



MMA
IMPACT
INDIA

SHAPE THE FUTURE OF MODERN MARKETING



May, 2021

Modern Marketing

Capabilities | Enablers | Fundamentals

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Chief Marketing Officer



**ADITYA BIRLA
CAPITAL**

NEW

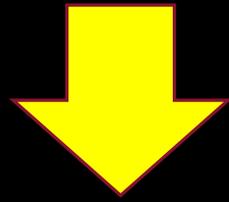
MEDIA

“MODERN”

MARKETING



MARKETING



RELEVANCE

1

WIFM / “WHY YOU”

- **CUSTOMER**
- **COMPETITION**



AMBASSADOR



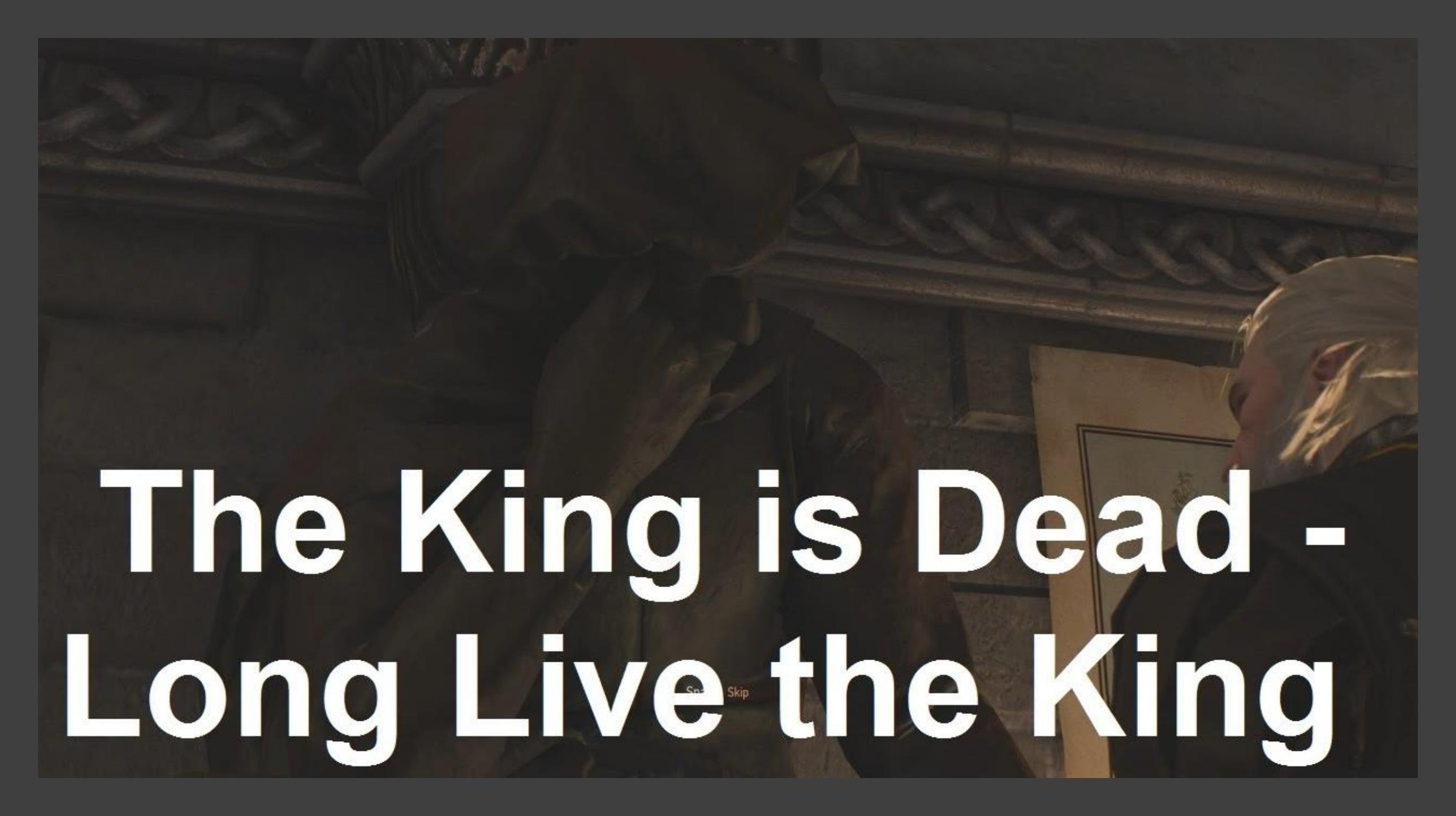
amazon[®]



2

HOW TO REACH ?





