & Head Consumer Bank Marketing - Asia, Standard Chartered Bank
33	Amit Sethiya	Head - Marketing, Syska
34	Riaan Rodrigues	CMO, Tata AIG General Insurance Company Limited
35	Abhinav Iyer	Head of Marketing & Strategy , The Muthoot Group
36	Sirish C	Marketing Head - Titan brands, Titan Company Limited
37	Sujatha V Kumar	Head of Marketing - India & South Asia, VISA
38	Avneesh Khosla	Chief Marketing Officer, Vodafone Idea Limited
39	Abbey Thomas	Chief General Manager - Head Marketing & PR, Volkswagen India Pvt. Limited
40	Nipun Kaushal	Chief Marketing Officer, Yes Bank Limited
41	Sahibjeet Singh Sawhney	Marketing Head, Zomato Limited

# PROFILES OF
MARKETING MAVERICKS 2023

DARSHANA SHAH

Head Marketing & Customer Experience
Aditya Birla Capital Limited

Darshana Shah has over 25 years of experience in e-commerce, IT and other industries. Having completed a Senior Executive Leadership Program from Harvard Business School, she now spearheads as the Head of Marketing and Customer Experience at Aditya Birla Capital Ltd, enhancing business growth and leading brands using customer centric approach.

> I have always related with the Chelsea Clinton quote: "Patience is a virtue, but impatience gets things done." To be successful in this ever-evolving marketing era, brands need to set up processes to fail fast and learn fast. We should add value in our offerings, consistently, since most customers don't give brands a second chance. Therefore, my mantra is to combine business ROI and marketing creativity, with a high-quality speed of work. Gone are the days when 'one year' used to mean 365 opportunities. Today, every day is like 365 opportunities.
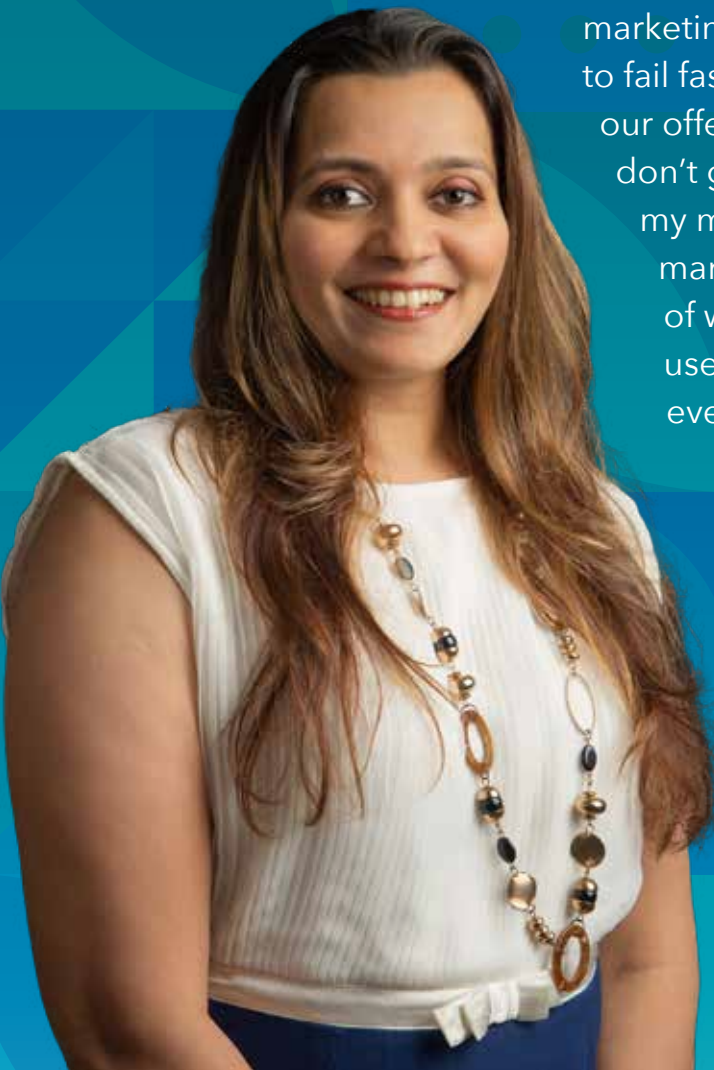
ARADHIKA MEHTA

Chief Marketing Officer
Aditya Birla Fashion & Retail Private Limited

With over a decade of experience, Aradhika Mehta has been a driving force in challenging situations and environments. She is the Chief Marketing Officer in Aditya Birla Fashion and Retail Private Ltd. Having a sharp understanding of business, she believes in out -of-the-box thinking which has led to consistent and successful results.

JAIMIT DOSHI

Chief Marketing, Digital & Technology Officer
Aditya Birla Sun Life Insurance Company Limited

Having deep knowledge about digital strategies and marketing, Jaimit Doshi is highly experienced in digital transformation. He is currently the Chief Marketing, Digital and Technology Officer at Aditya Birla Sun Life Insurance Company Ltd. He believes in implementation of consumer led strategies, leading to the growth of the company.

