

EDITORIAL TEAM

Treesa M Thomas
19121031 - MBA 2019

Ummehaani
19121032 - MBA 2019

Sreerag S Ram
19121023 - MBA 2019

Utsavi Bhatia
19121033 - MBA 2019

Sinnu Kumari
19121062 - MBA 2019

MS Madhan Sailesh
19121013 - MBA 2019

Sukrita Soni
19121025 - MBA 2019

MG Praveen Kumar
19121032 - MBA 2019

Mohd Ebrar Sheik
19121060 - MBA 2019

Sumanth Pulagante
19121027 - MBA 2019



CONTENT

How To Build A Brand From Scratch For Startup	02
Creative Campaigns	03
Brand Analysis	04
Creative Campaigns	05
Internship Experience	05
Industry Analysis	06
Christ Lavasa Experiences	07
A Short Story On Business Events Related To Covid	08
Marketing using Omni data intelligence	11

From Director's Desk

Dr. Fr. Jossy George
Director & Dean

With marketing, innovation is key. Thinking outside the box becomes a requisite and with this comes the necessity for marketing professionals to reinvent their ideas and creative thinking capabilities. The inherent beauty of marketing thus lies in its constant evolution and the exciting challenges this presents. This dynamism is the driving force behind Markezine. Because with marketing, there is always something new and exciting to understand, explore and learn from.



From Coordinator's Desk

Dr. Fr. Arun Antony
Academic Coordinator's

Perfection, perseverance, passion, and dedication, this magazine is the outcome of all. Marketing students have put in the effort to create the best of marketing content. Marketing is all about getting potential customers by positioning your product. The keyword in this definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services. This magazine itself is an epitome of a process, showcasing the complete cycle of marketing. Wishing students to keep evolving and innovating to come out with flying colors.



From Head of Academics

Dr. Binu P Paul
Head of the Department

Technological advancements and information availability has changed the way consumers expect, interact and react to those who meet or claim to meet their needs. In this changed environment effective articulation of ideas across all platforms is a key aspect in the success of a marketing professional, and hence in a hyper competitive world the role of effective marketing can never be over emphasised. I wholeheartedly congratulate the marketing specialisation on the launch of their newsletter, which I am sure will act as a great platform for students to share their ideas and engage in meaningful discussions with important stakeholders.



From Head of Marketing

Jobin Jacob
Head, Marketing Specialization

Marketing is not just one single strategy, but rather a combination of many different techniques and tactics. This newsletter lists some latest developments and insights in the marketing domain and the corporate world. Here at Christ University Lavasa, Marketing specialization all about innovative thinking, leadership, and constructive impact on society. Our students capitalize on the opportunity to pursue wide-ranging topics to prepare them for their future management careers through a blend of coursework, internships, lectures by eminent visiting faculty/business leaders and peer-group interactions. Our university has been fortunate to have produced many great marketers who have worked very hard over the years to make stupendous success for their organizations.



How to build a brand from scratch for a startup?

How to build a brand from scratch for a startup? For any business or startup, a very good branding is important. