



MIDAS
TOUCH

April 2017

Thoughts with many patterns



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Unleash your smartness





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Creative Echoes



MD'S VOICE

Dear Friend,

Nearly four decades ago, K.R. Nagarajan, a trader in white dhotis, headed out for dinner with his business colleagues at a five-star hotel in Chennai. While his colleagues were dressed in suits, Nagarajan opted to wear a white shirt and dhoti (veshthi in Tamil). Nagarajan was stopped by the watchman from entering while his colleagues were let in. At another instance, a receptionist demanded to verify his credentials before she would allow him into the boardroom. Nagarajan could not forget this. Five years later, in the 1980s, these memories gave birth to Ramraj Cotton and, soon thereafter, to the 'Salute Ramraj' TVC campaign. These advertisements had film stars, industrialists and other men of substance dressed in dhotis, alighting from shiny cars at five-star hotels, banks and other important places. They are smartly saluted by the security guard, the receptionist and even an elephant! This was Nagarajan's way of saying that the dhoti is respectable. He transformed the veshthi into a sartorial statement of prestige and power.



Now, the white cotton shirt and dhoti, the signature of the Ramraj brand find themselves in prominent retail outlets and airports, especially in the South. Notice the retailing strategy at airports. Politicians and industrialists sport the white cotton shirt and a dhoti with pride and it has become an eminently recognisable brand all over Tamil Nadu.

It is not just business and money that motivate Nagarajan. A disciple of Vethathiri Maharishi, he pays equal importance to peace of mind, ethics in business and family. Yoga, meditation and vegetarian food are a regular part of his life now. And when he started his textile business, he depicted these values into his garments. He claims, "My apparel depicts purity on the outside, like I believe in the purity of thought on the inside. Money, a house and car give you happiness initially, but it is purity of character that will ensure you sail through the toughest of times." In fact, a decade ago, the marketing strategy of Ramraj was to focus on the awakening of the soul power of an individual in white. With several years of marketing experience to back him, Mr. Nagaraj understood one simple success mantra – the power of branding. He understood that if his product has to stand out, people need to identify it by a brand name. That's how the brand Ramraj was born. (Ramraj incidentally, is a combination of two names - Founder Mr. Nagaraj and his father Mr. Ramaswamy) The company's mantras of 'quality without compromise' and 'purity at heart' were the driving force behind its astounding success. Today, the company has an 80% market share in South India, and it is all set to make a foray in the North as well. With a major share of India's population below

35 years, Ramraj has announced cricketer Ashwin Ravichandran as brand ambassador to woo the young. To cater to the changing tastes of the youth, the Ramraj brand now has five sub-brands – t-shirts, innerwear, women's wear, children's dresses and linen apparel. What's more, it has broken the traditional brick and mortar model of business and set foot into the digital medium for marketing. If Dr. V Kurien was the Father of white revolution in milk, then Nagarajan was the weaver of white revolution in textiles. Just nobody describes the colour white better than Ramraj's HQ in Tirupur. It says, 'Your purity is worth fighting for. It's never too late to start living a life of purity'.



Madan Singla
Managing Director



A TARGETTED APPROACH SELLS

TARGET MARKETING - EXPOSING THE ELEPHANT IN THE ROOM



Advertising has evolved into something much larger than life today. Modern tech has opened the door to a new digital world of advertising. And this has been made possible with marketing to the right audience and with more precision. Meeting a consumer's expectations is an uphill task for any brand or business. But this has been recently successful with speed of ever-evolving technology. Innovative ads coupled with effective marketing strategies have advanced the world of advertising to a great extent.

Today, new platforms, new technologies, new methods of targeting and tracking are providing endless opportunities for advertisers to interact and engage with the audience in a more dynamic way. Target Marketing is all about captivating the right audience. While the time spent on smartphone is at all time high, the platforms chosen influence the behaviour towards brands. Targeting the right audience with a consumer based research into their data of interests, likes or needs requires an insight into the data. By creating immersive online environment, such as virtual reality experience and other such techniques, advertisers are blurring the lines between digital and the real ones.

