



# MIDAS TOUCH

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January 2017

A nexus of creativity  
and passion

# CONTENT



**MD's Voice**



**The other face of  
Advertising**



**A matter of  
commitment**



**Where there's a will,  
there's Goldmine**



**English isn't everything**



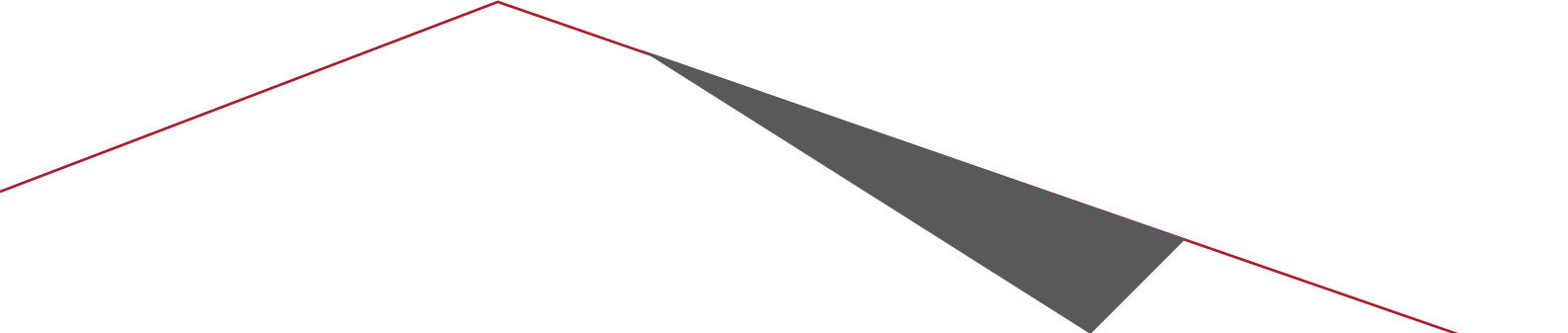
**Creative Echoes**



## MD'S VOICE

Dear Friend,

The Bangalore-based Big Basket was founded in 2011 by Abhinay Choudhari, Hari Menon, and Vipul Parekh. Together, the trio have scaled up Big Basket to be the largest online grocer in India. The online supermarket retailer claims to have 5 Lakh loyal customers across seven cities and clocks nearly 20,000 orders a day. In less than a year after starting their operations in Bangalore, they branched out to Mumbai and Hyderabad. The last two years have been eventful with their presence having spread to seven cities, and they are all set to establish themselves in 27 cities by March 2017. Prior to their debut TV campaign with Shahrukh Khan as the celebrity endorser that aimed at mass appeal (I'm a bigbasketeer. Are you?) and unveiled a fresh brand identity, as India's largest online supermarket, Big Basket initially focused on a niche upper class or dual income working couples.



This target audience were reached through a strategic communication, which said: Why spend time handpicking fruits and vegetables when we handpick them for you? Another one said: Why spend time washing, peeling and cutting when you have our range of cut vegetables and fruits to choose from? Now, this is smart communication, knowing well that time is always at a premium for working class (dual income) couples. Later, Big Basket carried out a research that revealed a shift in the audience behaviour for order placement. The order traffic that was primarily driven by desktop has seen a marked shift of over 60% to their mobiles. Vipul Parekh, co-founder, says, "Seeing that the audience behaviour is shifting from desktop to mobile, we felt that it is the time to change and create a brand according to the mobile audience." In keeping with the mobile trend, Big Basket changed their communication strategy to: How about buying groceries on the go? On mobile... followed by: Why spend time making a grocery list? We know what you need! The marketing strategy of Big Basket has been largely using print and radio. Television and digital is a recent addition to their portfolio. Offline push is stronger and accounts for 80% of the total marketing


spends, which is to the tune of Rs. 100 crore. The logic is understandable: Grocery as a category is much different from other categories such as fashion, which has the target audience between 16 years and 40 years. Here the target audience is between 27 years and 65 years. Though this age group is there on the Internet, they are yet not that digital-savvy as one would like to believe. By adding TV to their media strategy recently, Big Basket has emerged as a mass market brand like Spencers, Big Bazaar or D-Mart with the exception of being online. The question then arises as to what sets Big Basket apart when others in the grocery space, like Localbanya, Pepper Tap, among others, are shutting down. The answer will surprise you. They believe in slow and steady wins the race. They don't believe in aggressive expansion like their competitors. Instead, they focus on solid back-end support in terms of warehouses, storage facilities and logistics. In the words of Abhinay Chaudhari, "To be big, think big, think deep." The deep thinking is visible even in their communication. Little wonder then, they are targeting revenue of Rs. 1800 crore in FY17.