**The King is Dead -
Long Live the King**



**ADITYA BIRLA
CAPITAL**



“ MONEY ”



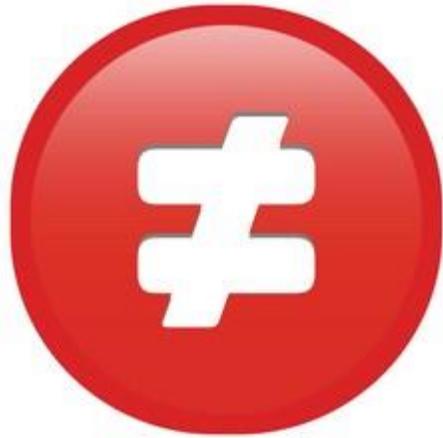
“ LIFE ”



50%

MARKETING IN FS

- R.K.M**
- Extravagance**
- Protection**



**Feel
Touch
Experience**



**Promise
Paper**

- **BUILD TRUST**

- **DELIVER**

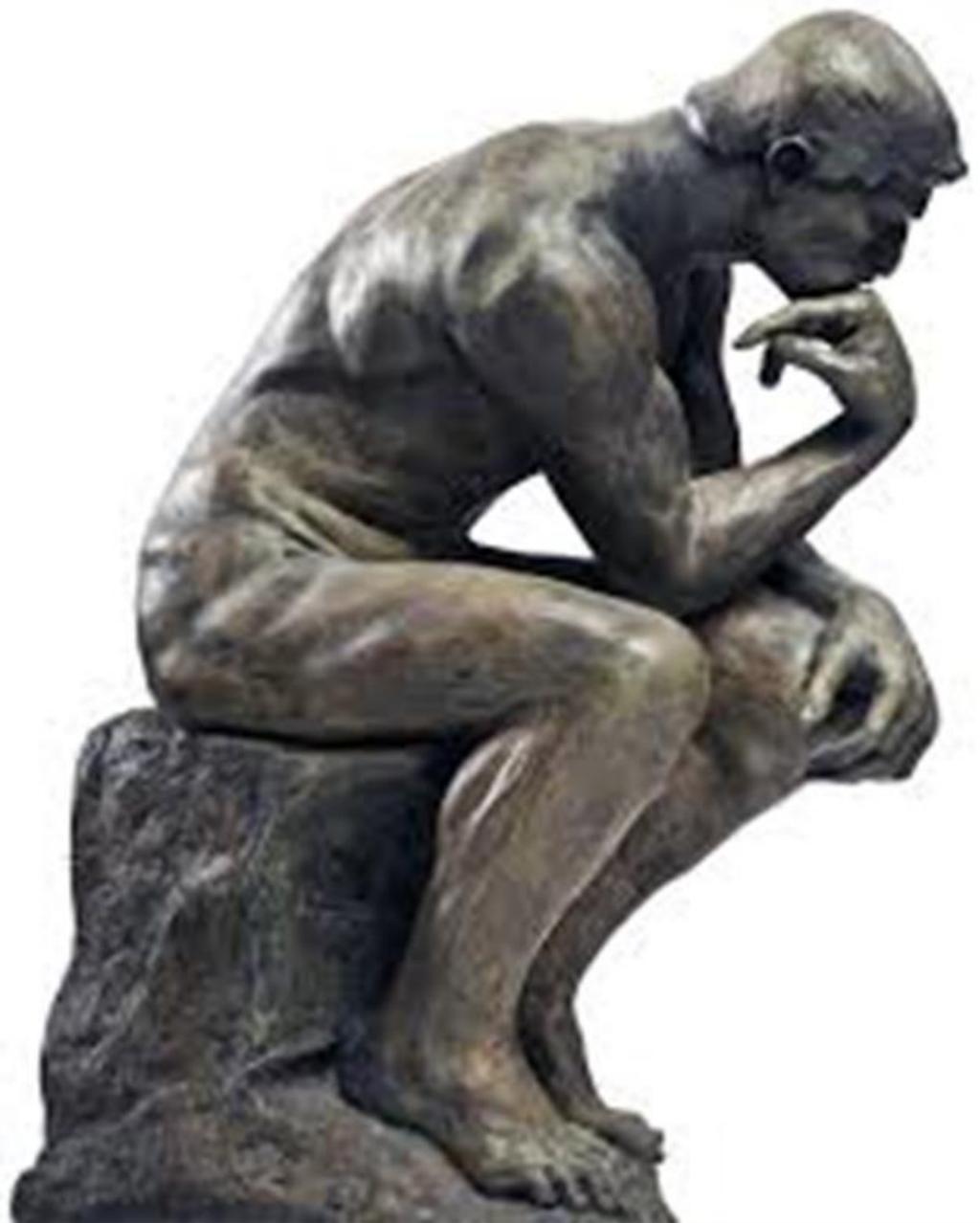
- **On Trust**

- **Experience**

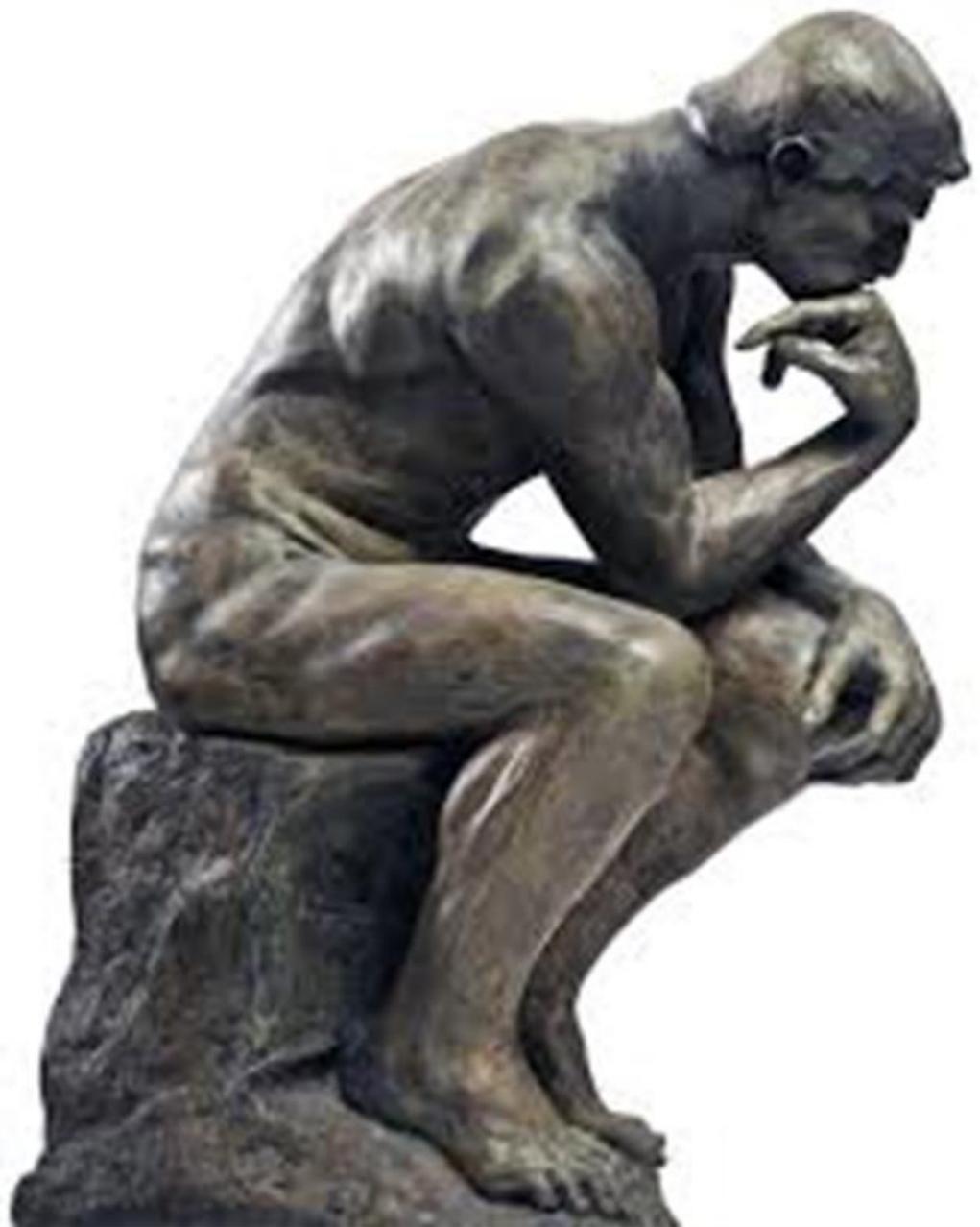
amazon

Google





My Learnings



#1

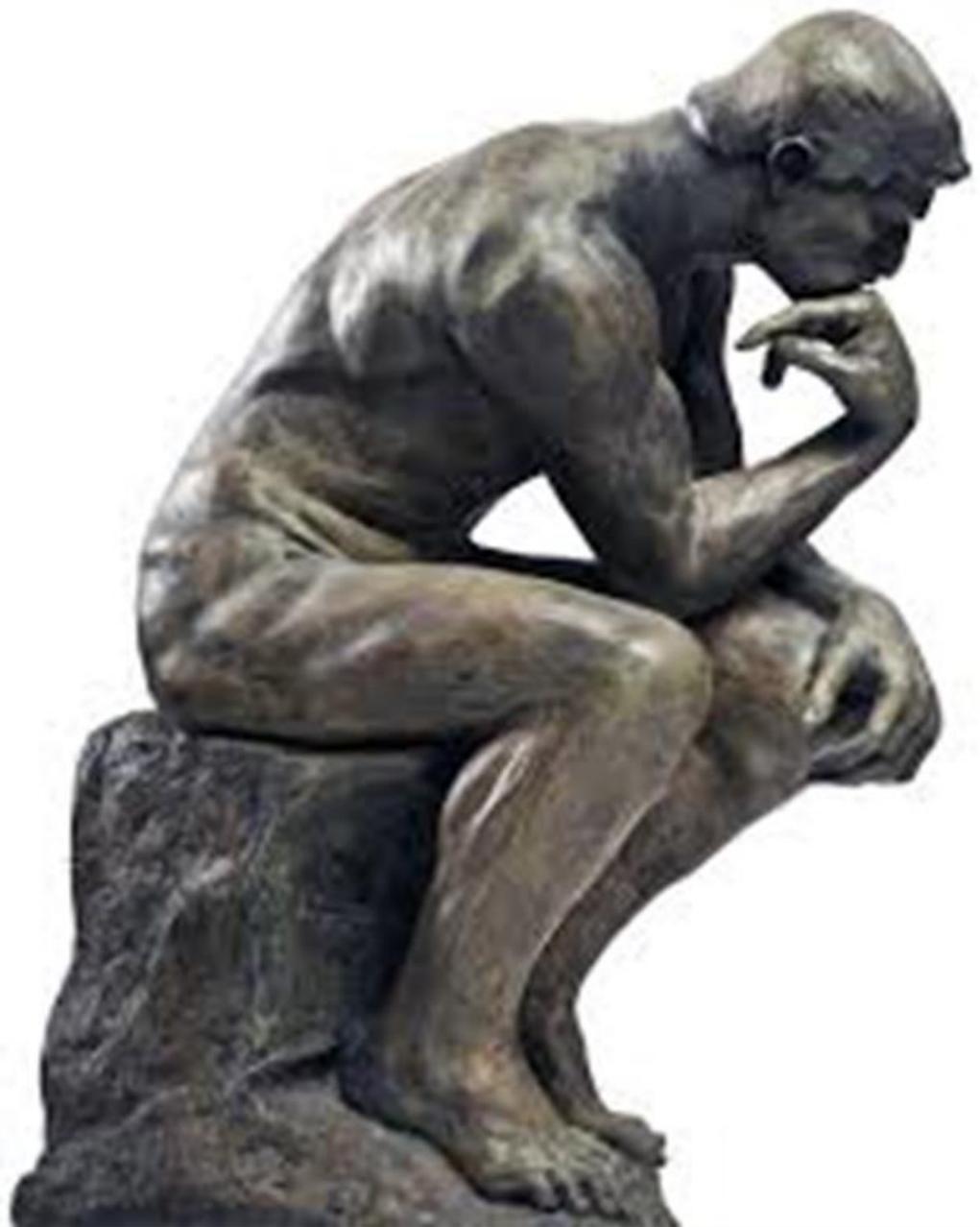
FS.