Data collection has become the contemporary core and digital marketing worth its salt. Tracking the user behaviour round the clock, analysing behaviour patterns and refining the strategies accordingly have lead to sway the youth to the required purchasing behaviour. Target marketing requires upfront work but with the right insights, digital advertising can help achieve the right momentum for the brands.




Kartik Kotian
Mumbai



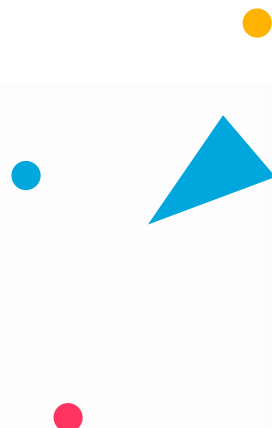
UNLEASH YOUR SMARTNESS

GO AGILE FOR SWIFT RESULTS!

In this age of social media, everything happens in the blink of an eye. So how can marketing lag behind? Say hello to agile marketing! Simply put, agile marketing is marketing in a more reactive, responsive way, which helps in devising campaigns that are both relevant and effective.



Drawing inspiration from software development teams, agile marketers develop the same skills and use them to manage the many unknown factors that are a part of any marketing plan. They define targets in the short term or for the early phases, as well as what is needed to achieve them. Then at the end of each phase, they measure the success of the project, optimise and respond to what they've learned. This allows them to determine whether to keep going, make adjustments, or scrap what they've got and start over.



Agile marketing has the potential to revolutionise the way a marketing and advertising team works. When it comes to listing its advantages, one of the biggest gains is that it allows marketing teams to respond swiftly to external factors, and keep their marketing campaigns up to date and relevant, whilst constantly ensuring that their efforts are efficient and fully optimised.

If you want your marketing efforts to stay truly focused, stay relevant, stand out from the crowd and increase productivity, switch to agile marketing, like pronto!



Anurag Giri
New Delhi




MOVE WITH THE DIGITAL AGE

DIGITAL MARKETING - AN INSIGHT


Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses utilize technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing is essential in today's world. With both competitors and potential customers constantly online, digital marketing is the only way to stay ahead. When you're a small business owner the online world can seem intimidating. Here is a list of five simple digital marketing strategies that any business owner can implement to help their business grow.



1. Setting a Goal: You're looking for ways to help your small business grow. You might want more customers, more recognition or maybe you're looking to get ahead of the competition. Whatever the case may be, starting with a solid goal in mind greatly increases your chances of success. Digital marketing is a great way for small businesses to prosper, but going into the process blindly can leave you with a jumbled mess. A lot of strategy and precision goes into digital marketing and having a goal helps you know what to focus on.


2. Creating a Marketing Funnel: The most successful businesses have an effective marketing funnel in place. A marketing funnel is when you map out a customer's journey from when a customer is a complete stranger to when they become a lead, and then put certain strategies in place that will encourage them to move through this funnel. Things like lead magnets, calls to action, opt-ins and offers are all effective pieces of a funnel. You can think of a marketing funnel in four parts: Awareness, Interest, Desire, and Action.



Awareness: The potential customer is aware of your product or service. They're still a stranger, but they've come to your website for a reason. They're looking for something they need. At this stage you want to attract the customer by showing them that you have something they're looking for. Use a lead magnet or call-to-action to give the customer a valuable resource related to your product or service (i.e: what they need) in exchange for more information about them like their email address, phone number, profession and current needs. Find out who they are and why they came to your website.



Continued on the next page...



Interest: They are actively expressing interest in a certain type of your products or services. At this point you've given them some information and they're interested in what you have to say or the services you provide. You've used your lead magnet or CTA in stage one to gather more information about them. At this stage it's a good idea to supply them with further information that is more tailored to their specific needs. Showing them that you not only took the time to get to know them, but also have something that's specific to their needs will show that you're attentive to and care about your customer's wants and needs.

Desire: They've taken an interest in a specific product or service. Now that you've supplied them with information specific to what they're looking for, they've found a product or service you provide that might be a good fit for them. Invite them to schedule a consultation using an email or a call-to-action. At this stage you want to tell them more about the product or service they're interested in. Show them why they need it and exactly how it will benefit them.