**Madan Singla**  
Managing Director

# THE OTHER FACE OF ADVERTISING

## ADVERTISING - THE NECESSARY EVIL

Is it really a stretch to imagine that most of our conscious or unconscious actions of our lifestyle choices are as per the advertisements we are privy to? Since the dawn of the industrial revolution, advertising has come a long way for products and services to reach its intended target market. For a business to grow, it is essential for the people to know about the products and services a business has to offer and in this inter-connected world of ours, advertising has become an integral part of the daily life.



Today, information dissemination has become more faster and cheaper. Advertising, at this digital age, is not only the means to showcase the brand's new products but also to maintain their market presence and increase the market shares. Advertising taps into the subconscious mind of the audience, manoeuvring them into creating false needs to become a part of the 'cool' crowd by glorifying the products and services.

But no matter the opinions of the society, the truth is, the world cannot thrive without advertisements. Ads spread messages to a large number of people with just one communication and also assists in bridging the gap between consumers and suppliers of products and services. Safe to say, advertising has become the necessary evil for creating customer awareness and projecting information to the consumers for the upliftment of the society.

**Kartik Kotian**  
Mumbai

# A MATTER OF COMMITMENT.

**IF YOU COMMIT TO NOTHING,  
YOU'LL BE DISTRACTED BY EVERYTHING**

In the northeastern hills outside Kyoto, Japan there is a mountain known as Mount Hiei. That mountain is littered with unmarked graves. Those graves mark the final resting place of the Tendai Buddhist monks who have failed to complete a quest known as the Kaihogyo. What is this quest that kills so many of the monks? And what can you and I learn from it?

Keep reading...

## THE MARATHON MONKS

The Tendai monks believe that enlightenment can be achieved during your current life, but only through extreme self-denial. For the Tendai, the ultimate act of self-denial — and the route to enlightenment — is a physical challenge known as the Kaihogyo. Because of this challenge, the Tendai are often called the “Marathon Monks.” But the Kaihogyo is much more than a marathon.

## THE KAIHOGYO

The Kaihogyo is a 1,000 day challenge that takes place over seven years. If a monk chooses to undertake this challenge, this is what awaits him...

During Year 1, the monk must run 30 km per day (about 18 miles) for 100 straight days.

During Year 2, the monk must again run 30 km per day for 100 straight days.

During Year 3, the monk must once more run 30 km per day for 100 straight days.

During Year 4, the monk must run 30 km per day. This time for 200 straight days.

During Year 5, the monk must again run 30 km per day for 200 straight days. After completing the fifth year of running, the monk must go 9 consecutive days without food, water, or rest. Two monks stand beside him at all times to ensure that he does not fall asleep.

During Year 6, the monk must run 60 km (about 37 miles) per day for 100 straight days.

During Year 7, the monk must run 84 km (about 52 miles) per day for 100 straight days. (52 miles per day!) And then, he must run 30 km per day for the final 100 days.

The sheer volume of running is incredible, of course, but there is one final challenge that makes The Kaihogyo unlike any other feat...

## DAY 101

During the first 100 days of running, the monk is allowed to withdraw from the Kaihogyo. However, from Day 101 onwards, there is no withdrawal. The monk must either complete the Kaihogyo ... or take his own life. Because of this, the monks carry a length of rope and a short sword at all times on their journey. In the last 400+ years, only 46 men have completed the challenge. Many others can be found by their unmarked graves on the hills of Mount Hiei.



### 3 Lessons on Mental Toughness and Commitment

The mental toughness of the Marathon Monks is incredible and their feats are unlike most challenges that you and I will face. But, there are still many lessons we can learn from them.

“Complete or Kill.”

1) The Marathon Monks are an extreme version of the “complete or kill” mentality. But you can take the same approach to your goals, projects, and work. If something is important to you, complete it. If not, kill it. You don’t need all of those loose ends. Either something is important enough to you to complete, or it’s time to kill it. Fill your life with goals that are worth finishing and eliminate the rest.

2) If you commit to nothing, you’re distracted by everything.