BFSI.

LI. MF. HI.

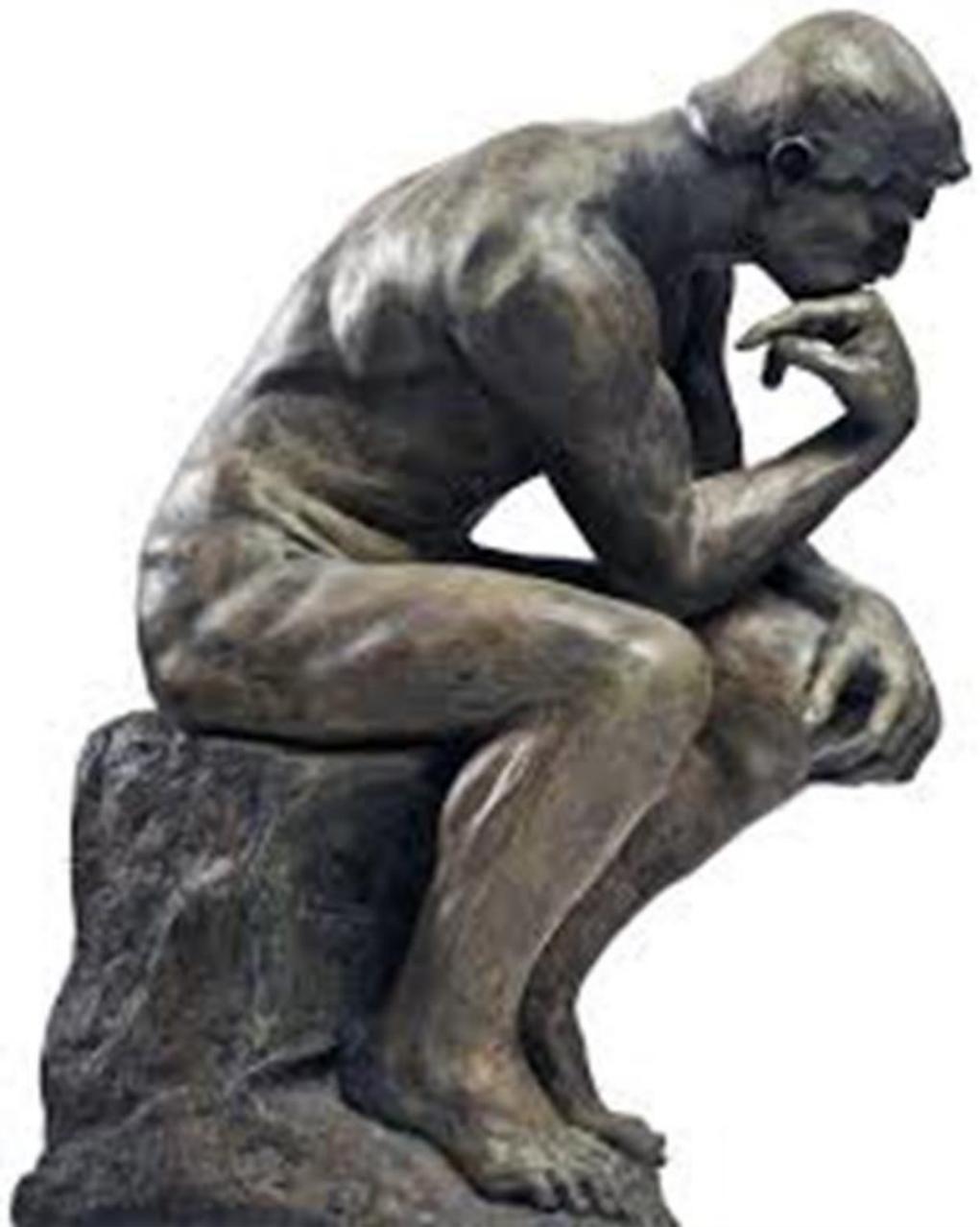
Life.

