





celebrities and startup logos: Super Bottoms, SPINNY, epigamia, Garuda aerospace, digit, cure.fit, SUGAR, TWO BROTHERS ORGANIC FARMS, Millé, slurrp farm, Hyugalife

CELEBRATING START-UPS

The \$340.80 billion Indian startup ecosystem with 108 unicorns is presenting a lucrative investment option for celebrities and leveraging star power in return

IMPACT SPEAKS TO



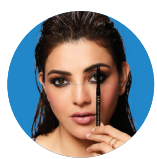
RASHMIKA MANDANNA
plom



BHUMI PEDNEKAR
ECO SOUL



MALAIKA ARORA
KAPIVA



KAJAL AGGARWAL
T.A.C. the ayurveda co.



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ANGEL-AMBASSADORS

Expanding the scope of their wealth, celebrities are now going beyond endorsing brands. Today, we have several celebrities investing in homegrown brands, partnering with entrepreneurs to make a splash in the start-up ecosystem. Just last year, actor Shilpa Shetty sold her Mamaearth shares to make eight times more than she had invested, after the brand’s IPO listing. Similarly, MS Dhoni, Ranveer Singh, Katrina Kaif, Madhuri Dixit Nene, and Ayushmann Khurrana, among others have actively invested in start-ups. Celebrities are attaching themselves to brands that align with their vision and public image. Take Bhumi Pednekar for example – the actor who calls herself a ‘climate warrior,’ is the investor-cum-brand ambassador for Eco Soul, which is an eco-friendly products company. India has 108 unicorns valued at a total of \$340.80 Bn, so the promise of a good



investment is always nigh. In this week’s IMPACT, we are taking a look at start-up brands, their celebrity investors, and the story behind this new trend.

Our Talking Point section features Shivam Ranjan, Head of Marketing - APAC, Motorola who talks about the current standing of the brand, and explains how they collaborate with e-commerce marketplaces, deep-dive into their hyperlocal initiatives, and more.

Tushar Malhotra, Head of Marketing, Bisleri tells IMPACT about the Bisleri @Doorstep app’s performance and the brand’s partnerships with various sporting teams and events in our Interview section.

Our much-loved Creative Zone section features the best of advertisements from the recent past. Read all about the ideas behind the campaigns from the brains behind those ideas.

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[WHAT'S NEW?]



Saurabh Agarwal, MD, Kamdhenu Paints; Sachin Agarwal, Non-Executive Director, Kamdhenu Paints; and Sunil Kumar Agarwal, Chairman, Kamdhenu Paints with Former Miss Universe Sushmita Sen at the company's Channel Partners' Meet in Thailand.



RummyCircle has launched 'Khelo Befikar, Jeeto RummyCircle Par' campaign featuring Actor Hrithik Roshan.



ITC Nimyle collaborates with Pet Fed in a multicity grand tour. In the image: Celebrity Chef Kunal Kapur at the pet festival.

WHAT'S BUZZING!



Sony terminates Zee merger Deal, and has sought \$90 million termination fee, evokes arbitration



Goafest 2024 co-hosted by The Advertising Club & AAAI to be held between 29th-31st May, 2024



Tata Group to continue as IPL title sponsor for 5 seasons



Killer Jeans files suit against Netflix's Killer Soup over 'trademark infringement'



Subhash Chandra launches hyper local news app PINEWZ



Unilever initiates global media review



Tyroo Technologies & Criteo forge ad reseller partnership

INDUSTRY REJIG



←
Venkatesh
Vijayaraghavan
named CEO at TTK
Prestige Limited



→
tgthr onboards Rahul
Vengalil as CEO and
Co-Founder



←
The LEGO Group
elevates Bhavana
Mandon as Country
Manager, India



→
Maserati appoints
Amey Tingare as
Director of Brand
Marketing – Overseas
region



←
Sriram Srinivasan
Group Digital Editor
of The Hindu Group
moves on

BIG GAINERS



Hero Cycles joins hands with Wieden+Kennedy for a brand repositioning engagement



Publicis Worldwide India bags integrated creative mandate for Pramerica Life Insurance



Samsonite unveils 'Tested Like Samsonite' campaign featuring Actor Milind Soman.



Starbucks India and Manish Malhotra collaborate to introduce merchandise inspired by coffee, art & glamour.

THE ELIXER OF LIFE

Tushar Malhotra, Head of Marketing, Bisleri tells IMPACT about the Bisleri @Doorstep app's performance and the brand's partnerships with various sporting teams and events. The marketer also talks about Bisleri's inclination towards integrated marketing, and its latest offerings.

BY ARYAN KHANNA

Q] Can you talk about Bisleri's marketing mix and the mediums your brand uses for its campaign?

Today, the consumer journey is not linear. The consumer is switching from TV to Digital, and is being exposed to out-of-home experiences such as events. Therefore, the marketing mix cannot be focused on one medium. When you look at mass amplification for reach, TV does come into play, but when you're talking to the youth, it's all Digital. What has also been working very well for us is our various associations. Be it sports associations or movie associations or reaching out to cohorts, especially in the south of India through our limited-edition packs with movies. We also follow an always-on strategy when we look at our out-of-home medium. We are not doing one-month campaigns where we carpet bomb and then remain absent for 11 months. For example, right outside the Delhi airport, we have a 40-foot hoarding where our campaigns keep changing. But the need of the hour is an integrated marketing campaign.

Q] Bisleri came into the limelight for its partnership with ISL teams as part of the 'Carry Your Game' campaign. Can you talk more about the campaign and your other partnerships?

'Carry Your Game' is a campaign where we are trying to build a connection between sports and hydration. When we launched 'Carry Your Game,' we launched it as a Digital video campaign. We had four brand ambassadors – the captain of the Indian hockey team, Manpreet Singh; World Boxing Champion Lovlina Borgohain; Paralympian Nishad Kumar; and Badminton ace Ashwini Ponappa. It was launched on YouTube and Instagram, and many influencers were involved in it as well. After which, we took it to the IPL, and there we formed partnerships with the Gujarat Titans, Mumbai Indians, Rajasthan Royals, and Delhi Capital. As part of the campaign, we introduced limited edition bottles, Visi Cooler ice boxes, and content with players. We also did branding on all our trucks, about 400 of them. Additionally, all our retail outlets were dressed in the 'Carry Your Game' campaign with IPL associations. The campaign was also taken to the Ultimate Table Tennis, ProCam Marathons, Commonwealth Weightlifting, and other sporting events. 'Carry Your Game' was born out of a digital campaign, moved into experiential 360-degree integration, and now it's everywhere.

Q] Bisleri was among the first few FMCGs to foster the D2C concept, and it introduced the Bisleri @



We are almost doubling our business size year-on-year, and it's becoming a good acceleration point for us to reach consumers directly at home."



Doorstep app. How has that been for you?

Our e-commerce journey started during the pandemic at a time when we wanted to supply pure, safe and healthy water to our consumers. Since then, we have noticed that Gen-Z and millennials want everything at their convenience. Keeping that into consideration, we launched the ‘Bisleri Apne App Aayega’ campaign in January. Our e-commerce is largely Gen-Z and millennial-driven with a large metro-based consumer. The business is doing well for us. We are almost doubling our business size year-on-year, and it’s becoming a good acceleration point for us to reach consumers directly at home. Additionally, we have moved towards a dark store model where we have service agents who are in high-traffic, high-volume pin codes, similar to a Hub and Spoke model which helps us in faster deliveries. Also, quick commerce is working well for us where we have expanded our presence to platforms such as Zepto, BlinkIt, Swiggy, and BigBasket. If I look at the combined ecosystem of our app and Quick Commerce together, the D2C model is bringing substantial business.

Q] Could you name some of the interesting BTL activities and sales promotions that you have engineered to increase consumer engagement?

First, I would like to talk about our South India Limited Edition movie partnerships, wherein we came together with movies like RRR, Vikram, PS1, PS2, Godfather, Waltair

Veerayya, King of Kotha, and Jailer. One needs to tailor their communications to accommodate the culture. There’s a saying that you have to win in many different Indias, not just in one India. This is creating a lot of brand love among consumers, and it’s giving us good sales across our stores. It’s further fuelling excitement in trade because we are building that festival-like atmosphere of the movies in retail stores.

Then, there is the ‘Greener Promise Initiative,’ which is a sustainability initiative that we launched in March. We also developed our first sustainability report with the TERI School. Very few people know that Bisleri is a plastic-neutral and water-positive company. We recycle as much plastic as we consume, and through our initiatives in rainwater harvesting and water conservation, we also give back more water than we consume. The call to support sustainability is also being spread across different forums. We also have a programme called ‘Bottles For Change,’ under which we are tying up with colleges like Amity University, Manipal University, and Madras Christian College to spread awareness about the best ways to recycle plastic.

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CELEBRATING START-UPS

The \$340.80 billion Indian startup ecosystem with 108 unicorns is presenting a lucrative investment option for celebrities and leveraging star power in return

BY ASHEE SHARMA

Celeb Brands' are making an entry in the retail scene, connecting instantly with the aspiring masses. Shilpa Shetty recently sold her MamaEarth shares to make eight times more than what she had invested, landing an absolute profit of INR 39.30 cr. These retail extensions of popular celebrity names have the early advantage over non-celebrity brands, swooping a large market share. Under the 'passion and cause' lies a wealth of profit that is ready-to-eat.

Sample this – Latest data from YouGov shows that celebrity beauty brands are not only popular, but more than three in five urban Indian consumers (62%) say they have tried a beauty brand (skin, hair, nail, or makeup) owned by a celebrity. When it comes to awareness about celebrities who own beauty brands, Deepika Padukone leads the table, with over a third of urban Indians (34%) saying that they are in the know. Katrina Kaif and Priyanka Chopra follow in the second (at 32%) and third (30%) positions respectively.

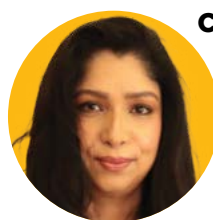
The nitty-gritty of the findings aside, what this data demonstrates is that Indian celebrities are not only popular as actors but also as entrepreneurs today – both independent and in collaboration with startups, the latter having attained the same cult status as Bollywood and Cricket in the country in the past decade. Looking beyond restaurants and real estate that were once their preferred modes of investments, celebrities are seen rubbing shoulders with founders of startups that are talking to the masses and the classes alike.

Before Anushka Sharma, Shilpa Shetty, and Katrina Kaif became synonymous with Slurp Farm, Mama Earth and Nykaa, as a precursor to the trend, one can recount Myntra – the startup posterchild providing a platform, an incubator of sorts, to celeb-led brands like Deepika Padukone's 'All About You' (launched in 2015) and HRX by Hrithik Roshan (launched in 2013). The company subsequently acquired a 100% stake in the former and 51% in HRX. Over the years Myntra has nurtured several other celebrity-owned brands like WROGN by Virat Kohli, and Saif Ali Khan's 'House of Patuadi'. Following in its footsteps, Nykaa partnered with Katrina Kaif in 2019 to launch Kay Beauty.

As the startup ecosystem matured, celebrities found in them a promising investment and entrepreneurial opportunity. According to Invest India's 'The Indian Unicorn' landscape report, India has emerged as the 3rd largest ecosystem for startups globally with over 99,000 DPIIT-recognised startups across 670 districts of the country as of May 31, 2023. Till FY 2016-17, approximately one unicorn was being added every year. Over the past four years (since FY 2017-18), this number has been increasing exponentially, with a whopping 66% Year-on-Year growth in the number of unicorns being added every year. As of India was home to 108 unicorns with a total valuation of \$ 340.80 Bn.

Startups are also equally enthusiastic about having a celebrity as an investor or an investor-cum-brand ambassador because the alignment of purpose and values, as well as the commitment and involvement brought about by such arrangements is far superior than what a brand ambassador alone could bring.

Giving us a bit of a background, **Sonya V. Kapoor,**



Co-Founder, M5 Entertainment, the celebrity and brand collaboration agency that played a pivotal role in Parineeti Chopra's investment in Clensta, shares some valuable insights on the celeb-startup culture and how it all began. "Celebrity

investments in startups have been a trend for the last few years. It was started by celebs like Virat Kohli, Shilpa Shetty, and Sachin Tendulkar; Amitabh Bachchan was one of the pioneers. The success of brands like Mama Earth (Shilpa Shetty) and Nykaa (Katrina Kaif) further cemented their confidence in startups. Myntra also played a significant role in forging the trend in 2015-16 when such associations were not commonplace."

Almost a decade later, the scenario is dramatically different, with both startups and celebrities demonstrating equal interest in equity deals as they would in regular endorsement contracts. "Startups are definitely preferring investment-cum-endorsement deals today. It's a mutually beneficial contract. Not only do celebrities help them in building brand recall, but depending on how much interest and equity they have in the company, they also contribute actively to shaping its vision and marketing strategy," says Kapoor.

Commenting further on how different these contracts are from regular brand endorsements and what is the biggest challenge in executing them, she adds, "Startups being a completely new ecosystem, there's low awareness about them, and so celebrities are actually putting in a lot of faith when they decide to move ahead with such deals. Because the celebrity is putting his/her equity on the table, it cannot be a random association. Negotiations and the final conversion of the deal are more complex as compared to a regular endorsement. We have to ensure that celebs are protected in terms of the deliverables, their interests in the project and the RoIs. We are supported by the legal and investment teams on both sides who ensure that it is a win-win for all concerned."

AN ACTIVE QUEST

In July 2023, actor Parineeti Chopra acquired a significant minority stake in Clensta, a science-backed personal care brand that integrates nature with technology. The Gurgaon-headquartered direct-to-consumer brand was founded in 2016 by Puneet Gupta.