ANURADHA AGGARWAL

CMO and Director, User Growth
Amazon Retail India Private Limited (Amazon)

Ms. Anuradha Aggarwal is well-known for developing service brands all over South Asia and India. She is the CMO and Director, User Growth at Amazon Retail India Pvt Ltd. She is known to be well versed with managing and leading cross functional teams, building brand identity and equity.

PAVAN SINGH

General Manager Marketing
Anand Milk Union Limited (Amul)

Mr. Pavan Singh is a part of the core team of the brand custodians of Amul, responsible for planning, managing and growing the brand. He is the General Manager Marketing, at Amul. He has been contributing to consistent growth in the past years with new and innovative strategies such as synergistic businesses diversification, macro supply chain management and investment planning.

RAVI NAGAR

CMO & Head - Private Labels
Avenue Supermarts Limited

Mr. Ravi Nagar has been working in the FMCG industry for the past two decades and has a wide range of skills and experience. He is currently leading Avenue Supermarkets as the CMO and Head- Private Ltd. He believes in innovation and adoption of new ways across the business to improve international marketing and frontline sales.

ANOOP MANOHAR

Chief Marketing Officer
Axis Bank Limited

Mr. Anoop Manohar has over 22 years of experience in the field of marketing and innovation. He believes in facing challenges upfront confronting diverse situations in the marketing and sales industry. Currently working as the Chief Marketing Officer at Axis Bank Ltd, he has built and managed high performing teams with market beating performances.

CHANDRAMOHAN MEHRA

Senior VP and Chief Marketing Officer
Bajaj Alliance Life Insurance Company Limited

Having experience around various fields such as BFSI, FMCG, Media, Automobiles and E-commerce, Chandramohan Mehra has led some of the major brands. He is currently the Senior VP and Chief Marketing Officer at Bajaj Alliance Life Insurance Company Ltd. Mr. Chandramohan is passionate about business and designing new strategies to boost company growth.

# TUSHAR MALHOTRA

Head of Marketing
Bisleri International Private Limited

With over fifteen years of experience, Tushar Malhotra has been one of the driving force behind the expansion of marketing portfolio of Bisleri International. He is the Head of Marketing at Bisleri International Private Ltd and is also leading the UAE venture. He has refined the growth and introduced various new brands under the refreshment portfolio, strengthening the e-commerce platform.

> " Success lies in seeing the big picture as a sum of moving parts and having a long term strategic and growth vision. Execution of the vision then needs to be out of the box, creative and to perfection keeping the consumer and business delivery at the heart. I also believe in creating agile, dynamic, diverse, and high performing teams that work cohesively together in an empathetic and vibrant work environment. "
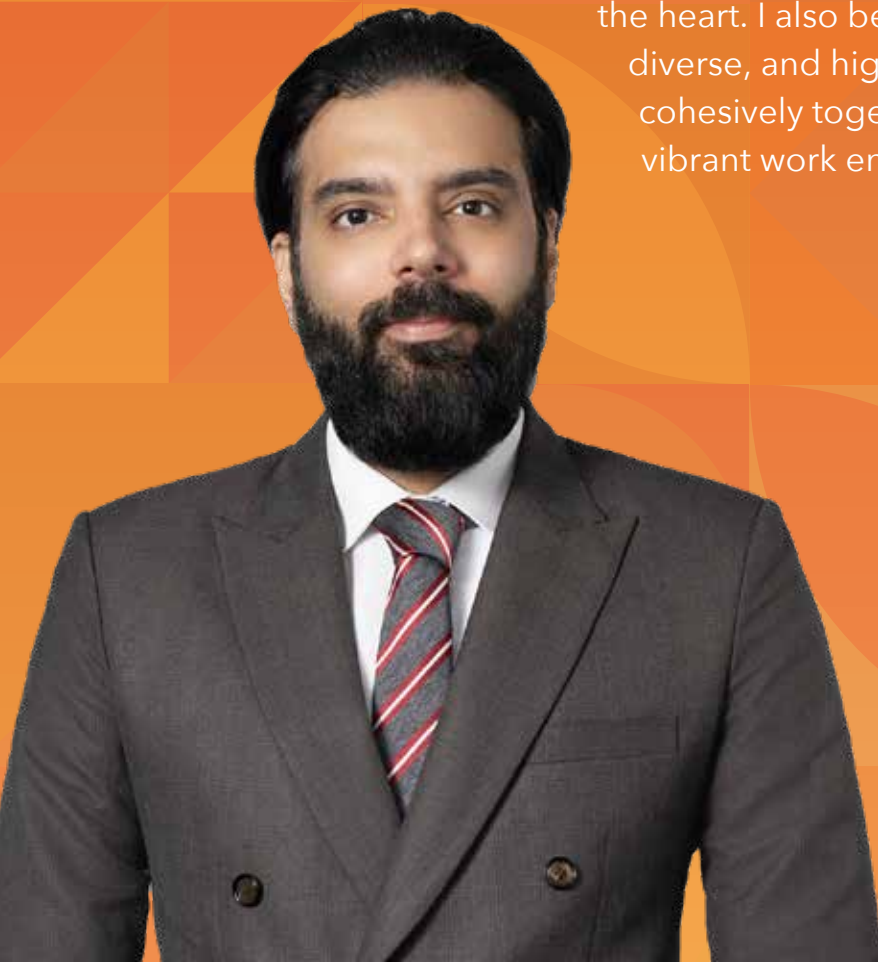
GUNJIT JAIN

Executive Vice President, Marketing
Colgate-Palmolive (India) Limited

Having experience across various fields such as Marketing, Strategy, Innovation, Gunjit Gunit has made his mark not only throughout India but also across South Asia. He is currently working as the Executive Vice President in Marketing at Colgate-Palmolive India Ltd. Mr. Gunjit has a strategic approach towards developing faster results, while also being passionate about leading change.