Money.



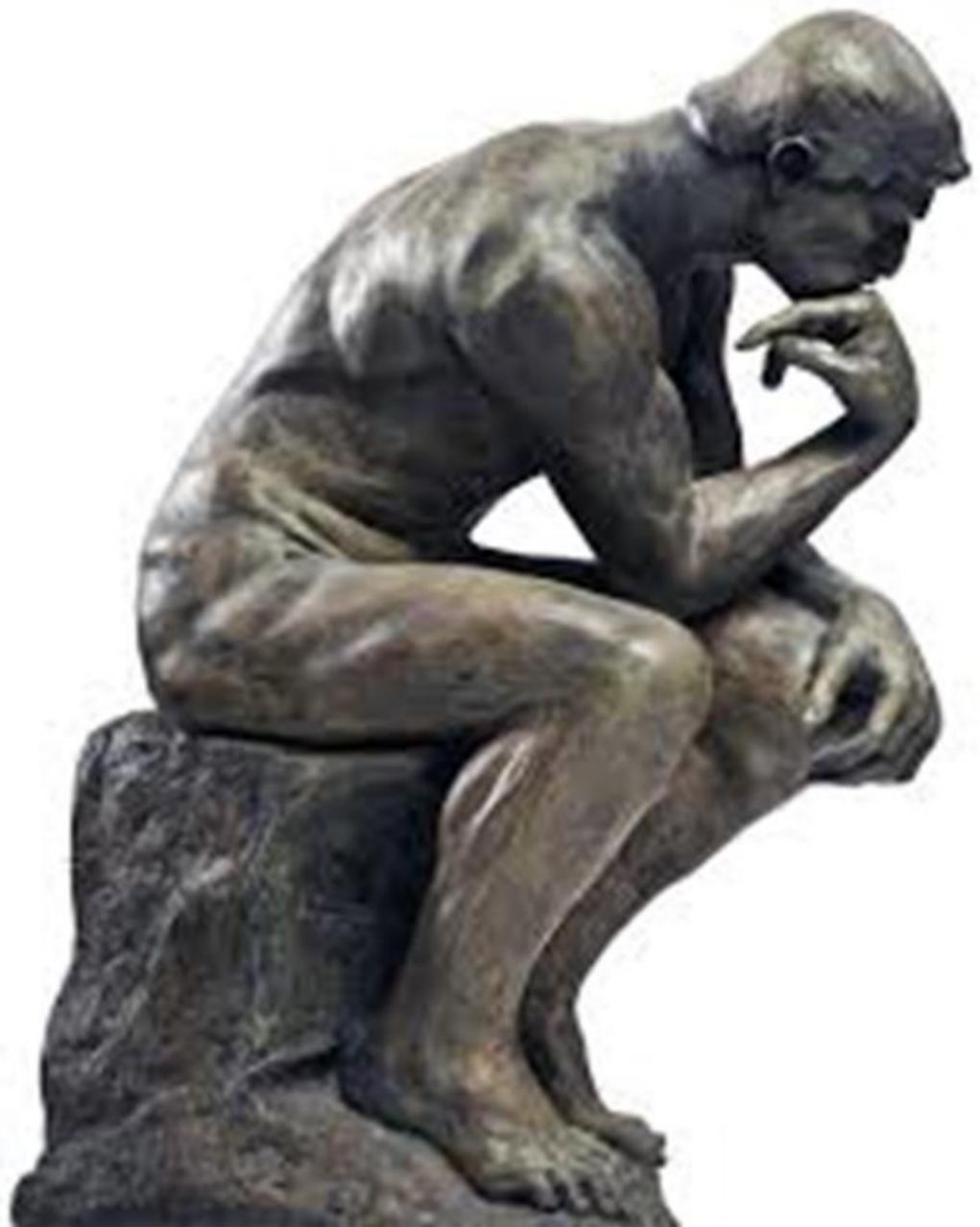
#2

Customer First.
One Money.
One view.