Talking about how the association came about, and the larger question of whether startup brands are actively seeking celebrity investors today, **Puneet Gupta, Founder, Clensta** says, "While the kind of partnership, whether as brand ambassador



or ambassador-cum-investor or simply an investor completely depends on the startup, it is also a fact that brands don't go to celebrities to raise money. There are VC and other dedicated funds for that. In our case the product was in place, and we were

ready to scale it up. To achieve this scale, we had to build a community and Parineeti Chopra helped us in making it possible in the shortest time span we could think of. When a celebrity like her, who has a following

ECOSOUL HOME INC - AN ECO-FRIENDLY PRODUCTS COMPANY



BHUMI PEDNEKAR

Award-winning actor, Climate warrior and Investor-cum-Brand Ambassador for EcoSoul Home Inc.

Q] Why EcoSoul?

Sustainability has always been a cause close to my heart, and EcoSoul’s commitment to eco-friendliness and promoting a sustainable lifestyle aligns perfectly with my beliefs. What truly intrigued me was their concept of ‘Guilt-Free Convenience.’ It’s a refreshing perspective that sustainability doesn’t have to come at the cost of convenience. The brand is making it possible for people to make responsible choices without compromising on their everyday needs, and that’s something I genuinely admire.

Q] What are the brand and category growth prospects according to you?

The momentum behind sustainable and eco-friendly brands is undeniable, and I believe it’s not just a trend but a fundamental shift in consumer behaviour. Brands like EcoSoul are predicted to grow not only because of the planet-safe lifestyle they offer, but their aim to forever change the notion of sustainability. Contrary to the prevailing mindset, sustainability is relatively easy. And, with EcoSoul, it is hugely accessible.

Q] Brand ambassador vs. investor-cum-brand ambassador - how different are the two?

Being a brand ambassador allows me to lend my name and influence to a cause or product I believe in. It’s about leveraging my platform to amplify messages and promote a brand’s mission. On the other hand, the role of an investor-cum-ambassador adds a new dimension to my involvement. It goes beyond endorsing a brand; it’s about having a vested interest in its success. As an investor, I’m contributing not only my influence but also financial resources to fuel the brand’s growth. This dual role demands a deeper level of engagement, from strategic discussions to long-term vision planning. It’s about actively participating in the brand’s journey, sharing insights, and helping steer its trajectory toward success.

- **Celebrity Investor and Brand Ambassador:** Bhumi Pednekar
- **Other Investors:** Accel, SinghCap, Wayfund, FounderBank Capital, Alteria Capital
- **Funds raised:** \$16 million
- Incorporated in 2020
- Launched in USA retail in Nov’21
- Raised seed round in Feb’22
- Raised series A in Nov’22
- Expanded to USA with 4,000+ stores by Mar’23
- Launched in India, Canada, UK, UAE, and Germany in Q1’23
- Launched in India as a retail brand in Aug’23
- Expanded presence across 11 countries, 150+ manufacturers, 22 port operations & distribution centers globally
- In August 2023, award-winning actor and climate warrior Bhumi Pednekar was announced as the brand ambassador and investor





Q] Why did you choose Bhumi Pednekar?

The synergy between our values and Bhumi’s persona extends to her existing advocacy for environmental causes. Her credentials as a climate warrior and her past campaigns centred around raising awareness regarding climate issues resonate perfectly with our brand’s ethos. This constructive collaboration amplifies our collective voice, creating a substantial impact on promoting responsible consumption and plastic reduction, particularly in a country like India where plastic waste is a pressing concern.

Q] How have you benefited from this association?

Having a well-acclaimed personality who shares our passion for eco-friendly and sustainable living has significantly elevated our brand’s visibility, allowing us to reach corners in India that might have remained untouched otherwise. Moreover, Bhumi embraced the role of a brand ambassador with genuine enthusiasm. This translates into a more profound connection with our target demographic.

Q] What’s the best approach to such celebrity investor-cum-brand ambassador partnerships?

While having a celebrity investor can undoubtedly offer immediate advantages, it is essential to consider scenarios where such a partnership might not be the best choice for a brand ambassador’s role. Aligning with a celebrity investor requires a shared vision and values as well as depth of involvement. EcoSoul, for instance, has a multi-year agreement with Bhumi across all e-commerce and retail channels. A successful brand ambassador relationship requires genuine engagement and commitment beyond financial contributions.

of around 75 million comes onboard with a personal interest and commitment towards the brand, it acts as a force multiplier.”

Drone maker Garuda Aerospace partnered with Indian Cricketer Mahendra Singh Dhoni in June 2022 as investor and brand ambassador. Dhoni’s involvement has not only provided financial support but also contributed to enhancing Garuda Aerospace’s brand value and market presence. “His status as a well-respected and admired figure in India has helped garner attention and trust from a wider audience, including potential customers, partners, and investors”, says **Agnishwar Jayaprakash, Founder and CEO, Garuda Aerospace**. “Celebrity investors



have become a common sight in today’s startup landscape, offering benefits like increased visibility, credibility, and networking opportunities. They can open doors to new partnerships, actively participate in marketing efforts, and even aid in fundraising.

However, startups should weigh the costs, alignment with brand values, and the celebrity’s commitment carefully. The decision should align with the company’s long-term vision and strategy to ensure a fruitful and mutually beneficial partnership.”

Commenting further on MSD’s involvement with Garuda Aerospace, Jayaprakash adds, “His commitment goes beyond financial backing, encompassing advisory roles, brand ambassadorship, and active participation. With a clear alignment between his personal brand and the startup’s mission, Dhoni’s involvement stands out as a unique collaboration that emphasises quality over quantity, ensuring his contributions remain impactful and exclusive within the aerospace sector.”

Pratik Gupta, CEO & Co-Founder of Pluckk, a Digital lifestyle-oriented fresh fruits & vegetables brand which was recently backed by Kareena Kapoor Khan as investor and brand ambassador, adds, “Any investor, including a celebrity, that comes on board has a strategic benefit in mind, but these associations are not outright transactional in nature.

Kareena has a certain expertise towards food, towards reaching the audiences and communicating with them. So there’s resonance between her personal brand and the brand Pluckk. In addition to being the face of our campaigns, she also likes to understand our products and services, and shares feedback or suggestions at times, which I believe is a great way for this partnership to progress.”

THE RIGHT TIME AND STAGE

In July 2021, Bollywood actor, investor and entrepreneur Deepika Padukone invested \$2.6Mn in Supertails.com through KA Enterprises, her early-stage venture shop for consumer-focused startups. **Varun Sadana, co-founder of Supertails**, says, “while we would love this association to culminate in a brand endorsement, having Deepika Padukone as an investor alone has uplifted the credibility and visibility of the brand significantly. She is not just an Indian,



NOURISH YOU - A CLEAN-LABEL AND VEGAN SUPERFOODS BRAND



SAMANTHA RUTH PRABHU

Actor and Investor-cum-Brand Ambassador, Nourish You

Q] Why did you choose to invest in Nourish You?

Investing in Nourish You was a natural step for me. I’ve been using their products for a long time now. I was quite impressed by their story of bringing superfoods like quinoa and chia to India and growing them locally. It’s great to support a brand that’s good for you, the farmer and the planet.

