



**MIDAS
TOUCH**
September 2016

A spectrum of ideas

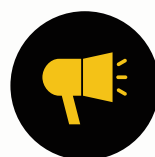
C O N



MD'S VOICE



**THE POWER OF
THE TONGUE!**



**BEHAVIOURAL
ADVERTISING**

TENT



POINT OF VIEW



CELEBRATIONS



CREATIVE ECHOES



MD'S VOICE

Dear Friend,

He is best known for his yoga camps, controversial sound bites, run-ins with the tax department and proximity to some of the political parties. But, now Baba Ramdev has captured the imagination of stock market analysts, thanks to the meteoric rise of Patanjali Ayurved - a closely-held entity spearheaded by the yoga guru and selling an amazing range of food and personal care items through thousands of outlets across India. It has been in the news lately because of their inclusion in a 'Wish You Were Listed' report by CLSA which estimates them to be bigger by revenue than Jyothy Laboratories, Himalaya and Emami. It is perhaps the fastest growing fast moving consumer company in India with revenues in excess of Rs. 5,000 crore for 2015-16. Ayurveda and Baba Ramdev are its most ardent early adopters, and they spread the word to others on the efficacy of the products. There is the added belief that something from this heritage is likely to be pure, and Patanjali has been quite welcoming of analysts and media to its offices to back this belief. In the last five years, Patanjali Ayurved, founded in 2007, has grown more than 10 times, an unprecedented feat in India's fast-moving consumer goods industry. What's more, Ramdev claims,





this is just the beginning. Nestle, Hindustan Unilever and Colgate-Palmolive will be left clueless eventually. The company has 4,000 distributors, 10,000 stores and 100 mega-marts. Last year, Patanjali Ayurved tied up with retail chains the Future Group and Reliance Retail. The reasons for Patanjali's accelerated growth in a 4P framework are: a) Product: Differentiated product that appeals to the Indian belief in Ayurveda/natural remedies/'hand' medicine. b) Price: Discounted at 20-30% compared to competition. Low cost pack sizes – health juice sachets start at Rs 5, making their product accessible to many. c) Place: Distribution through Ayurvedic pharmacies which further strengthens their health proposition. Tie-ups with online retailers such as bigbasket.com not only give them access to a growing middle class base but also reduce their cost of distribution and display. d) Positioning: Strong positioning on Ayurveda and health consistently reinforced by its 'brand ambassador'. In fact, Ramdev has become the most visible face in TV

commercials with just one brand to endorse – his own Patanjali Ayurved. In the process, he has put in the shade celebrity endorsers from movie stars Amitabh Bachchan and Shah Rukh Khan to cricketers Virat Kohli and MS Dhoni. With the popularity of the approx. 200 products of Patanjali Ayurved, the growth of the company can be attributed to the belief and acceptance of Ayurveda, and of course, the faith in the message of righteous living through yoga by Baba Ramdev. The success of Patanjali is, undoubtedly, what the tagline says, *Prakruti ka Ashirwad*.

Madan Singla,
Managing Director






THE POWER OF THE TONGUE!

WORD OF MOUTH PUBLICITY

Sholay, movie was released on August 15, 1975 and the first three days response was lackluster. But after three days, the shows started running full only due to word of mouth publicity. There was something good about the movie which was being spread by the movie goers. In Hyderabad, a famous bakery is popular for its fruit biscuits. It is a choice of every customer and also a first choice for those who visit the city. It is the word of mouth publicity that the product enjoys and builds up the customer base. In Pune, a sweet shop has a product Bakarwadi,





a Maharashtrian snack which is very popular in Pune and also for those who visit the city and make sure to carry along with them. These are examples and there are many cities in the world which have specialty product and a majority of the products are sold without advertising or with minimum advertising. It is the word of mouth publicity which plays an important role. The satisfied customers act as brand ambassadors and that too unpaid. Although, it is a very long process to establish the customer base by way of word of mouth publicity, but it stays for a long time when compared to the paid advertising. A satisfied customer promoting a brand or product lends authenticity to the communication prompting others to try the product. Word of mouth is a popular

technique used by medical professionals to recommend patients to different specialist. Political campaigns also depend on word of mouth publicity. Lastly, Word of mouth publicity is important for every business, as customers start promoting the brand after experiencing satisfaction. It is equally important for the companies to ensure promoting their product or service matches up to the expectations of its customers not once but every time they use the product.

Ramkrishna Bankapur,
Pune






BEHAVIOURAL ADVERTISING

ALTERING ADS TO NEEDS OF A CONSUMER

Advertising today has become one of an integral source for showcasing a brand's vision. Brands are vying for limelight with their unique and innovative approaches. But most of them disappear in the mainstream channel. One of the tricks to maintain the relevancy is to find a fine balance between causing discomfort with irrelevant ads and providing rich source of information for future purposes.