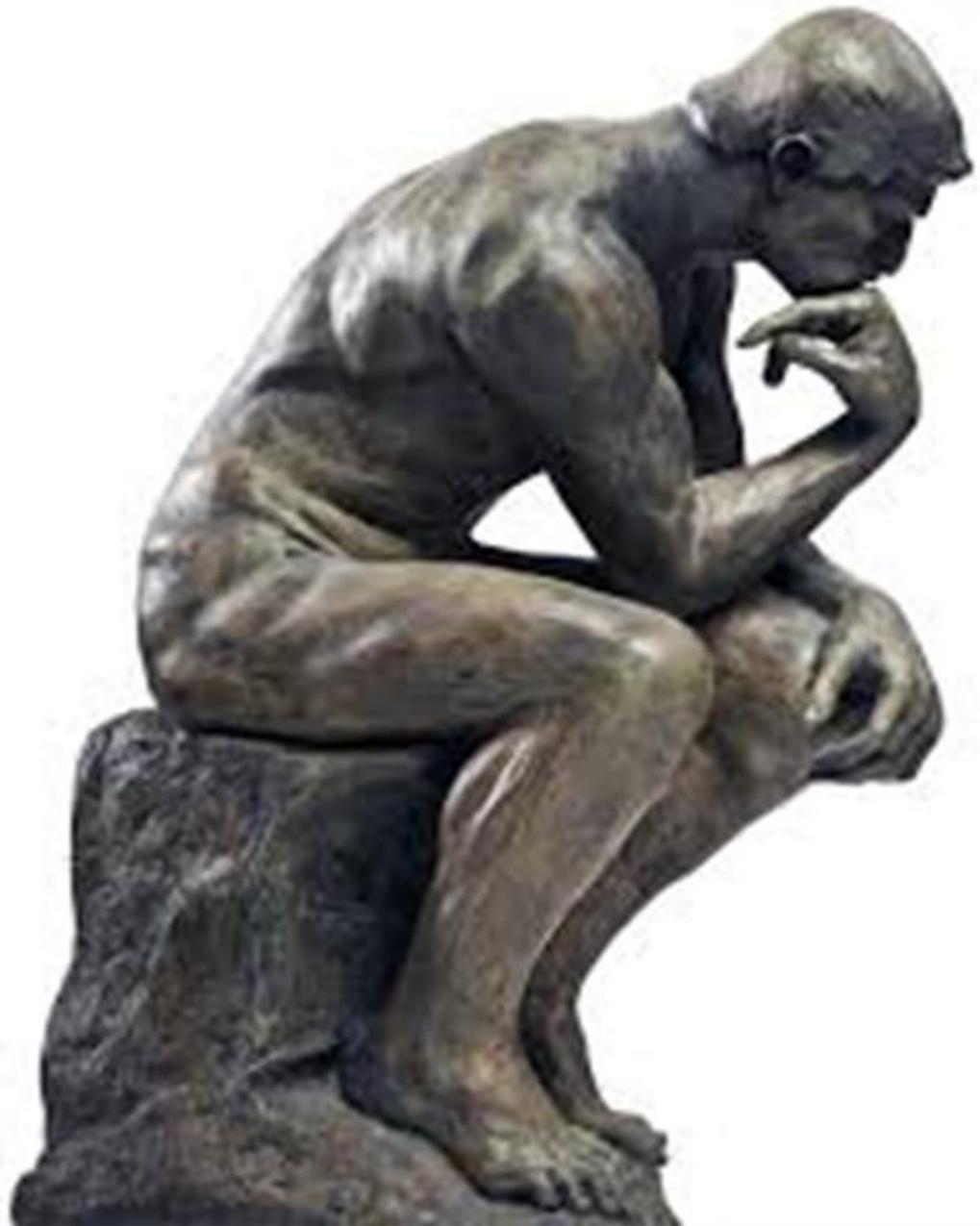
3

**Lifetime perspective.
My perspective.
Not Saridon Doctor.**



#4