Q] What’s your outlook for future growth of the business and the overall category?

The future for the entire health-based nutrition industry looks bright according to me. People are becoming aware, and are increasingly more careful about what is going into their bodies. Hence, healthier alternatives are becoming commonplace. I see Nourish You at the forefront of this revolution towards a healthier life.

Q] Did you always nurture entrepreneurial ambitions? How different is it to be an ambassador and an investor-cum-ambassador for a brand?

As an ambassador or an investor, it’s crucial for me to align with the brands that I have been associated with. I have always wanted to be an entrepreneur and build businesses that resonate with my life and lifestyle. You will see this reflected across any company that I have started or invested in. They are products I personally use. Finally, the people running the businesses as partners are very important. I believe that with the right team in place, we can achieve anything.

- **Celebrity Investor and Brand Ambassador:**
Samantha Ruth Prabhu
- **Other Investors:**
Y Janardhana Rao of Triumph Group; Rohit Chennamaneni - Co-founder, Darwinbox; Nikhil Kamath - Co-founder, Zerodha; Abhijeet Pai - Co-Founder, Gruhas Proptech; Abhinay Bollineni - CEO, KIMS Hospitals, and Amplify III PCC
- **Funds raised:** \$2 million
- Founded in 2015 in Hyderabad
- Nourish You is India’s first superfood company to produce and sell homegrown, organic quinoa and chia seeds
- Grown from 50 to 5000 acres of Quinoa and Chia farms across Rajasthan, Karnataka, and Madhya Pradesh.
- Boasts a wide range of value-added products (30+ SKUs)
- Present in 2000+ stores
- Secured \$2 million in seed funding from prominent investors in January 2023
- Actor Samantha Ruth Prabhu invested in the company in March 2023 and launched Millet Milk which marks the company’s foray into the alternative dairy category.
- In July 2023, Nourish You diversified its superfoods portfolio with its latest Super Muesli breakfast range
- Announced 100% acquisition of vegan dairy brand, One Good, in December 2023

THE AYURVEDA CO. (T.A.C.) - AYURVEDIC BEAUTY AND PERSONAL CARE BRAND



KAJAL AGGARWAL

Actor and Brand Ambassador-cum-Investor T.A.C.

Q] Why did you choose to invest in T.A.C.?

I've always been a fervent believer in the transformative power of Ayurveda. It's a treasure trove of wellness that has been a part of our Indian heritage for thousands of years. When I came across TAC—The Ayurveda Co., I was instantly impressed with their genuine commitment to delivering authentic Ayurvedic products in a contemporary, accessible format. Their vision aligns perfectly with my beliefs that Ayurveda should not be a luxury for a few, but a wellness model that every Indian household can adopt. For me, investing in TAC was much more than a business decision. It was a commitment to promoting a holistic and sustainable way of life that I deeply believe in.

Q] What's your outlook for the future of the business?

The beauty and wellness industry is undergoing a massive transformation, shifting towards transparency, ethical sourcing, and sustainability. Millennials and Gen Z are more informed and selective about what they consume, not just in India but globally. Ayurveda has been a forerunner in this space for centuries, which makes it a naturally progressive choice for the modern consumer. As for TAC, it fills the existing market gap for premium, yet affordable, Ayurvedic products. With our plans to expand both online and offline channels, domestically and internationally, I see TAC leading this Ayurvedic renaissance. Within the next five years, I envision TAC becoming a household name not just in India, but around the world.

Q] Tell us more about the entrepreneur/ investor Kajal Aggarwal.

While acting offers an artistic outlet for expression, business endeavours like this one allow me to make a broader social impact. In my role as an investor-cum-ambassador that impact is amplified. My involvement in T.A.C. is multifaceted, ranging from product development to strategic planning. Take, for example, our product 'Kajal by Kajal'. It's not just a product I endorse; it's a product I have

- **Celebrity Investor and Brand Ambassador:**
Kajal Aggarwal
- Founded in 2021
- The brand currently has over 120 stores spread across India with outlets in cities including Mumbai, Bhopal, Indore, Delhi, Chennai, and Bengaluru, among others
- November 2022: Kajal Aggarwal made her maiden investment of Rs 5 crore in a series A fundraising round of The Ayurveda Co.



co-created. I was intimately involved in the sourcing, formulation, and branding, ensuring it encapsulates what I believe in—efficacy, purity, and affordability.

It's incredibly rewarding to be in a position where I can both influence and accelerate the journey of a brand that I believe has the power to make lives better. So, yes, being an investor-cum-ambassador is a more comprehensive responsibility, and I relish every bit of it.



Q] Brand ambassador to an investor - Tell us about how TAC’s association with Kajal Aggarwal evolved.

While it started off as a regular brand endorsement, while shooting for the brand film for our baby range, we discovered Kajal’s enthusiasm and love for Ayurveda. She seemed to be very passionate about the way we are positioning this age-old science. Also, Ayurveda is well-entrenched in South India where she has a huge following. There was an instant connection and that’s how the story evolved from brand endorsement to investment to coming up with the product ‘Kajal by Kajal’ that is co-curated by her.

Q] What are the benefits of having a celebrity with a proprietary interest in the company?

In the case of B2C brands, especially startups, more effort and passion are needed to take the message to a larger audience. So instead of having a celebrity who is restricted to specific deliverables, it is better when they have more skin in the game, which comes through investment, equity holding, and personal interest in the brand. Kajal not only understands that responsibility pretty well, but her values also resonate with T.A.C. Despite her modern lifestyle, she’s not westernised. She’s very well connected to her roots and takes pride in her culture.

Q] Can you share with us any instances of her personal involvement in promoting the brand?

There are quite a few. She has been very enthusiastic about her eponymous TAC product, ‘Kajal by Kajal’. We had it distributed at the teaser launch for her upcoming movie in one of Hyderabad’s biggest theatres, as well as on the occasion of her son’s first birthday. She took the initiative, and for a brand like ours, which is still a newbie in the eco-system these are the kind of things that bring great visibility.

PLUCKK: DIGITAL LIFESTYLE-ORIENTED FRESH FRUITS & VEGETABLES BRAND



- **Celebrity Investor and Brand Ambassador:** Kareena Kapoor Khan
- **Other Investors:** Seed Funded by Exponentia Ventures
- Claims to be India’s first certified plastic-neutral F & V brand
- Provides a platform to facilitate ‘farm-to-table’ concept
- Onboarded over 1,000 farmers across Mumbai and Bangalore
- Expanding its offline and online footprint across Mumbai, Delhi and Bangalore, the brand delivers a range of specialty choices of gourmet fruits and veggies directly to end-consumers, cutting out middlemen
- With a presence on food tech platforms like Amazon, Zepto, Dunzo, Swiggy and Reliance, Pluckk serves over 75,000 customers
- Product range comprises 400 items across 15+ categories including essentials, exotics, hydroponics, and cuts & mixes. The catalogue also includes DIY meal kits prepared at in-house certified food-tech facilities
- Partnered with Kareena Kapoor Khan as an investor & brand ambassador in August 2023
- Launched its first campaign ‘Eat Good, Do Great’ with Kareena Kapoor Khan in October 2023

PLUM: 100% VEGAN D2C BEAUTY BRAND



RASHMIKA MANDANNA

Actor, and Brand Ambassador-cum-Investor, Plum

Q] Why did you choose to invest in Plum?