Most of us never face a challenge with the true possibility of death, but we can learn a lot from the monk’s sense of commitment and conviction. They have clarified exactly what they are working toward and for seven years they organize their life around the goal of completing the Kaihogyo. Every possible distraction is rendered unimportant. Do you think the monks get distracted by TV, movies, the Internet, celebrity gossip, or any of the other things that we so often waste time on? Of course not. If you choose, you can make a similar decision in your life. Sure, your daily goals may not carry the same sense of urgency as the Kaihogyo, but that doesn’t mean you can’t approach them with the same sense of conviction. If you commit to nothing, then you’ll find that it’s easy to be distracted by everything.

3) It doesn’t matter how long your goal will take, just get started.

On Day 101, the Tendai monks are thousands of miles and 900 days from their goal. They are setting out on a journey that is so long and so arduous that it’s almost impossible for you and me to imagine. And yet, they still accept the full challenge. Day after day, year after year, they work. And seven years later, they finish. Don’t let the length of your goals prevent you from starting on them. Never give up on a dream just because of the length of time it will take to accomplish it. The time will pass anyway.

### What Makes You Different From the Marathon Monks

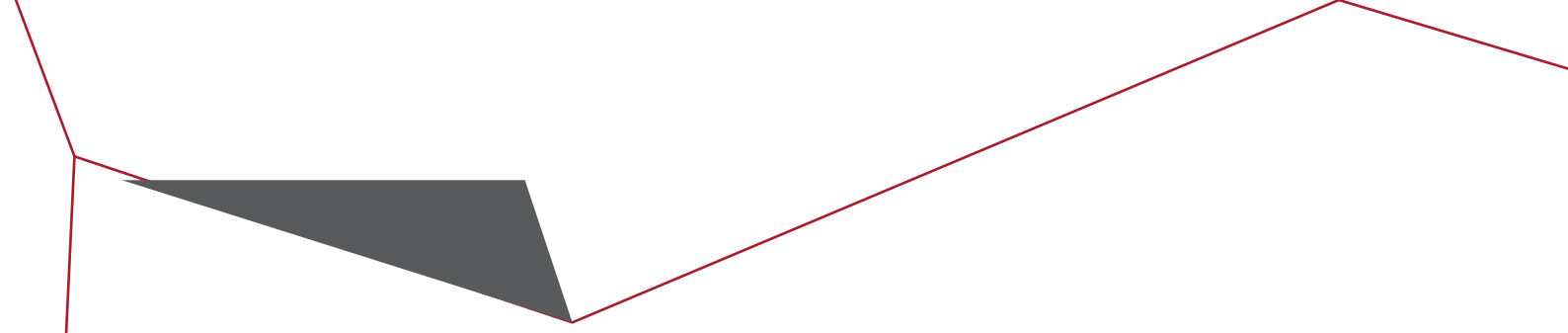
There is one very fortunate difference between you and the Tendai monks. You won’t die if you don’t reach your goal! In the words of Seth Godin, you literally have the “privilege of being wrong.” You won’t die if you fail, you’ll only learn. Furthermore, you can always change your mind. If you commit to a goal, work on it for a year, and decide that this isn’t actually what you wanted ... guess what? You’re free to choose something else. This should take a burden off of your shoulders! You don’t have to worry about committing to the right thing. If you’re debating between choices, just choose one. You can always adjust later on. You have the opportunity to choose a goal that is important to you and the privilege of failing with very little consequence. Don’t waste that privilege.

### Where to Go From Here

The biggest lesson that the Tendai monks offer for everyday people like you and me is the lesson of commitment and conviction. Imagine the sense of commitment that the monk feels on Day 101. Imagine what it feels like to embrace the final 900 days of that challenge. Imagine what it feels like to accept a goal that is so important to you that you tell yourself, “I’m going to finish this or I will die trying.” If you have something that is important to you, then eliminate the unrelated and unimportant tasks, get started no matter how big the challenge, and commit to your goal.

Every big challenge has a turning point. Today could be your Day 101.

Today could be your Day of Commitment.



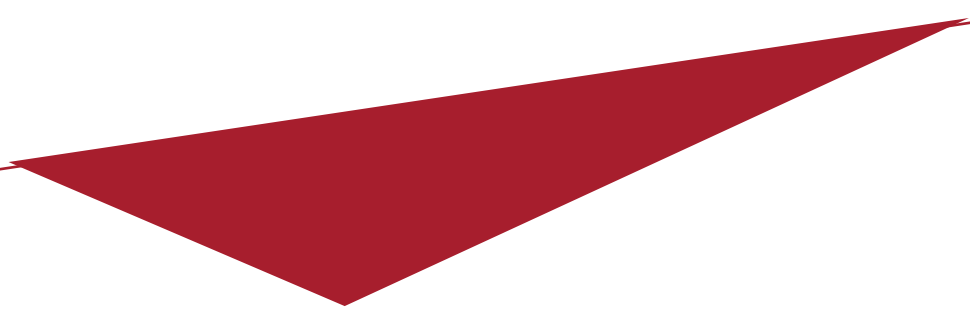
# WHERE THERE'S A WILL, THERE'S GOLDMINE.