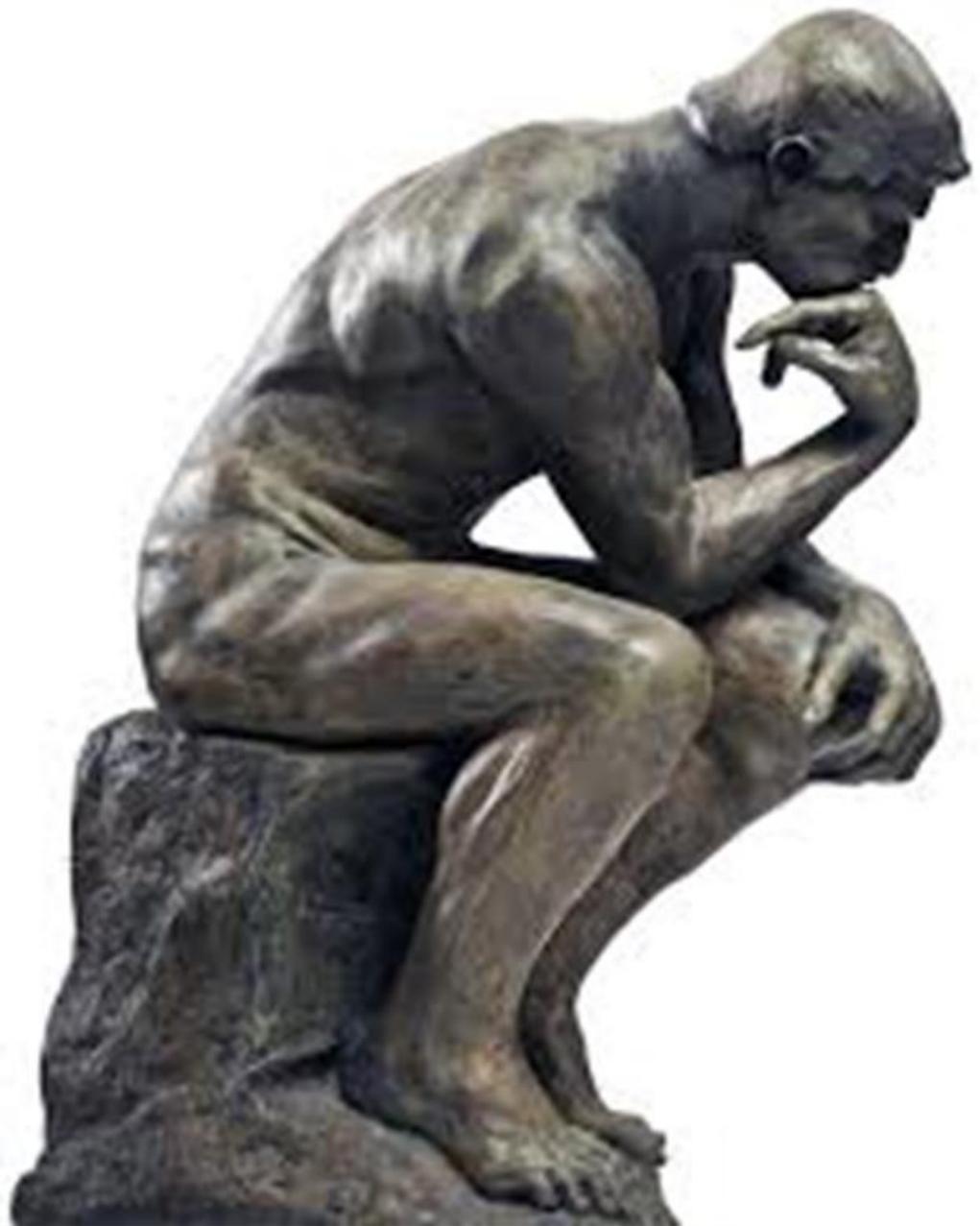
**High Touch. High Tech.
My choice.**



#5

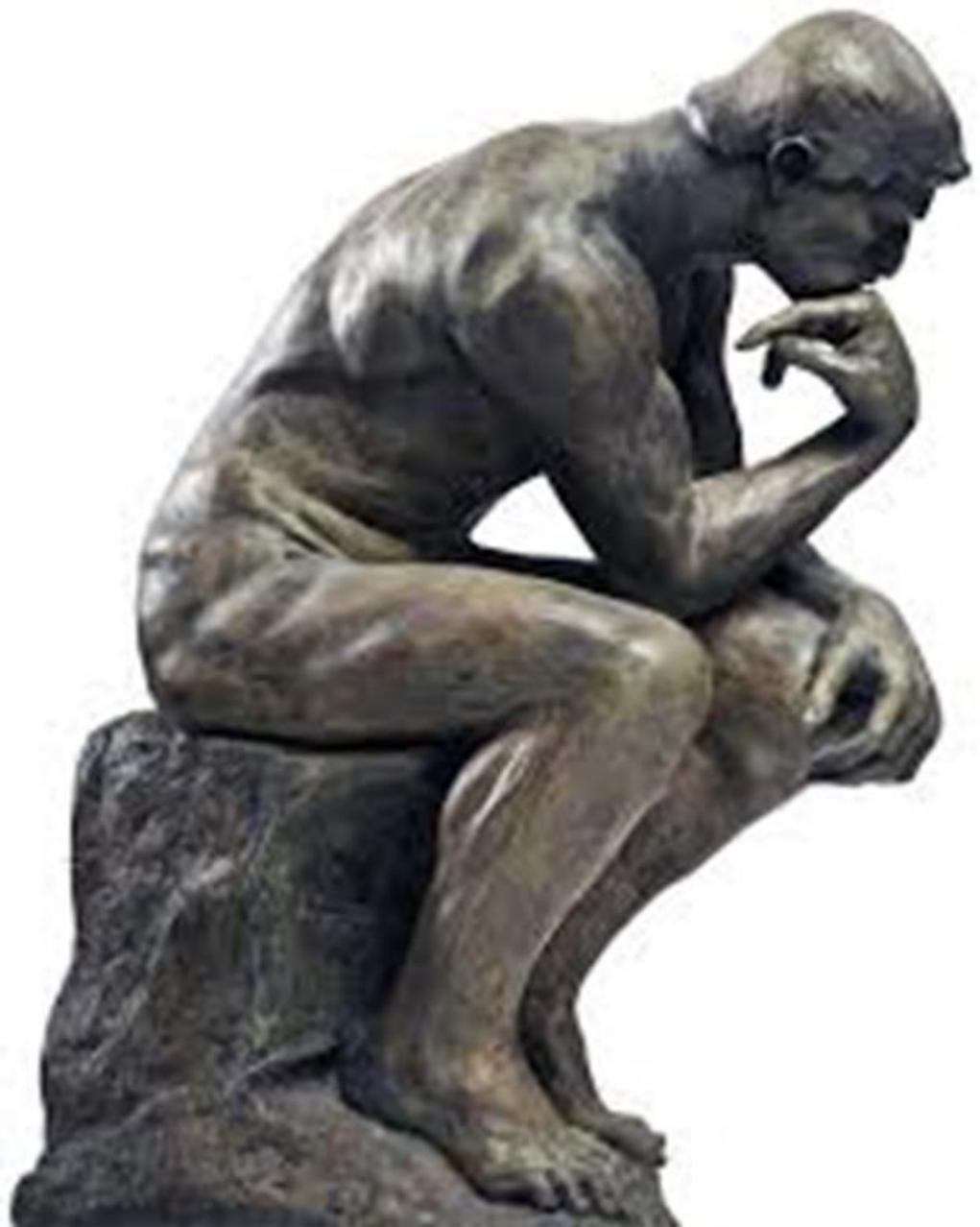
CLTV.