Plum has been one of my favourite brands – it does what it says, i.e., delivering real goodness to the world - be it through their products or their unwavering commitment to sustainability. The brand enjoys great equity and loyalty amidst the cluttered skincare market which can be seen through its 25x growth story since 2019. This further motivated my decision to invest in it.

Q] What’s your outlook for the future of the business and the overall category?

Growing awareness of self-care has made people more conscious of the products they use. In fact, they are now actively seeking not just curative but also preventive skincare solutions. This has led to a huge spike in the industry which is only expected to grow in the coming years.

Q] Did you always nurture entrepreneurial ambitions? How different is it to be an ambassador and an investor-cum-ambassador for a brand?

Certainly! Entrepreneurship has always intrigued me as it helps add value to society by bringing in products and solutions that work hard (& smart) to cater to the ever-changing needs of people. Being a brand ambassador allows me to connect with people at a different level personally. Each brand I am associated with resonates with values and products I genuinely believe in. Being an investor-cum-ambassador is a collaborative effort where my ideas and insights are valued in a different way. It’s a unique blend of creativity, business acumen, and passion for the brand’s values, making it a different responsibility altogether in addition to being the face of the brand.

- **Celebrity Investor and Brand Ambassador:** Rashmika Mandanna
- Incorporated in 2013
- With over 500 SKUs, Plum has steadily built its customer base on both online and offline platforms
- Present in 15 countries
- Reaches over 350 towns and cities in India through 1500+ assisted outlets and over 15,000 unassisted outlets - growing month-on-month
- Rashmika Mandanna joined Plum as an investor and brand ambassador in 2022
- Under their latest initiative, ‘Project Blackboard’, part of the proceeds from the sale of every Plum product goes towards girl child education





SHANKAR PRASAD

Founder and CEO, Plum

Q] How did Plum’s association with Rashmika Mandanna begin?

In 2021, we were looking for a celebrity ambassador to reach a wider audience. Rashmika’s name was right at the top of the list and we were hopeful about being able to figure out a mutually acceptable way of working together. Her conviction in the brand’s concept right from the start was surprisingly so strong that we didn’t have to work too hard before her association with Plum began in 2022.

Q] But you were looking for a brand ambassador.

More than just lending her name or face to the brand, Rashmika brings a lot of conviction. This made the entire process of onboarding and moving forward quite seamless. She was quite clear that she wanted a long-term association where she could also participate in the upside of what the brand brings, and we were happy about that because it showed commitment as opposed to a regular endorsement contract.

Q] Can you share with us any instances of her personal involvement with the brand?

Yes, there are many examples. When we launched ‘Project Blackboard’, which is an initiative by Plum to help educate the girl child, she went out of the way to talk about it on social media. Such things are not part of a contract; they happen organically. I think that’s a good place to be in as far as the brand’s relationship with the endorser goes.

CLENSTA: HEALTH AND PERSONAL CARE BRAND



- **Celebrity Investor and Brand Ambassador:** Parineeti Chopra
- **Other Investors:** IAN and IAN Fund, IPV, VCats and Hem Securities
- The Gurgaon-headquartered direct-to-consumer brand was founded in 2016 by Puneet Gupta
- The brand has pioneered waterless hygiene technology in India launching a range of zero-water personal-care applications like waterless body baths and rinse-free shampoos
- Clensta develops all its proprietary technologies at IIT Delhi
- Products are available on Nykaa, Amazon, and Flipkart, along with 20 other marketplaces as well as 5000 GT/MT touchpoints across India
- Plans to expand to 50+ cities
- In July 2023, actor Parineeti Chopra acquired a significant minority stake in the company

KAPIVA – A D2C, HOMEGROWN AYURVEDIC BRAND



MALAIKA ARORA

Actor, Wellness Advisor, and Investor-cum-Brand Ambassador, Kapiva

Q] Why did you choose to invest in Kapiva?

Kapiva is built on the principles of everyday Ayurveda, which have been my tenets of living for years now. Basic rituals like drinking warm water in the morning, consuming amla for good digestion, using ghee for food preparation, turmeric for good skin and internal healing were a part of my living philosophy and self-care routine. So, it was the easiest marriage, and no time was lost before we confirmed our relationship. As an investor-cum-ambassador, the responsibility becomes 2x where you don't have to just deliver as the face and voice of the brand, but you also start holding yourself accountable for the positive outcome of that delivery. It's double the skin in the game.

Q] Did you always nurture entrepreneurial ambitions? You also have a venture called 'Diva Yoga'?

There is fun in constantly learning and evolving. My business intent helps in satiating the creator, the nurturer and the risk taker in me. Diva Yoga is a manifestation of my desire to share with women what their good health can yield for them- beauty, success, clarity and most importantly, happiness. It is a chain of studios meant for the modern divas – the multitaskers, the ones who love themselves while wanting to take on the world. The pandemic made us slow down, but now we're back with energy and exuberance to add more to our offerings.

Q] Entrepreneur, ambassador and investor - what's the common thread?

I select brands and businesses based on the authenticity of purpose and how they resonate with my personality. It needs to genuinely fit into my lifestyle and not just be a script that I have to play out for the audience. Hence, I put in maximum effort to find out the common threads that become the sweetest intersections between the brand philosophy and my own. The least effort thereafter is in communicating my belief to the people who follow me for authentic advice. It is tough, but it's a little building block every day to strengthen the foundation for Malaika Arora Ventures (MAV) and the rest is taken care of by my team.

SUPERTAILS.COM - A FULL-STACK, TECH-ENABLED PET-CARE STARTUP



○ **Celebrity Investor:** Deepika Padukone

- Co-founded by Varun Sadana, Aman Tekriwal, and Vineet Khanna in June 2021 in Bangalore
- Provides pet supplies, online vet consultations (more than 20,000 pet consultations to date), and online behavioural training
- In July 2021, Deepika Padukone invested \$2.6Mn in the brand through KA Enterprises, her early-stage venture shop for consumer-focused startups
- Established its D2C vertical Henlo in May 2022 to address the lack of nutritious pet food available in India
- Henlo started manufacturing in February 2023 foraying into the 'Make in India' pet food category

THE PROS AND CONS



“Startups often partner with prominent artists who bring substantial value through their reputation, extensive reach, network, and social media influence. The collaboration often involves equity allocation, going beyond using their face. Such partnerships can result in a 10-15% reduction in marketing costs, covering endorsement fees and social media promotions. Equity-based deals enhance artist commitment and accountability, as they consistently guide their audience towards the

products, unlike occasional associations. Leveraging celebrities with a vested interest in brands can effectively cultivate Digital communities due to their robust influence and audience reach. Enlisting them as startup ambassadors offers instant visibility, credibility, and engagement.