MAYANK KUMAR

Head of Marketing, Foods
Dabur India Limited

With over 17 years of experience in sales and marketing, Mr. Mayank Kumar has widespread expertise in brand equity management, communication development, media management, consumer insight, market research, brand innovation and marketing operations. He is presently at the forefront of Dabur India Ltd as the Head of Marketing , Foods. Mr. Kumar holds a Bachelor of Engineering in Chemical Engineering with an MBA in Marketing.

SHOMA NARAYANAN

*Managing Director & Head Group Strategic Marketing & Communications
DBS Bank Limited*

Ms. Shoma Narayanan is a marketing and communications expert with experience across digital as well as traditional marketing channels, product management and sales in the financials services segment. She is currently the Managing Director - Group Strategic Marketing & Communications at DBS Bank Ltd. With an engineering degree in her armour along with a PG diploma in marketing and finance, Ms Narayan has consistently delivered strong business results, driven digital sales and boosted customer portfolio profitability.

> I love the creative aspects of marketing as well as data crunching and analytics. I've always been interested in human behaviour, and this keeps me customer-focused – every marketing campaign I run is backed by strong customer insight. Diversity of thought and experience are things I value immensely, and over time, I've learnt to tailor my working style to get the best out of individuals. Most of my career has been in banking, and I've found that working closely with people in sales, product development and customer service results in the best Marketing outcomes.

RUCHIKA VARMA

Chief Marketing Officer
Future Generali India Insurance Company Limited

A marketing maestro with over 21 years of experience across global and local brands, Ms. Ruchika Verma leads Future Generali India Insurance Company Ltd as the Chief Marketing Officer. Her extensive experience in varied industries and international markets spans a range of activities including launching and building brands, developing and executing marketing strategies, developing digital/social and integrated marketing campaigns, driving trade relationships and contact strategies and creating customised programs etc.

ASHWIN MOORTHY

Chief Marketing Officer - India
Godrej Consumer Products Limited

Mr. Ashwin Moorthy leads Godrej Consumer Products as the Chief Marketing Officer. With over a decade of extensive experience in the field of marketing and advertising, Mr. Moorthy has proven successful in the field of sales in the consumer products industry.

PRIYANKA SETHI

Marketing Head
Haier India

Ms. Priyanka Sethi has an enriched experience over 15 years of working with global brands. For her excellent performance at such a young age, Ms Sethi has been ranked in the Business World 40 among the list of under-40 young entrepreneurs, innovators and game changers. Presently, she leads Haier India as the Chief Marketing Officer and has played instrumental role in award-winning campaigns in the marketing division.

" When it comes to driving excellence in the realm of marketing, I believe the success mantra for a brand lies in the fusion of innovation, strategic agility, empathetic communication, and progressive leadership. A commitment to customer-centricity forms the core of our strategic approach at Haier, ensuring that every marketing initiative is a thoughtful response to evolving consumer needs. Beyond the conventional, success is propelled by a holistic view of marketing that seamlessly integrates traditional and digital strategies, laying emphasis on fostering collaboration and trust within the team to create an environment where bold ideas flourish. In the fast-paced world of consumer electronics, my mantra revolves around staying ahead of the curve, leveraging data-driven insights, and weaving narratives that not only capture attention but also resonate deeply with the target audience. Smart analysis, teamwork, optimism, and empathy are the cornerstones of my philosophy that result in delivering impactful and memorable brand experiences. "

RAVI SANTHANAM

Group Head, CMO
HDFC Bank Limited

With a career spanning across different industries, Mr. Ravi Santhanam has a rich skill-based experience in the field of business strategy and development. Over the years, Mr. Santhanam has served in leading business and functional roles, leading the respective organizations to new growth heights. At present, Mr. Santhanam leads the HDFC Bank Ltd as its Group Head and Chief Marketing Officer.

VISHAL SABHARWAL

CMO & Group Head - Strategy, Distribution Planning, E-commerce
HDFC Life Insurance Company Limited

Mr. Vishal Sabharwal is a seasoned executive with a wealth of experience in the insurance and financial services industry. Currently serving as the Chief Marketing Officer and Group Head for Strategy, Distribution Planning, and E-commerce at HDFC Life Insurance Company Ltd, Mr. Sabharwal plays a pivotal role in shaping the company's marketing initiatives and overall strategic direction. As CMO, He oversees all aspects of HDFC Life's marketing efforts, from traditional advertising and brand partnerships to cutting-edge digital marketing campaigns. He has successfully navigated the evolving media landscape, embracing new technologies and platforms to reach a wider audience and personalize customer experiences.

