

PORTFOLIO SUBMISSION

MOLSHREE VAID

August, 2016

CNBC INDIA

CNBC TV18 is India's first business news channel. Launched in 1999, it still leads that genre and is part of the media conglomerate, Network18.

August 2003- October 2007

Worked in Mumbai as a correspondent, tracking consumer space including consumer goods and retail on the advertising and marketing weekly show, Storyboard and the daily primetime bulletin, India Business Hour.



FEATURE STORIES

- **How Cadbury's won the battle of worms**

<http://www.rediff.com/money/2006/dec/24cad.htm>

- **Shakeout in branded clothes space**

http://thirdeyesight.in/articles/Brand_Shakeout.htm

KIMAYA

November 2007- February 2010

Worked as Business Development Manager for India's leading fashion house, Kimaya. During my tenure, it transformed from being a boutique brand to a national luxury retailer stocking over 150 Indian and international fashion and accessory designers.



STORE LAUNCHES



- Oversaw store expansion from 7 to 11 locations (including three large size formats) in 10 months thereby more than doubling the retail space.
- Each city and store launch was supported by launch event, database prospecting and PR.

IN FILM INTEGRATION

- Pioneered the in-film integration of Kimaya in the Bollywood movie “Fashion”.
- Based on store customer feedback, the initiative generated more than 5 times the average recall of other media.



RELIANCE BRANDS LIMITED

August 2011- January 2012

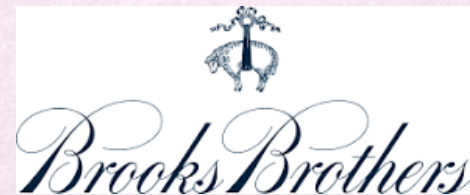
Handled marketing activations and customer loyalty programme for Italian lifestyle brand, Diesel

January 2012- June 2013

Managed marketing for US-based outdoor lifestyle brand, Timberland, famous for its iconic Yellow Boots, operated 11 mono brand stores and 7 shops in shops across 14 cities in India. Ecommerce channels for the brand included Myntra, Jabong & Flipkart. The brand has exited the Indian market on account of trademark litigation.

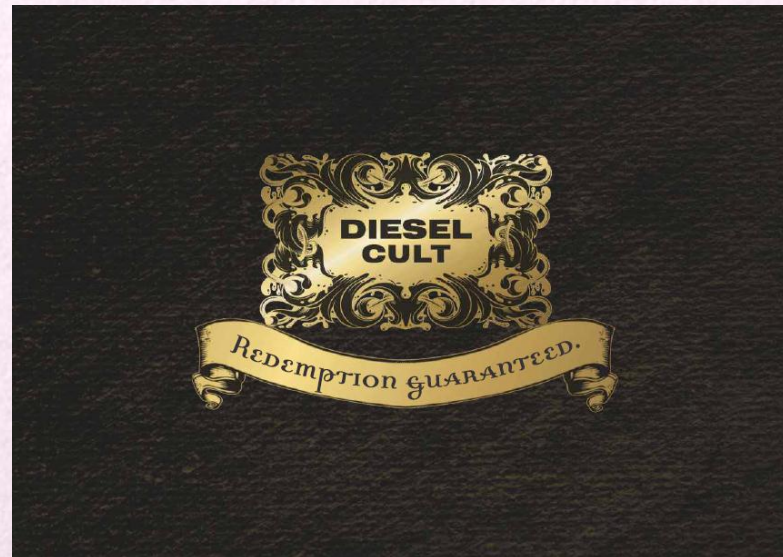
June 2013- August 2016

Headed marketing for America's oldest menswear brand, Brooks Brothers and British shirt brand, Thomas Pink. Combined retail presence for both brands is 14 stores across 9 cities.



DIESEL LOYALTY PROGRAMME

- Improved efficiencies for Diesel's loyalty programme, Diesel Cult, through end to end institutionalization at the backend. With a renewed focus on staff training, member signups increased to 75-80%. Data enhancement of 2000 members saw a 20% jump in engagement and point redemption.



DIESEL+ART



DIESEL + ART

- o Organized 5 art shows for Diesel+ Art, a Diesel India initiative to promote edgy upcoming artists. Generated PR and 15% jump in footfall for the Mumbai store hosting the show.

<http://www.vogue.in/content/diesel-art%E2%80%99s-%E2%80%98did-anyone-notice%E2%80%A6%E2%80%99/>