Challenges include costs, alignment issues, and potential short-term impacts. Selecting celebrities as investors provides financial support, commitment, and expertise, but may lead to control conflicts, image risks, and equity dilution. The choice between equity and non-equity deals depends on funding needs and growth stages. Equity suits early stages, while non-equity arrangements become preferable as startups mature. Decisions must align with strategic goals and financial considerations.”

SAHIL GUPTA

Lead - Influencer Marketing, Interactive Avenues (the digital arm of IPG Mediabrands India)



“Given India’s burgeoning startup ecosystem, it is common to find Indian celebrities investing in early-stage and growth-stage startups that have the potential to offer them rewards in the long term. However, when celebrities invest in multiple startups, it can potentially lead to conflict of interest, especially if they are operating in the same industry or if their success or failure could impact each other. Managing them requires transparency and disclosure,

clear communication, and ethical practices. Startups can establish resolution procedures in advance, outlining steps to be taken if a conflict of interest arises. This could involve recusing oneself from certain discussions or decisions. Non-disclosure agreements can be used to ensure that sensitive information about one startup is not shared with others.

Instead of just being passive investors, celebrities can take on advisory roles in startups. This allows them to provide guidance and expertise without necessarily having equity stakes that could lead to conflicts. They can also choose to invest in startups that operate in different industries or niches and should carefully consider their level of commitment to each, thereby, reducing the likelihood of direct competition.”

ROOPA BADRINATH

Founder, Turmeric Consulting
(HR veteran and ex-Chief Talent Officer of Wunderman Thompson South Asia)

SUPERBOTTOMS:
ONLINE-FIRST,
SUSTAINABLE BRAND
OF REUSABLE CLOTH
DIAPERS AND BABY
PRODUCTS



- **Celebrity investor and brand ambassador:**
Alia Bhatt
- Founded in 2018 by Pallavi Utagi
- India’s first and only CPSIA tested & Certified brand
- Trusted by 20 lakh+ parents
- SuperBottoms UNO, its flagship product is an organic reusable diaper with the capability to stay dry all night. With one-size-fits-all functionality, it has a patent pending for its innovative buttoning system that enables the same diaper to be used for babies up to 3 years
- Caters to other diapering needs with products like Dry Feel Langot, Diaper Pants, Potty Training Pants
- Also launched MaxAbsorb™ Period Underwear
- Onboarded Alia Bhatt as an investor and brand ambassador in July 2023

NOTABLE CELEBRITY INVESTMENTS IN STARTUPS

BRAND	CELEB
Cars 24	MS Dhoni
Unacademy	Sachin Tendulkar
Ola Electric	Farhan Akhtar
Kapiva	Malaika Arora
Slurp Farm	Anushka Sharma
The Ayurveda Co.	Kajal Aggarwal
CureFoods (EatFit)	Varun Dhawan
Krishi Network	Pankaj Tripathi
Sugar	Ranveer Singh
Plum	Rashmika Mandanna
The Man Company	Ayushmann Khurrana
MyGlam	Shraddha Kapoor
Kay Beauty	Katrina Kaif
GoQii	Madhuri Dixit Nene
Super Tails	Deepika Padukone
SustainKart	Samantha Prabhu
SuperBottoms	Alia Bhatt

NOTABLE CELEBRITY-OWNED BRANDS

BRAND	CELEB
Hyphen	Kriti Sanon
HRX	Hrithik Roshan
82°E	Deepika Padukone
Better Beauty	Anita Hassanandani

but an international celebrity who has been a pet parent.”

Sadana believes that the right timing is essential for any association to be fruitful. He says, “In my opinion, any company should progress from the first stage of proving the business model by getting the right Product Market Fit, to establishing profitability, and then using star power to attract a good set of customers.”

Sustainable Baby & Mom Care Brand, SuperBottoms announced Alia Bhatt as its investor and brand ambassador in July last year. **Pallavi Utagi, Founder & CEO SuperBottoms** shares that as a category creator and leader in a market dominated by global giants, it was important for the brand to break through the clutter, and with that intention, it initiated talks with Alia Bhatt. “As a new celebrity mom, I’m sure she was approached by other diaper brands as well. However, as a conscious lifestyle enthusiast who was herself using SuperBottoms, she chose to not only endorse but also invest in our brand, and we were open to it.”

Utagi strongly believes that a promising startup which may not be able to afford a celebrity endorser to begin with, should consider getting one onboard as an investor, so they could grow together. “I think that today celebrities are quite open to the idea of supporting small companies that have a strong story through equity deals. They understand that a cash outcome may not always be viable for a startup. In such cases, an association like this is a win-win for both the brand and the celebrity.”

As the co-founder of a fledgling startup, **Abhishek Sarwate, CEO of Utopian Smoothies** shares his thoughts around having a celebrity brand investor. According to him, “The biggest challenge for a startup is to build trust among its target customer base. Having a celebrity backing adds credibility and validation to any new startup. Onboarding a celebrity brand ambassador should be considered only when it becomes a necessity from a marketing perspective. A startup needs to decide if such expense is really justified to take it to the next level of growth.” Launched in June 2023, Utopian Smoothies is a clean-label packaged smoothies brand powered with superfoods. It sells through its website, Swiggy Minis, Amazon, JioMart, and is available in 20 stores across Mumbai and Pune currently.

Indian celebrities have always been a hot favourite of brands, both traditional and new-age. But the rise of new-age brands today has presented an opportunity for collaboration with worthy partner celebs. Sharing common ground with these brands, celebrities jump at lucrative investment options, which then translates into a positive contribution to the growth story of the country.

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RAZR-SHARP MARKETING

In conversation with **Shivam Ranjan, Head Of Marketing - APAC, Motorola** we decode the current standing of the brand, understand how they collaborate with e-commerce marketplaces, deep-dive into their hyperlocal initiatives and and more.

BY PAAWAN SUNAM

Q] How was the last year for Motorola from a global perspective?

In Europe, the Middle East, and Africa, we are growing at a double-digit and are becoming highly profitable. Within the APAC region, we've grown at a 41% to market year-over-year versus versus 2022.

During the Q1 in India, the market declined by 14%. But, we have not just grown at a premium to market but grown at a significantly positive rate. In India, specifically, we've doubled our premium portfolio by 2X versus 2022. We have grown our 5G portfolio by 8X versus 2022, and we've doubled year-over-year. We continue to grow every quarter at a strong double-digit to market growth. Whatever the market, we will be capturing shares from other players and growing, and we aim to sustain this, consistently.

Q] What is Motorola's media plan, and which medium takes the lion's share?

The number varies from quarter to quarter and depends on the strategy for the product. Extremely premium products might be skewed more towards retail, and those in the mid or mass segment are skewed towards digital. Traditionally, we've been digitally heavy, and with our approach to ROI centricity and measurability, we have heavier investments on Digital platforms. So, even if you look at our ATL investments, if it is for out-of-home, it will be Digital Out-Of-Home. It is not the standard out-of-home. So, whether it is the societies or the airports, it is digital out-of-home or DOOH. Of course, it is ATL and high impact, but if you want to understand the overall skew, in terms of platforms, digital will continue to lead and will be more than 50 percent.