ANKIT DESAI

Chief Marketing Officer - India
Hershey India Private Limited

Mr. Ankit Desai's experience spans various global brands including Kellogs, Perfetti and Hersheys. At present Mr. Desai is the Chief Marketing Officer at Hershey India Pvt Ltd, and has been playing key roles in various positions from marketing and sales to finance, R&D and also SCM.

" There are certain crucial elements for a marketer which includes consumer centricity, authenticity and consistency of brands' voice, agility and being true to the brand's ethos. **"**

SUJIT GANGULI

Chief Marketing Officer
ICICI Bank Limited

Mr. Sujit Ganguli has vast experience in the fields of marketing, digital marketing and corporate communication. He is presently leading ICICI Bank as the CMO and has previously worked with ICICI Prudential Life Insurance, where he led multifunctional teams overlooking sales, service functioning and marketing.

NAARAYAN T V

Chief Marketing Officer
IDFC First Bank Limited

Mr. Naarayan T V has vast experience entails a career spanning over 18 years being associated with various Indian as well as global banks as a markete. He is currently the Chief Marketing Officer at IDFC First Bank Ltd, and has been leading different cross-functional teams. He has also played a pivotal role in developing new and innovative online products that have been widely successful across the industry.

ROHIT BHASIN

President and CMO
Kotak Mahindra Bank Limited

Having an experience with over two decades, Mr. Rohit Bhasin is an award-winning CMO who has worked with various global brands. He has developed global beauty brands, and has delivered excellent results in boosting business revenues, market shares and profit. Mr. Bhasin's present role is with Kotak Mahindra Bank Ltd as its CMO.

SAIKOT DAS

Marketing Director - South Asia, Middle East & Africa
Levi Strauss (India) Private Limited

Mr. Saikot Das has almost two decades of experience in the lifestyle and FMCG industry. He is currently at the forefront of Levis Strauss Private Ltd as the Managing Director. Mr. Saikot works across commercial roles heading marketing teams in South Asia, Middle East and Africa.

SALONI SHAH

Chief Digital & Marketing Officer
L'Oréal India Private Limited

With extensive expertise and experience across marketing, media and digital marketing, Ms. Saloni Shah spearheads the communications division at L'Oreal India Private Ltd as the Chief Digital and Marketing Officer. Her relationship with L'Oreal India, which is home to reputed brands such as Maybelline, Lancome, Kerastase spans more than 8 years. During her tenure, Ms. Shah has consistently lived up to her mark and delivered excellent performance on all parameters.

RAJ RISHI SINGH

Chief Marketing Officer and Chief Business Officer - Corporate
MakeMyTrip Limited

A seasoned leader with experience leading large teams and operations, Mr Raj Rishi Singh has developed various business and brand strategies. He has had the opportunity to work with global brands assuming different roles and responsibilities including marketing, strategic development as well as in product line management. Mr. Singh is presently at the helm of the corporate sector of MakemyTrip Ltd as the Chief Marketing Officer and Chief Business Officer.

SOMASREE BOSE AWASTHI

Chief Marketing Officer
Marico Limited

Ms. Somasree Bose Awasthi has had over two decades of experience in the marketing field. During her rich tenure, Ms. Awasthi has worked with various brands such as Godrej, and spearheaded many award-winning marketing campaigns. She is currently the CMO at Marico Ltd, where she has been the driving force behind all brand equity and strategic marketing initiatives. For her brilliant work, Ms. Awasthi was listed among the top 26 contenders in the Economic Times Women Ahead 2017.

SUMA NAIR

Vice President & Group Head – Marketing
NSEIT Limited

With over 24 years of experience of working with global marketing brands, Ms. Sums Nair now leads as the President and Group Head of the Marketing Division at NSEIT Ltd. Ms. Nair has organised many global county-wide programs across channels and has been bestowed with multiple awards for her remarkable achievements in the marketing industry. She was also ranked among the Top 50 Content Marketers in India and among the Top 100 Digital Marketing Professionals in India by Paul Writer.

> Having navigated the intricacies of multiple M&A led rebranding scenarios, I firmly believe that a unique brand identity provides huge impetus to an organization's success. Understanding customer behavior and building simple yet compelling narratives that resonate with diverse audiences is the key to building effective brands. The other key principle guiding my marketing philosophy is constantly aligning myself with the evolving trends. This is precisely where the effectiveness of teamwork comes into play. Engaging with a dynamic team goes beyond merely combining diverse skills; it serves as a base to jointly stay attuned to the ever-changing landscape of industry trends.

RAMIN SAHERWALA

President Marketing
Parag Milk Foods

Mr. Ramin Saherwala has an illustrious career spanning over 20 years in the marketing and digital transformation sectors. Currently working as the President of the Marketing division at Parag Milk Foods, Mr. Saherwala has cross category experience in various industries including FMCG, finance, telecom, automobile, e-commerce, digital tech products and business strategies. He has also been recognised by IAMAI and has been felicitated with the CMO Super 30 Award for his contributions.