Action: Taking the next step towards purchasing. This is when you're able to turn your potential customer into a lead. You've given them valuable information, shown them you pay attention to your customer's needs, and shown them that you have something they need that will benefit them. All that's left is discussing things like price, payment and other aspects of your product or service that are relevant to a buyer.

Having an effective marketing funnel won't just get you more leads, it can also help you turn leads into repeat buyers. If the customer has a good experience they might return to purchase from you again or even tell others they know about your business. The elements of a marketing funnel can seem like a lot to put together, but they're simple concepts when broken down. You'll see that numbers 3, 4 and 5 help to break down and explain the different aspects of having a marketing funnel in place on your site and how to put together some of the most important pieces of it.

3. Developing a call-to-action: We talked about using a call-to-action in the second step as a part of your marketing funnel, but what is a call-to-action exactly? A call-to-action (CTA) is an image or text that prompts visitors to take action, such as subscribe to a newsletter, view a webinar or request a product demo. CTAs should direct people to landing pages, where you can collect visitors' contact information in exchange for a valuable marketing offer. In that sense, an effective CTA results in more leads and conversions for your website. This path, from a click on a CTA to a landing page, illustrates the much desired process of lead generation. In order to increase visitor-to-lead conversion opportunities, you need to create a lot of calls-to-action, distribute them across your web presence and optimize them. A good CTA should be attention grabbing and help lead a potential customer further into your marketing funnel.



4. **Creating an Effective Lead Magnet:** A lead magnet can be used alone or along with a CTA. This will also be used either within your marketing funnel or as a way to drive potential customers into your funnel. Supply them with something relevant to your product or service that they want. Use your offers as a way to gather more information about a potential buyer while driving them further into your funnel at the same time. This brings them closer to becoming an actual quality lead who will spend money on your product or service. The idea behind a lead magnet is to trade information. You supply something like a free download of a white paper, but in order to complete the download the individual has to fill out a form that will provide you with more information about them. You'll use the information you gather to interact with them more as they progress through your funnel.

5. **Driving Traffic:** In order to drive people into your marketing funnel, there first has to be traffic on your website. There are a variety of ways to drive traffic to your website. Here are a few of the ones I recommend:

Quality Content: Use content such as blog posts, press releases and articles on authority websites. Insert links to various places on your website within this content to build your brand name through exposure and drive traffic to your website.

Keyword Strategy: Inserting related keywords into content will help your content and website show up in more search results, this leads to higher volumes of web traffic.

Website Optimization: Ensuring that your website is optimized and functioning at its best is essential. People don't want to visit a website that doesn't work properly.

Social Media: Use engaging social media posts to attract more traffic to your site. Using pictures, video, and other relevant media will help your posts get more engagement.

Try these simple digital marketing strategies out on your website and see for yourself how much of a difference they can make. If you want your business to grow, digital marketing is the place to start.


Sanjiv Kapur
Lucknow

An abstract graphic featuring flowing, overlapping waves in shades of green, blue, and yellow. Scattered around these waves are several geometric shapes: a large red triangle pointing down, a smaller orange triangle pointing up, a yellow triangle pointing right, and a large pink and yellow triangle pointing left. Small red, orange, and blue dots are also scattered throughout the composition.

CUSTOMIZE YOUR AD. SPENDS

NATIVE ADVERTISING IS THE NEW BUZZ WORD.

Consumers, and consumer behavior, have changed over the last decade and it's all because of the Internet. The Internet has led to a proliferation of content, so that consumers have a plethora of media to choose from. And the Internet has created super-informed consumers who need to be educated less and who are more skeptical of traditional marketing tactics than ever. It's harder than ever for brands to engage with consumers. So the way that brands communicate with consumers also has to change. It's no wonder that native advertising is one of the hottest trends around.



Native advertising is a powerful and effective way to integrate branded content into a user experience. By making pieces of content feel less intrusive, the idea is that users are more likely to click on and engage with the content. Unlike ads that are pushed on consumers, native advertising and native content invite consumers to experience it.