In addition, we're also looking at ATL investments beyond digital because in offline channels the person doesn't need to be digitally savvy. There are cinemas where we are targeting key movies for advertising both inside and outside the theatre. We are also looking at partnering with key television networks where we can drive high frequency on a sustained basis at a significant reach.

Q] What is the all-encompassing marketing outlook for the brand? Also, is there any principle you follow when it comes to measurement?

ROI is important from a commercial perspective, the approach is to ensure that the media is measurable, trackable, can be optimized quickly, and measured against the sale of the product. That's a principle that we use not just across APAC, but across the entire globe because if you're in the business of selling smartphones, the industry is extremely competitive, and it's a very cluttered market,



We are investing in the point of sale, POSM, promoters, training, etc., to ensure that the products have visible demos as well. We're targeting societies that are in the catchment area for retail outlets, and within the societies we direct communication specific to the closest outlet, to drive footfall."



especially in India.

The way we measure metrics is not just related to awareness, consideration, and purchase intent, but we also measure the impact through how searches are getting affected. One of the direct correlations that we’ve seen concerning sell-out is an increase in searches, which means that consumers are actively searching for products, have the intent to purchase the product and not just on Google, but even on marketplaces like Flipkart, Amazon, etc. The moment you see a build-up in searches for the product, it means that the communication or media investments that you’re making are reaching the right people.

Q] How fruitful has your collaboration been with e-commerce platforms and how has the marketing on these sales channels been for direct conversions?

If you look at the overall market share in India from a smartphone perspective, it is roughly about 55 percent online and 45 percent retail. Hence, it becomes extremely important for us to plan, strategize, and deploy our marketing strategies based on that. We operate on both Flipkart as well as Amazon, both these platforms work slightly differently and hence we have to optimize our media strategy and their entire funnel according to that. When we partner with the marketplaces, we work very closely with the teams to understand what exactly is the measurement parameter, and what works to drive conversions on the platform.

Each of the platforms has its metrics on what drives sell-out for you. For Flipkart, for example, the entire strategy is based on driving searches on the platform and hence you will have to optimize your media with elements and channels that drive searches on the platform. Now there is a difference between Google searches and Flipkart searches, but there is a correlation.

If you were getting X number of searches on Google, you will get, say, Y number of searches on Flipkart, and that changes as you go toward the bottom of the funnel. The lower you go down in the funnel for a product, the more searches you’ll have on the actual marketplace because

that’s where the people are looking to buy the product from. When it comes to Amazon, while search is one of the parameters, they focus on driving ‘notify me’ and page views. These are the two important metrics for Amazon. Then again, the way you drive media, the kind of traffic, and the objectives change. The objectives are different; hence you have to optimize the media differently.

Q] Please share a few insights on the hyperlocal marketing initiatives of the brand.

It’s important for us to not be dissociated from the local audience. So, in our creative approach, we use a mix of global creatives, top-performing global assets, as well as local creatives, local propositions or commercials, ad films, and even local ambassadors. Our hyperlocal marketing intends to increase the touch points where consumers can touch, feel, and experience our product, which makes retail extremely important. We’ve been investing significantly in retail to expand our footprint as well as to create experiences for consumers where they’re able to see the difference that Motorola brings to the table.

These are things you can’t show visually through a video or static per se. We have an approach of not having exclusive stores, but we are getting into strong partnerships with key modern trade brands, and general trade, where we are looking at multi-brand outlets. Here we put our fixtures, promoters, visibility elements, demos, and create an end-to-end experience for the consumer to drive consideration and purchase intent. We are investing in the point of sale, POSM, promoters, training, etc., to ensure that the products have visible demos as well. We’re targeting societies that are in the catchment area for retail outlets, and within the societies we direct communication specific to the closest outlet, to drive footfall. Instead of doing a generic communication within a society, the call to action is the specific retail store.

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paawan.sunam@exchange4media.com



BRAND: **LENOVO**
CAMPAIGN: **BRAVE NEW ART SEASON 2**

AGENCY



KARTIKEYA TIWARI
National Creative Director,
FCB Kinnect

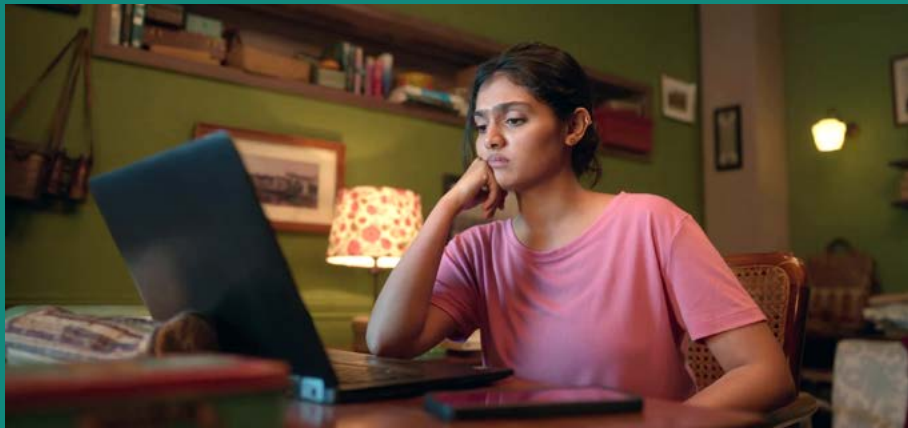
“We’re grateful and proud to create long-term intellectual properties for our partner brands. Brave New Art is one of the finest from our creative house. This year we decided to set a scarily audacious starting point.”

CLIENT



MONICA REDDY
Brand Marketing Manager, Lenovo

“With Brave New Art Season 2, the attempt is to take storytelling and visual delight up by several notches. The Lenovo Yoga range offers many exciting features, especially for creators.”



BRAND: **UPGRAD**
CAMPAIGN: **#AAGEKISOCHO**

AGENCY



PARIKSHIT BHATTACCHARYA
CCO, BBH India

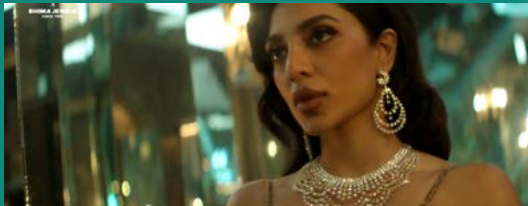
“In a world of rapid change and unpredictability, the ability to learn is the key to thriving. The #AageKiSocho campaign challenges the ‘pehle padhai phir baaki sab’ mindset, breaking free from the notion that education has a deadline.”

CLIENT



ANKIT KHIRWAL
Head of Marketing, upGrad

“#AageKiSocho is an important rendition that has been designed very carefully to drive our youth to inculcate an action-driven mindset. Indians need to move away from their traditional education perspectives that emphasise learning as a linear progression.”