Somehow, catering to a specific interest of a consumer has played a key role in making a brand be in the back of mind of a consumer. This is why Behavioural Advertising has become quite a phenomenon at this digital age. To define Behavioural Advertising, its a technique presenting targeted advertisements to a consumer by collecting their browsing information. All the data that's created, be it pages browsed or time spent on site or the overall interaction with the website, each and every fragment of data is collected, quantified and used to create a user profile. With Behavioural Advertising, the data is collected from all the sources possible such as shopping patterns, brand preferences, media usage and so on. People with similar online behaviour forms a segment and ads are shown catering to their requirements. For a brand to showcase their potential and to understand the targeted demographic better, behavioural advertising is very essential. Not

only there's a potential for new consumers, but also boost the efficiency of a brand's image through ads. Behavioural Ads is all about providing relevant data to a consumer by utilising their browsing pattern. But the real question is, is it enough in this digital age?

Kartik Kotian,
Mumbai




POINT OF VIEW

WHAT'S AFTER THE DIGITAL AGE?

We've browsed, texted, and Google'd our way through the Information Age. What comes next, and when does it start? Digital age, information age..Whatever you want to call it, we're in it; and it precedes many that come before it. Stone age, ice age, bronze age, iron age. Because nobody has any clue who is going to invent the next printing press or the next Internet. I'm not saying the inevitable end to this digital era is right around the corner but it will, eventually, be put into the category of factory workers and stone tools. So what's going to make that happen? It could be even called the Nano Age... We've only just now come through to the beginning of the beginning of the digital age.





What it means is that the past 50 years or more comprise part of that 'beginning', and probably in the next few hundred years will come the end of that so-called 'beginning'... in other words, a microscopic blip of evolutionary time. Its impossible to say what is going to occur because from our perspective things are accelerating so rapidly. Society is widely accepting of these changes because we perceive them to be making our lives easier among other things. The concept of Post Digital is not a widely known one. It's like a state of being in which you assume the digital instead of marvelling at it. That's a pretty good way of viewing it; someone who lives in a world where the digital is commonplace and accepted, rather than something exciting and new. All today's infants will grow up in a Post Digital era. But given the sheer enthusiasm and focus on digital that still exists in many parts of society, we're still clearly only moving into that era, not dwelling in it. We can also help define the term by opposition; by what it's not. It's very clearly not the idea that digital technology will pass, and be replaced. While there may be some who still hope for that however they are a rapidly diminishing minority. Digital technology is clearly here to stay, and the phrase 'Post Digital' looks forward not to its end, but to its ubiquity; in fact, to the point where it becomes so ubiquitous that it *ceases to be interesting*. However, one thing about all this seems certain though, and that is that a Pandora's box of sorts seems to have been

opened upon the Earth, now that evolution seems to be asserting itself through the sphere of human consciousness via the materialization of more powerful technology and at an exponentially faster rate rather than archaic (and much lengthier) means of biological adaptation. Who knows if this means whether humanity has bought a ticket for the ride or not, every species and being ever to exist has been a stronger or weaker link on the evolutionary chain since time and space came about. Actually we are going towards an age in which humanization of digital technologies will take place through interplay between digital, biological, cultural, and spiritual systems, between cyberspace and real space, between embodied media and mixed reality in social and physical communication, between high tech and high touch experiences, between visual, haptic, auditory, and kinesthetic media experiences, between virtual and augmented reality, between roots and globalization, between autoethnography and community narrative, and between web-enabled peer-produced wikiart and artworks created with alternative media through participation, interaction, and collaboration in which the role of the artist is redefined...

Jayadev Dutta,
New Delhi

CELEBRATIONS

GANPATI BAPPA MORYA, PUDHCHYA VARSHI LAVKAR YA

India is a country of Gods, Goddesses and various festivals. To no surprise, we are surrounded by just 330 million (still counting) Gods and Goddesses and what can be said on the festivals we celebrate in the name of them, simply great. The enthusiasm, compassion and the religious feelings in the heart of devotees towards their deities is speechless. So whether it's Lord Rama who gave us the opportunity of celebrating Diwali and Dashehra, Goddess Durga for whom we do the Durga Puja or Salman Khan who gives us the masala flick, entertainment (which we know, are no less than festivals in India) all are celebrated with boundless energy and fun. One such festival which comes somewhere in the month of September, is Ganesh Chaturthi. This is one of the times when people altogether are joyfully singing the name of only one lord "Ganpatiji " singing and dancing to the tunes of "Ganpati Bappa Moriya, Pudhchya Varshi Lavkariya", "Deva OO deva, Ganpati Deva, tumse badhkar kaun" and several others. So being no alien to this fantastic festival fraternity we all at Goldmine Ahmedabad also enjoyed it with absolute fun, liveliness and peace at our office. The grace of the festival was not only in tremendously decorating the office which we did, but it was the feeling and respect in our heart for Ganeshji, the care with which we brought Him in the office, the way we did the Arti every day and of course the mouth-watering Prasad was above par. To sum up I will say only one thing, true happiness is something which is enjoyed in all the things whether small or big and at Goldmine Ahmedabad life comes alive when we get united and share such auspicious and beautiful moments. So may Ganpatiji bless us all with happiness and peace always and show us the path of courage, virtue and integrity.