“2 years back Indian Railways participated in Vibrant Gujarat and Goldmine team worked efficiently to prove why we are best when it comes to finesse.”

This year again VIBRANT GUJARAT was announced. Indian Railways made up their mind just 5 days before the date when everyone planned to start fabricating. Within a day Goldminers burnt the midnight oil, did research, formulated copy/concept and in the morning the servicing team started gunning to get approvals from the client. Everything was moving like a Hollywood film.

There was pressure, passion, zeal and a commitment to complete the job within the deadline. While approvals were on their way another team went to Gandhinagar to study the venue and create a blue print of allocated space. Suddenly there was chaos that Indian Railways will not participate in this event as there arised some dispute between the client and the organiser. Panic situation arose as Agency and the Exhibition Team had moved quite forward.. Somehow the approvals were back in place with amazing determination of the PR TEAM of Western Railway.

Sheer passion and hard work lead to building of PAVILION minute by minute, hour by hour, day by day...within 3 days. The 500 metre stall was ready to showcase the legacy of Indian Railways...





It's indeed a proud case study for every Goldminer. Someone rightly said, WHEN A TASK CAN'T BE DONE BY ANYONE....YOU CAN BANK ON GOLDMINE...

# ENGLISH ISN'T EVERYTHING.

## VERNACULAR CONTENT, THE NEXT BIG THING ON THE INTERNET

Localisation and hyper localisation will attract the next pool of users to digital content. The next big thing on online is video vernacular content. It is only post 2013, the true original content creator revolution began. Around 2014, the first set of comedy creators - guys like AIB and TVF - started to emerge. Their videos started to become popular which lead others to the platform. Reason why India is one of the very few countries where YouTube has YouTube Space. The YouTube Space is in Mumbai and one can walk into it with an idea, use the infrastructure and come out with a well-produced video.



Every marketing expert knows the Importance of Content Marketing. It is a great way to engage with customers and to provide them with knowledge. Creating content that is both relevant and valuable to its target audience is at the very heart of effective content marketing. With the growth of mobile and Internet in India, every town and village in India has access to Internet. Thanks to this Internet revolution, most of the target audience can be found speaking another language apart from English. So how are you going to address this problem? Our solution is a multi-lingual content strategy. Today, Hindi content consumption is growing at 94%. English is, of course, the most commonly used language online not just in the world but also in India. Google data shows 94% growth rate for Hindi content consumption. Keeping this in mind global brands have started focusing on regional language as part of their strategy. A year ago, Facebook users were flabbergasted to see the login page in Hindi script. This was followed by US based visual discovery tool Pinterest launching a Hindi version, allowing users in India to use the translated version. Today, Google supports languages such as Hindi, Gujarati, Marathi, Bengali, and Tamil among others. With 127 million Internet users in India consuming content in local language, all global social media sites have realized the fact that they if they don't go local in India they might soon lose relevance. Catering to the Internet users in tier II and III towns, Google is now focusing to expand

usage of its products like Google maps in vernacular languages, especially Hindi. Wikipedia is fuelling growth of vernacular content online. No less than 0.3 million of 7 million unique page views of Wikipedia from India in 2009 were traced to vernacular pages. Today, there are 52,470 Hindi wiki articles; over 44,265 articles in Telugu, over 20,000 each in Bengali and Tamil. In 2009, the Marathi, Hindi, Malayalam and Telugu wikis recorded over 100 per cent increase in page views.

Only 10% of the literate 74% read English while the rest consume content in the vernacular medium. Remaining 66% are literate in their local languages. There are more than 70,000 newspapers printed in India and around 90% are either printed in Hindi or other regional languages. Realizing the importance of regional content, Indian app developers are also recognizing the need for local app distribution platforms. International app stores do not yet lend themselves to the easy discovery of highly India-specific regional content.

So, we can say that vernacular content is already making waves online and so it's the next big phenomenon on the Internet.

**Jayadev Dutta**  
Delhi

# CREATIVE ECHOES

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