BRAND: **BHIMA JEWELS**
CAMPAIGN: **MADE TO CELEBRATE YOU**

AGENCY



DAMODARAN N
President and Head of Office, FCB
Ulka, Bengaluru

“The primary goal of this campaign was to highlight Bhima’s prominence in the domain of diamond jewellery, emphasising its extensive range of products. Our insight was rooted in the notion that diamonds symbolise the celebration of life’s achievements.”

CLIENT



ABHISHEK BINDUMADHAV
Managing Director, Bhima Jewels

“In a bold move that challenges conventional norms and firmly positions Bhima Jewels as a continued industry trailblazer with a legacy spanning almost a century, the brand’s commitment to redefining perceptions and offering a fresh perspective on Diamond Jewellery significantly contributes to its competitive edge, setting the stage for further market expansions.”



BRAND: **POLICYBAZAAR**
CAMPAIGN: **APKA APNA SAATHI POLICYBAZAAR**

AGENCY



DHEERAJ RENGANATH
Chief Creative Officer, MagicCircle
Communications

“This campaign had to address the common but untrue perception that customers are on their own when it comes to claim settlement and that it’s supposed to be cumbersome by design. After hearing first-hand accounts of people who received end-to-end assistance from Policybazaar at the time of claim, we knew what we had to do.”

CLIENT



SAMIR SETHI
Head of Brand Marketing,
Policybazaar

“Policybazaar’s commitment to claims goes beyond paperwork; it’s about delivering tangible reassurance when it matters most. The ads highlight Policybazaar’s streamlined claims process, emphasising speed, transparency, and efficiency.”



IMA 2023 CONCLUDES JURY MEET

The exchange4media Group recently concluded the jury meeting for the Indian Marketing Awards (IMA) 2023. The tenth edition of the awards is scheduled for February 2 of this year. The recently concluded jury meeting saw an exceptional turnout, with top leaders from prestigious Indian organisations deliberating. The jury was headed by CK Venkataraman, MD, The Titan Company, who along with other esteemed jury members, sought to recognise exceptional marketing achievements in India. This year, the awards have been divided into four prime categories and 37 sub-categories.



- 01 Members of the Jury
- 02 Dr Annurag Batra of BW Businessworld and exchange4media with Jury Chair CK Venkataraman of The Titan Company, and Nawal Ahuja of exchange4media
- 03 Vishal Suri of SOTC Travel, Shailendra Katyal of Lenovo, Sangeeta Pendurkar of Aditya Birla Group, Bhaskar Sharma of Red Bull, and Amit Gossain of KONE Elevator
- 04 Santosh Iyer of Mercedes-Benz India
- 05 Deepak Gupta of Bombay Shaving Company, Kailash Kulkarni of HSBC Mutual Fund, India, and Arghya Chakravarty of Shemaroo Entertainment
- 06 Nilesh Mazumdar of Sheela Foam, and Arnab Banerjee of Ceat
- 07 Angelo George of Bisleri
- 08 Sunil Kumar of exchange4media
- 09 Alok Jalan of Lakshya Media Group
- 10 Priyanka Salot of The Sleep Company, and Nilesh Shah of Kotak Mahindra Asset Management



HOW TRAVEL HELPS IN GAINING NEW PERSPECTIVES

BY AKSHALI SHAH
Executive Director, Parag Milk





I have always been a frequent traveller. It is my firm belief that travelling can be a transformative experience that goes beyond sightseeing and leisure. It has the potential to enrich your life in various ways, helping you to acquire new skills and gain fresh perspectives.

When travelling, the situations you find yourself in may require adaptability and problem-solving skills, thinking on your feet and finding creative solutions. This is because travelling often throws unexpected challenges, such as navigating unfamiliar transportation systems, dealing with language barriers, or finding accommodations in remote areas.

Immersing yourself in different cultures fosters cultural awareness and empathy. You begin to understand and appreciate different customs, traditions, and ways of life. This broader understanding of the world enhances your ability to empathize with others, regardless of their background. This is something I carry to my work as well.

My trips are always a mix of work and understanding new opportunities and trends, changing food preferences, and experiencing new cultures. I am very observant by nature, and like to learn about these things. Engaging with locals and fellow travellers helps develop social and communication skills, as you learn to connect with people who have different

perspectives and worldviews.

When one sees how different the world is and how some people live, it can only increase your empathy for those around you. Not only this, but experiencing nature, landscapes, people, the sea, and deserts can influence and inspire people to care for the environment. Travelling pushes you out of your comfort zone. As you navigate new places and situations independently, you build self-confidence and gain a sense of empowerment. This helps you in your work life, and can reinforce your belief in your abilities.

While travelling, the one thing that I have observed is how international dairy brands have successfully been able to highlight the functional benefits of milk. This has inspired me to introduce unique dairy products that offer functional benefits in keeping with the latest trends. This development not only broadens our product line but also reinforces our brand's dedication to offer high-quality, globally-inspired dairy products that meet our customers' changing requirements.

India as a destination is beautiful, and we do not need to go far to experience the benefits of travel. I would encourage you to explore the world, you are sure to return with a wealth of experiences and newer perspectives.

WELCOMING
OUR
ESTEEMED JURY



**JUSTICE (RETD.)
A.K. SIKRI**

Former Judge,
Supreme Court of
India



**RENU SUD
KARNAD**

Member,
Board of Directors,
HDFC Bank



**NAVTEJ
SARNA**

Former Ambassador of
India to the United States,
Ministry of External
Affairs



**DILIP
CHERIAN**

Communication
Consultant



**SANJOY
K. ROY**

Managing Director
Teamwork Arts
(Runs Jaipur
Literature Festival)



**M
DAMODARAN**

Chairperson at
Excellence Enablers
Private Limited



**PUNITA
KUMAR-SINHA**

Independent
Director

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23 JANUARY 2024

IndianMarketingAwards

Thank You...

GRAND JURY



(L-R) SITTING CHAIR

NAZIYA ALVI- E4M, ANGELO GEORGE -BISLERI INTERNATIONAL, PRIYANKA SALOT-THE SLEEP COMPANY,
C K VENKATARAMAN -TITAN COMPANY (JURY CHAIR), SANGEETA PENDURKAR-ADITYA BIRLA GROUP,
ANNURAG BATRA -BW & E4M, BHASKAR SHARMA-RED BULL

(L-R) STANDING

SUNIL KUMAR- E4M, AMIT GOSSAIN - KONE, SHAILENDRA KATYAL- LENOVO, KAILASH KULKARNI -HSBC MUTUAL FUND,
ARGHYA CHAKRAVARTY-SHEMAROO ENTERTAINMENT, ALOK JALAN- LAQSHYA MEDIA GROUP, NILESH MAZUMDAR-SHEELA FOAM,
DEEPAK GUPTA- BOMBAY SHAVING COMPANY, VISHAL SURI- SOTC TRAVEL,
NILESH SHAH- KOTAK MAHINDRA ASSET MANAGEMENT, NAWAL AHUJA -E4M, PRIYANKA BHADOURIA- E4M

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