Advertising is always most effective when it is well integrated into the customer experience. Over this past year, programmatic buying and native advertising (both popular buzzwords in our industry) have taken two very different approaches in enabling marketers to create engaging and relevant experiences for their audiences — one by using data, and the other by masquerading as content.

However, regardless of the channel or advertising strategy, the overall brand goal generally remains the same: to reach audiences, evoke brand experiences and, essentially, sell more products. The better the experience, the greater the chances are that you will meet your brand goals. However, none of this is possible without scale.

Native advertising can be done one of two ways: either with custom advertising, which encompasses custom units within a publisher's site, or integrated ads, which can come in the form of sponsored tweets and/or other types of ads strategically worked into the publisher's content. Citi Bike is a great example because it is both customised and integrated, which is the nirvana of native advertising.

On the other side of the fence lie programmatic and real time buying (RTB), which offer a scalable solution for marketers based on data and which make custom advertising seriously challenging. If you only know who your ad is reaching, and don't know exactly where the user is seeing the ad (i.e., because you are buying media via ad exchanges), then it becomes very difficult to customize the experience on a site-by-site basis. The technology used to enable this kind of customization is not on anyone's deployment horizon. Given the desire of both buyers and sellers to automate media discovery, negotiation, and execution, I predict that we will soon see standards emerge about cross-site, template-driven advertising, more commonly referred to as native advertising.



Saunil Arora
Ahmedabad

CREATIVE ECHOES


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A Navratna company, Powergrid's gigantic transmission network, spread over the length and breadth of the country, is consistently maintained at an availability of over 99%. Keeping pace with changing business environment, Powergrid has set its vision and aligned its mission and objectives as a request of foresight. No wonder, it's the power backbone of the country.



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May the divine blessings bring success & happiness to you

|| **Happy Ram Navami** ||



Regulating Food Safeguarding National Health

The Food Safety and Standards Authority of India (FSSAI) was established under Food Safety and Standards Act, 2016. It consolidates various acts & orders that have hitherto handled food-related issues in various Ministries and Departments. FSSAI has set down scientific standards for articles of food and the authority also regulates their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption.

Celebrating 18 years of its existence, FSSAI has announced 18 new initiatives.

- Safe and Nutritious Food at Home • Safe and Nutritious Food at School • Safe and Nutritious Food at Workplace • Borneo Safe • Corporate for Safe and Nutritious Food
- Connect to Citizens • Diet for Life • Food Safety Training and Certification • Integrated Food Standards • Quick Access • Strengthening Food Testing Laboratories

www.fssai.gov.in

Maharashtra Housing and Area Development Authority
Pradhanmantri Awas Yojana - Housing for All (Urban)
 Construction of 40,000 Houses in the state

Launching Programme

by
Shri. Narendra Modiji
 Hon'ble Prime Minister

Presided by
Shri. Devendraji Fadnavis
 Hon'ble Chief Minister, Maharashtra State

Highlights of the PMAY Scheme

- A plan for construction of 40,000 houses in 27 different locations across the state.
- State has given government land at concessional rate for PMAY Housing.
- Stamp duty of only Rs. 1,000/- per dwelling unit for EWS houses.
- 50% Concession in land Measurement & Development charges.
- Urban government gave subsidy of ₹ 1.30 lakh and the state has given ₹ 20 lakh.

Chief Guest
 Shri. Nitin Gadkari
 Hon'ble Minister, Road Transport, Highways and Shipping, Government of India

Shri. Prakash Mehta
 Hon'ble Minister, Housing, Maharashtra State

Shri. Ravindra Walker
 Hon'ble Minister of State for Housing, Maharashtra State

Host:
 Sh. S. Jonde
 Shri. Sanjay Kumar

Date: 14th April, 2017
 Venue: District Sports Complex, Mankapur, Nagpur
 Time: 1.10 pm

Indian Bank
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Who can register for Urja Mitra power outage alerts?

Consumers of onboard discoms under Urja Mitra can register to get the alerts on Power Outage via SMS or Emails.

LIC MUTUAL FUND


START PLANNING TODAY INVEST IN LIC MF Mid-cap Fund

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

LIC MUTUAL FUND

Start small. Gain big.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.



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and suggestions on the makeover
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