"
A marketer with varied experience, Ramin believes in a Consumer first approach and became an early Digital Evangelist .He has been credited with setting up the Digital marketing channel at ICICI bank and leading the Digital transformation agenda at Reckitt Benckiser(RB) and GSK Consumer for South East Asia .Ramin has worked in diverse sectors in leading organizations like ICICI bank ,Idea Cellular ,Reckitt Benckiser ,GSK Consumer as well as leadership stints in Mahindra & Tata Group companies .Awarded for marque work on brands like IDEA (What an Idea Sirji),Durex ,Horlicks as well as the widely acclaimed Dettol Banega Swacch India ,his marketing mantra is to constantly keep learning and unlearning to stay relevant in a rapidly changing business environment .
"

KRISHNARAO BUDDHA

Sr. Category Head - Marketing
Parle Products Private Limited

With around three decades of experience in marketing and working with various global brands, Mr. Krishnarao has overseen the conceptualisation and creation of new and innovative brands. He is currently the Senior Category Head of Marketing at Parle Products Private Ltd. Mr. Buddha's expertise ranges across finance, marketing as well as management sectors and is well-known for his Midas touch for converting ailing brands into profitable ventures.

" Success is an exciting blend of determination, enthusiasm, and calculated persistence. One crucial step towards success is to overcome failures and turn them into learning opportunities instead of roadblocks. A successful individual develops a mindset and views obstacles as chances for improvement. Consistent hard work and dedication are essential, complemented by a curiosity to learn and adapt. Networking and effective communication are significant to build a web of support and opportunities. Success should be viewed as a journey and not a destination; it depends on one's ability to adapt, think outside the box, and pursue one's objectives with unwavering determination. There are three essential components for success that every individual should follow are perseverance, continual learning, and maintaining a positive spirit. "
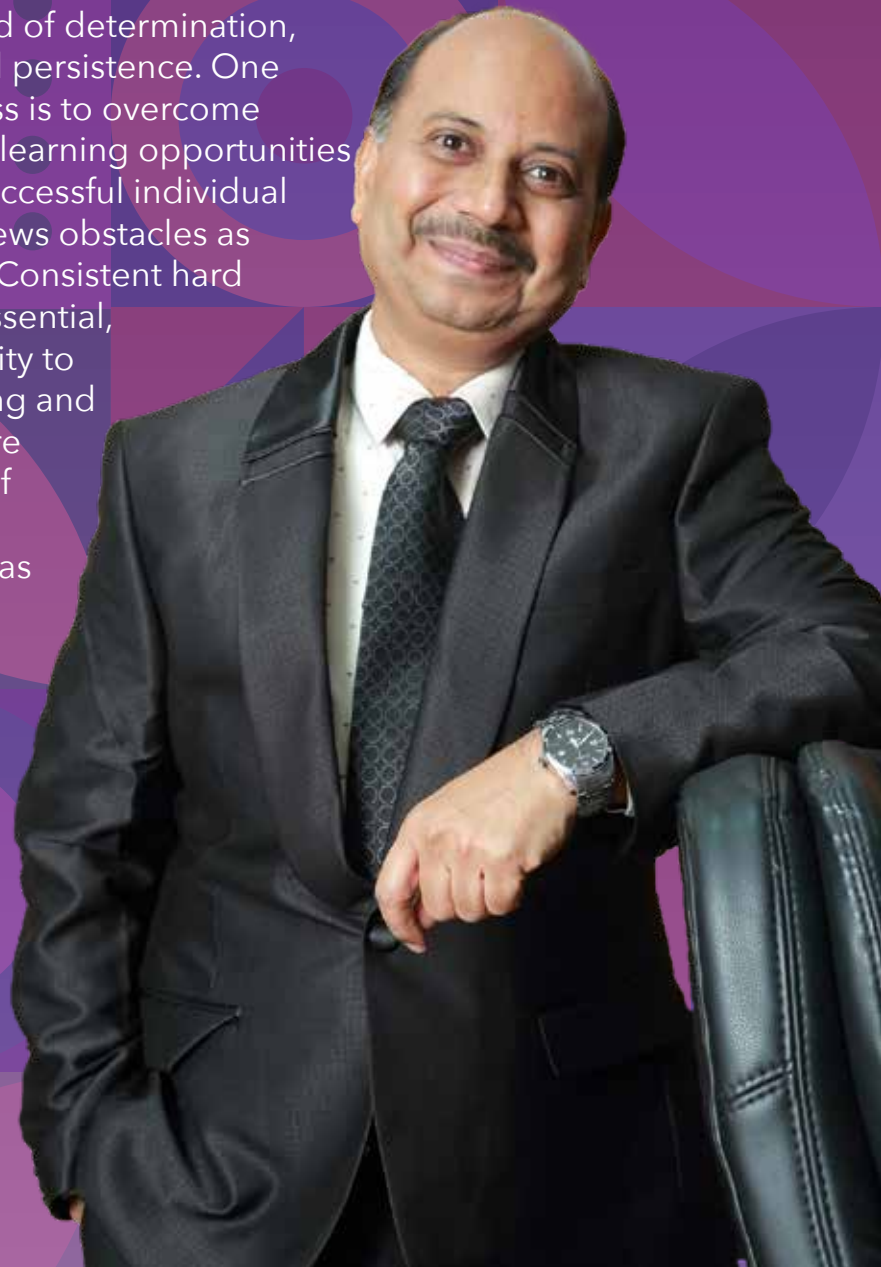
ASHWIN UPPAL

CMO & VP
Reliance Jio Infocomm Limited

Mr. Ashwin Uppal has more than two decades of experience in leading businesses, marketing, sales and innovation. Presently, Mr. Uppal is the Vice President and CMO of Reliance Jio Infocomm Ltd. During his tenure with various organisations that spans over 200 global brands, he has worked relentlessly to boost growth He has also boosted the growth of various companies and led P&L mandates of various big and small corporate houses.