Saunil Arora,
Ahmedabad




ANOTHER REASON TO CELEBRATE

Our BTL team bagged the 'Best Decoration Award' for the Andhra Pradesh Tourism Stall at the Exhibition conducted by TTF – Mumbai at Nehru Centre, Mumbai from 16th to 18th September 2016.

Here's a glimpse.




CREATIVE ECHOES



SOLID RESPONSE TO THE PROMISE OF INDIA

EXIM BANK'S INAUGURAL 10-YEAR 144A/RegS ISSUANCE OVERSUBSCRIBED 2.5 TIMES

- The issue of USD 1 billion received in over 400 international placements.
- Its the largest issuance ever for Export-Import Bank of India (Exim Bank).
- Final placement in the India is the lowest on a benchmark by an Indian Entity since 2008.
- The deal witnessed strong participation from high quality global investors.
- In terms of geographic distribution, the notes were distributed 41% in USA, 30% in Asia and 29% in the EU.



एक्सिम् बँक
EXIM BANK
www.eximbankindia.in



ONE PEOPLE. ONE IDENTITY. ONE VISION.

Exim Bank is India's nominated development bank under the BRICS Interbank Cooperation Mechanism. During India's BRICS Chairmanship, Exim Bank is committed to be a catalyst for the convergence of opportunities and strengths through skill development and knowledge sharing programmes. The BRICS Annual Meeting and Financial Forum will be hosted by Exim Bank in Goa on October 15, 2016. Exim Bank has also instituted the BRICS Economic Research Award to promote research in international trade by recognizing outstanding economists from BRICS countries.

Exim Bank is committed to the BRICS 2016 theme of **Building responsive, inclusive and collective solutions for 'One people, One Identity, One vision.'**




एक्सिम् बँक
EXIM BANK
www.eximbankindia.in




A lot has changed since 1966

FOR GUJARAT REFINERY
SOME THINGS HAVE STOOD THE TEST OF TIME

CARE Ensuring Safety of employees and property, best of engineering construction	INNOVATION Embracing the future with the latest, frontier Technology	PASSION Creating new benchmarks of excellence for over 50 years	TRUST Delivering Energy consistently to billions of Indian residents
--	--	---	--




IndianOil Gujarat Refinery with 7 MMTPA refining capacity was dedicated to the Nation on 12 October 1966 and the course of history of a small town, a City, a State and a Nation changed forever. We are proud of our role as the Mother Industry in fueling the progress of the City of Vadodra and the Vibrant State of Gujarat for 50 years.




॥ गजानना ॥

THE LORD OF KNOWLEDGE

#SmilesOfProsperity

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



॥ GANPATI BAPPA MORYA ॥

PUDHCHYA VARSHI LAVKAR YAA

#SmilesOfProsperity

**GREATER SAVINGS.
ZERO EFFORT.**

BARODA SAVINGS BANK ACCOUNT

- EASY TO OPERATE
- FREE DEBIT CARD
- FREE INTERNET & MOBILE BANKING

LET OUR HOME LOAN COMPLETE YOUR HOME DREAM

BARODA HOME LOAN

- LOW INTEREST RATES
- NO PROCESSING FEES*
- REPAYMENT PERIOD UP TO 30 YEARS

Artisanal Tradition Meets Modern Aesthetic

INDIA HANDLOOM IN PARIS

WHO'S NEXT.
VENUE: PORTE DE VERSAILLES, PARIS
DATE: 2-5 SEPTEMBER 2014

MAISON & OBJET PARIS
VENUE: PARIS-NORD VILLEPINTE, PARIS
DATE: 2-4 SEPTEMBER 2014

YOU CAN ONLY FLAUNT FASHION WHEN YOU ARE COMFORTABLE IN IT.


ज नै प न्यास JNPT

|| GANPATI BAPPA MORAYA ||

#KRUSHIYAANZINDAGIKI

**THEIR PLANS TO SOAR, DEPEND ON YOUR PLANS TO INVEST
LIC MF CHILDREN'S FUND**

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



We eagerly await your views
and suggestions on the makeover
of Midas Touch at
mumbai@goldmineltd.com

 Find us on
Facebook /Goldmine Advertising

 **Goldmine**
Advertising

Mumbai | Delhi | Ahmedabad | Pune | Goa | Baroda | Lucknow

Disclaimer: The management does not warrant or assume any legal responsibility for the accuracy, completeness or usefulness of any information or views expressed in this Newsletter. All sources and facts required for the articles are drawn from the net.