**Right Product. Right Channel.
Right Communication.
Right time.**



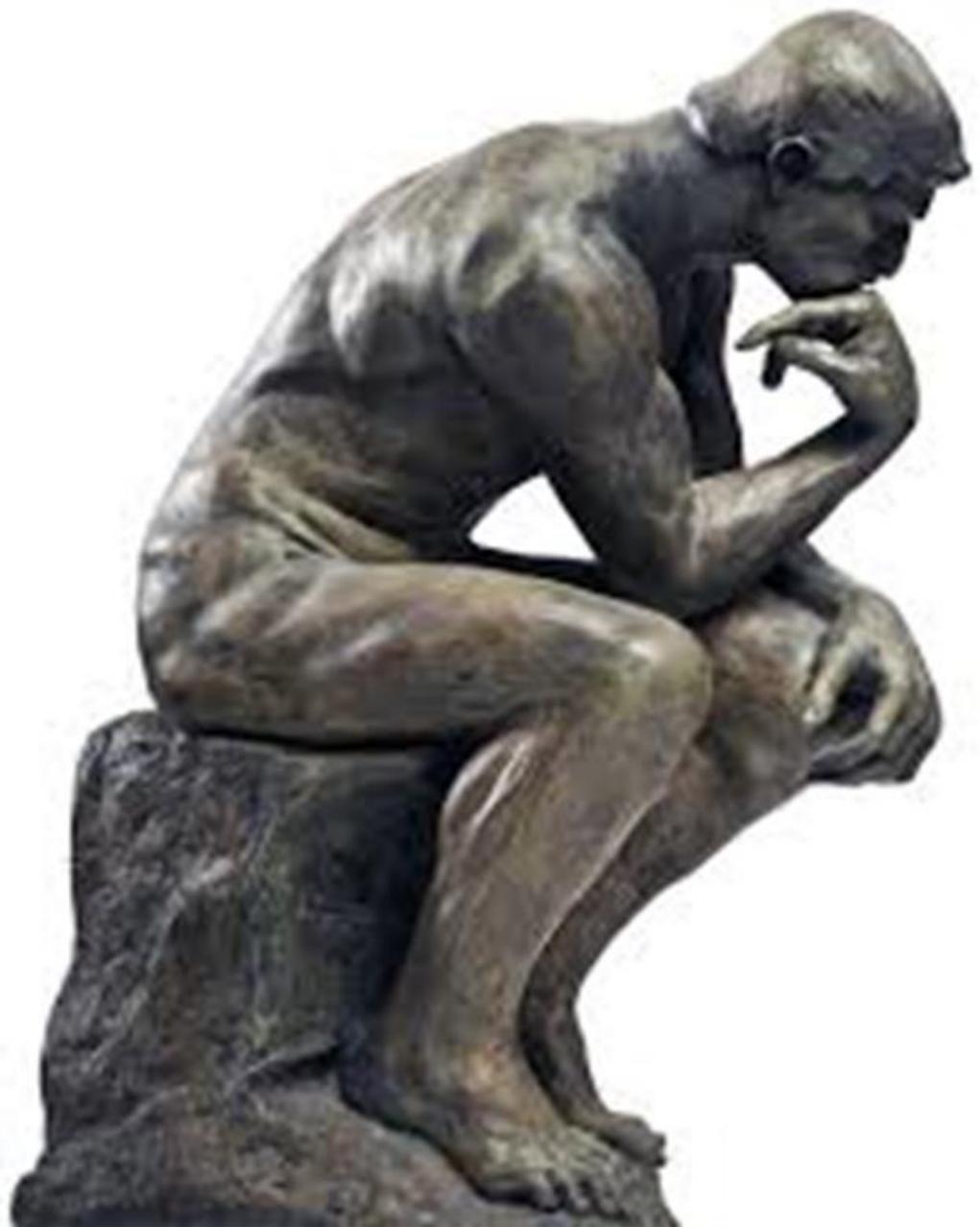
6

**Know the customer.
Own the customer.**



#7

3-in-1



8

Culture.
Compliance.

WINTER IS COMING





WINTER
IS HERE





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THANK YOU