> ★ Keep it REAL – you are dealing with humans, who also happen to be consumers.
>
> ★ Focus on finding the sweet spot between the 4Ps and the 4Cs – it's a tight rope.
>
> ★ Size does matter – So solve bigger problems.
>
> ★ Data is the naked truth – don't just analyze it, respect it.
>
> ★ Don't just learn, experience.

LALATENDU PANDA

Sr. VP & Chief Marketing Officer - Reliance Retail
Reliance Retail Limited

Having over two decades of experience, Mr. Lalatendu Panda is a C-Suite Business leader who has led various marketing and P&L sectors across industries like FMCG, E-commerce and also modern retail. He presently heads the marketing division at Reliance Retail Ltd as Sr. VP & Chief Marketing Officer. Mr. Panda played a leading role in the launch of Jiomart across over 200 cities and 4000 SMART stores in India. Mr. Panda has been felicitated with various awards including the "Most Influential Marketing Leader Award" by World Marketing Congress.

BELSON COUTINHO

Co-Founder and Chief Marketing & Experience Officer
SNV Aviation Private Limited (Akasa Air)

Mr. Coutinho has an extensive experience of over two decades in the field of e-commerce, marketing and management. Presently he leads as the CMO, CXO and Co-founder of SNV Aviation Private Ltd and has played an instrumental role in setting up various successful business ventures. He has spearheaded innovative initiatives across different industries and has successfully made a mark in the global aviation industry.

GAURAV RAJPUT

*Managing Director & Head Consumer Bank Marketing - Asia
Standard Chartered Bank*

Having worked across key international markets, Mr. Rajput has an enriched experience of 25 years in the fields of marketing, brand management, digital marketing, online sales, CSR and corporate affairs for a range of financial products. Presently, he is among the forerunners at Standard Chartered bank leading the team as the Managing Director & Head of Consumer Bank Marketing, Asia. Mr. Rajput has played a pivotal role in launching a number of brands in in the health insurance and banking industry as well as development of e-commerce platforms.

AMIT SETHIYA

Head - Marketing
Syska

Currently leading as the Head of Marketing at Syska, Mr. Amit Sethiya has over 15 years of experience in industries like FMEG, Steel, Real Estate, Digital, Marketing and Communications. In the past, Mr. Sethya has had the opportunity to work for many renowned companies. For his excellent performance, Mr. Sethiya was listed amongst the Top 50 Most Influential Marketing Professionals 2018 by AFAQ reporter. He has also been awarded with the 'Most Influential Marketing Leader 2022' title by the World Marketing Congress.