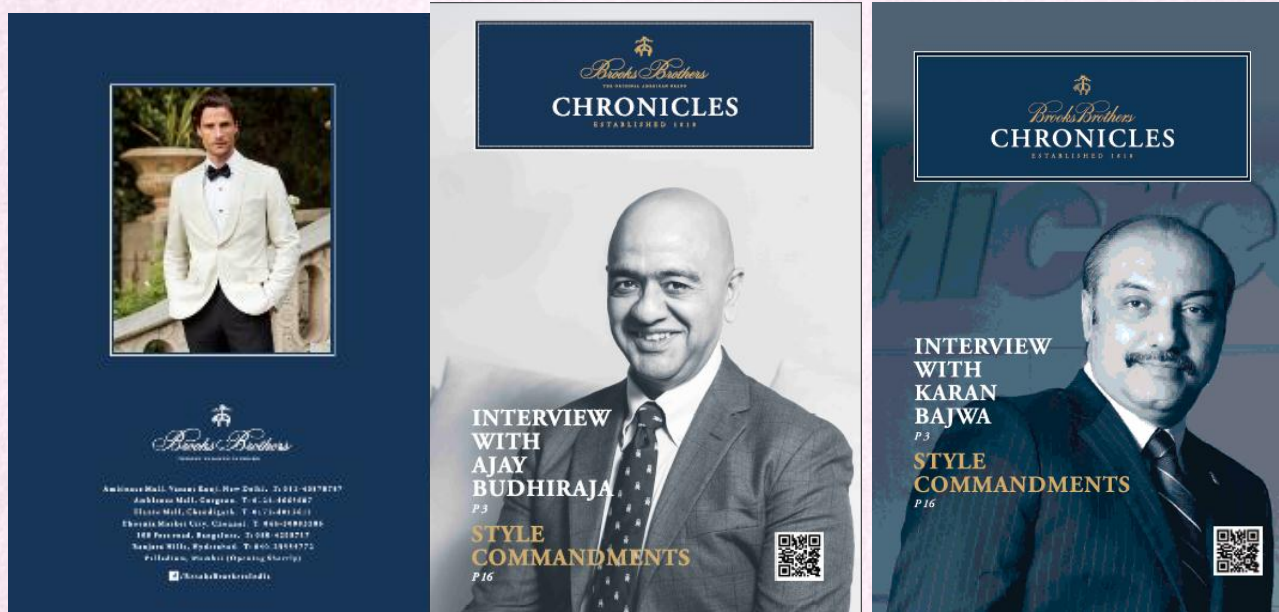
<http://www.missmalini.com/2012/07/28/the-art-loft-and-dieselart-present-i-get-by/>

TIMBERLAND TREE PLANTATION



Led Timberland's green drive to plant 10000 trees across 4 Indian cities in 2012

BROOKS BROTHERS CHRONICLES



- It celebrates the top customers who are also influencers in their circles.
- Follows magazine format with customer's interview as the cover story and contains brand literature.
- 100 copies are printed and shared with the profiled customer and displayed at the store.

BROOKS BROTHERS SPONSORSHIPS



The banner features a central image of a golfer in mid-swing, wearing a blue shirt. To the left, the text reads "BMW GOLF CUP INTERNATIONAL 2015." Below this, the logos for Lufthansa and Brooks Brothers are displayed. At the bottom, there are two buttons: "India Tournament" and "International Tournament".

BMW India

SCHEDULE GALLERY WINNERS LUFTHANSA

www.bmw.in

Show Driving Pleasure

BMW GOLF CUP INTERNATIONAL 2015.

Lufthansa *Brooks Brothers*
Nonstop you

The Indian leg of the famed BMW Golf Cup International 2015 is on in full swing. Exclusively for BMW owners, this is the largest amateur golf tournament in the world, annually attracting over 100,000 of the best amateur golfers from over 40 countries. Witness how some of the best amateur golfing talents in India tee it up to flaunt their best long and short games.

India Tournament International Tournament



- Co-sponsored the event in 6 cities across India.
- Distributed Brooks umbrellas, photoframes, t-shirts and gift vouchers to participants.

BROOKS BROTHERS SPONSORSHIPS



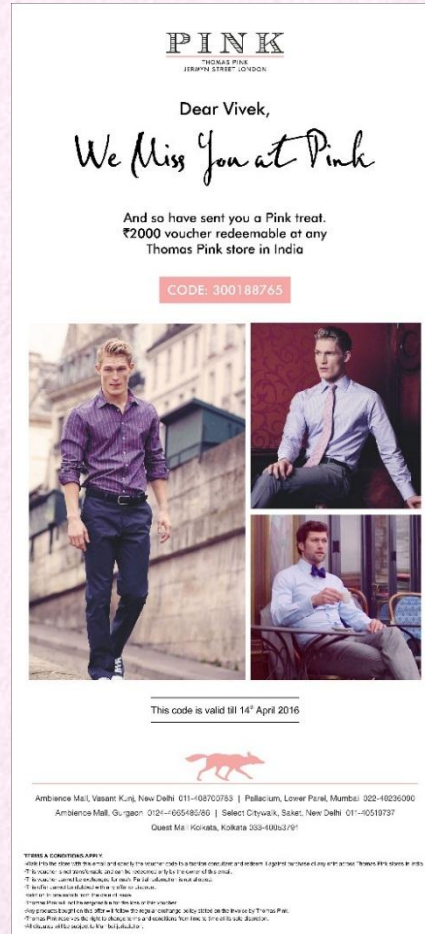
- Alliance with CNBC India for one of the more prestigious business awards, India Business Leader Awards 2015, attended by doyens of India Inc.
- Yielded on-air exposure through award promos, on-ground branding and access to database of 300 corporate invitees to the awards show.
- Brooks Brothers Made To Measure suits were gifted to 8 high-profile winners

MASTERCLASS



Conducted several rounds of Brooks Brothers & Thomas Pink Masterclass at law firms, banks and private equity offices in Mumbai and Delhi in 2015-16

THOMAS PINK EMAIL MARKETING



Email content varies basis customer segmentation and data analytics

THOMAS PINK MALL INSTALLATION



Larger than life installation was created and placed in the central atrium of a Mall in Mumbai to increase brand awareness

THOMAS PINK CONSUMER GIFT



Created Gift With Purchase (GWP) in India for Indian Premier League (IPL). Since cricket is popular in UK and India, the gift with purchase was well received by customers and was aligned to the quirky brand DNA.