"As a marketer, I strongly believe in the mantra of "consumer precedes marketer". This helps me to approach business and marketing objectives with lot more honesty and create better solutions for the brand. Marketing is a function where 2+2 can still be 22 and hence it is far-fetched from extremities and mostly swings in subjective space, performance truly governed by insight sharpness and according idea uniqueness. Fundamentally, one should be ready to challenge the status quo and create more opportunities so that you are ahead of the curve at individual, functional and organizational levels. For me, it is very crucial to acknowledge and celebrate the hard-work put in by every team member with an honest intent of making the campaigns successful instead of celebrating successful campaigns."
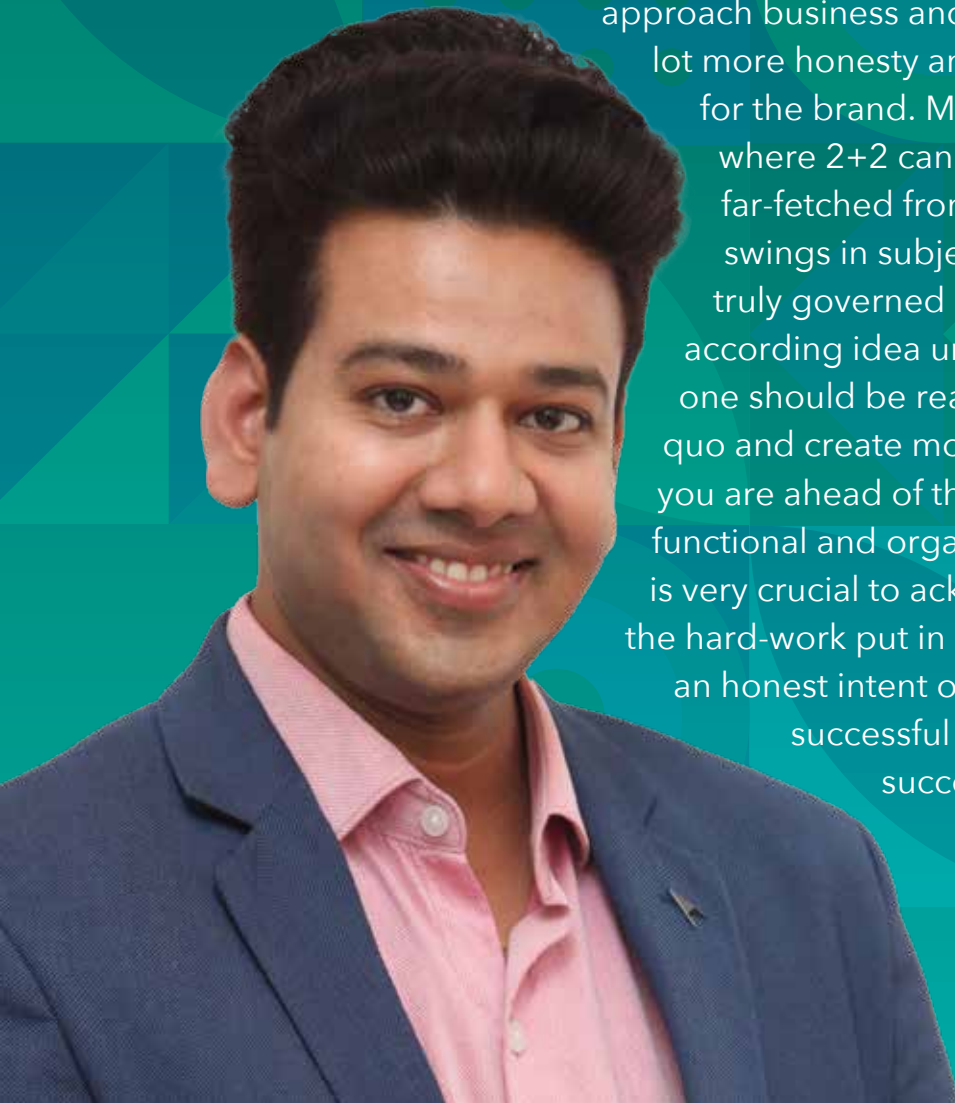
RIAAN RODRIGUES

Chief Marketing Officer
Tata AIG General Insurance Company Limited

Mr. Riaan Rodrigues has over a decade of experience in FMCG industry and is currently at the helm of affairs at Tata AIG General Insurance Company as the CMO. He has pioneered various innovations and business development initiatives, leading to exceptional brand development and growth over the years.
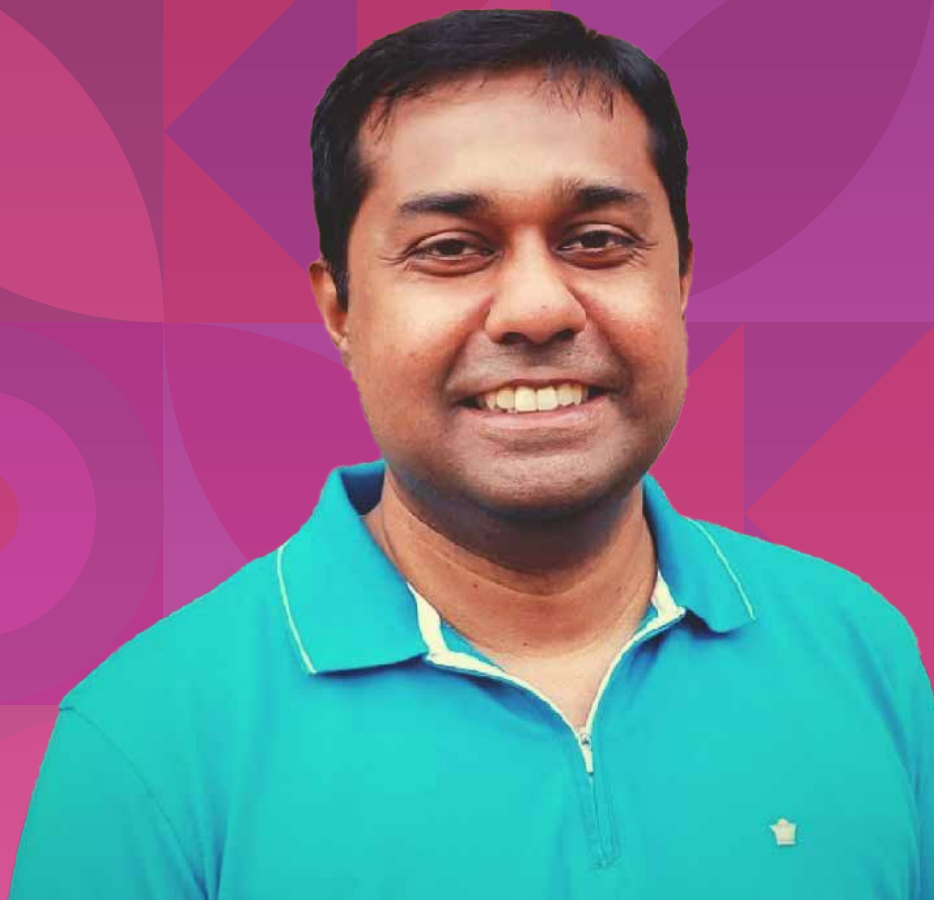
ABHINAV IYER

Head of Marketing & Strategy
The Muthoot Group

Mr. Abhinav Iyer has over 17 years of extensive experience in the banking and financial services sectors. Presently he leads the Muthoot Group, as its Head of Marketing and Strategy. His passion for innovation and contribution has bagged him various accolades, most recent of which is being ranked amongst the 40 Most Disruptive Marketing Minds by Agency Reporter.

SIRISH C

Marketing Head - Titan brands
Titan Company Limited

Mr. Sirish C is a renowned marketing professional with over 18 years of experience. At present as the Marketing Head of Titan Company Ltd, Mr. Sirish is in charge of high-powered teams that specialise in innovation. His passion for innovation in branding, digital marketing and retail marketing has helped him achieve great heights and has immensely contributed to the growth of the organisation.

SUJATHA V KUMAR

Head of Marketing - India & South Asia
VISA

With a career spanning globally, Ms. Sujatha has over 25 years of experience in the marketing sector. She has worked with many international corporates in key areas such as Retail Strategy and Promotions, Launch Strategy, Brand Development and Media, and is now currently serving as the Head of Marketing in India & South Asia at VISA. Recently, she was awarded with the Pitch BSFI Marketer 2023 Award for her contributions.

> Having been a part of the Marketing world for over 20 years handling some of the best brands globally, I believe that at the heart of Marketing is always your consumer. Understanding your consumers' environment, using insights to see the gaps in their day-to-day life, and seeing how your brand can seamlessly fit into those gaps will allow for a true fit in their world. There will then not be any need to "push" products and brands but result in a natural consumer pull. For me personally, I put integrity at the top of the list on everything I do and never compromise with that and guide my teams to do the same always. Lastly, in this ever-changing world, keeping up to date with technology, trends and development is the core to staying relevant in Marketing and a true success mantra for me.

AVNEESH KHOSLA

Chief Marketing Officer
Vodafone Idea Limited

Mr. Avneesh Khosla is the Chief Marketing Officer at Vodafone Idea Ltd. He has an enriched experience in the areas of Business Strategy, Retail Operations, Machine Learning, Product Management and Brand Management. He was recently bestowed with the "CMO Customer Experience Award 2023".

"Putting myself in the consumer's shoes is the cornerstone of my approach. Understanding their needs and desires is crucial for creating impactful campaigns. My leadership style is to inspire through example, motivating my team to excel. I firmly believe in collaboration, recognizing that only together can we conquer new heights. I have grown by surrounding myself with individuals who constantly keep challenging me and push me to do more and be better. In a world that is shaped by rapidly transforming technology, staying ahead of the curve is a key to success. Acting with speed and decisiveness are my guiding principles that ensure we seize all the potential opportunities and capitalize on momentum. These are the pillars upon which I build my and my teams' success."

ABBEY THOMAS

Chief General Manager - Head Marketing & PR
Volkswagen India Pvt. Limited

Mr. Abbey Thomas has an extensive experience of working with various automobile businesses over the last many years. All these years of collaboration with global auto leaders has added to his rich expertise and capabilities. Presently, Mr. Thomas is leading as the Chief General Manager – Head Marketing & PR at Volkswagen India Pvt Ltd.

"Achieving success in India's competitive automotive market requires a nuanced marketing approach. In a landscape dominated by technology-driven brands, differentiation demands innovative and accurate strategies. Embracing evolving trends, focusing on impactful digital integration, and employing consumer-centric approaches are paramount. Social media, especially platforms like Facebook, Instagram, and YouTube, plays a pivotal role in engaging smartphone-savvy audiences. Personalized marketing, driven by data analytics, tailors campaigns to specific demographics and preferences. With GenMZ influencing decisions, brands must authentically address environmental concerns, moving beyond superficial efforts to sustainable narratives. Understanding this dynamic landscape serves as a wellspring for innovation and inspiration."

NIPUN KAUSHAL

Chief Marketing Officer
Yes Bank Limited

Mr. Nipun Kaushal has over 18 years of experience in Automotive and Financial services. His experience spans across multiple industries and roles including Sales and Marketing, Digital Marketing, Product Management, Project and Business Development. He is currently the CMO at Yes Bank Ltd.

> " Success for me is about discovering and staying true to one's nature which, in my case, is that of an adventurer. My love for motorbiking reflects my passion for exploration. Along my professional journey, I have found two key tools that have helped me succeed – constant innovation and continuous learning. Hence, challenging roles excite me. In my current role as Chief Marketing Officer at YES BANK, I yearn to build on my multidisciplinary insights and my desire to push boundaries, thereby contributing to elevating the brand reputation to newer heights. "

SAHIBJEET SINGH SAWHNEY

Marketing Head
Zomato Limited

Mr. Sahibjeet Singh has worked in the FMCG industry, in the marketing division. He has led various product management and development as well as marketing strategies. He is currently the Marketing Head at Zomato Ltd.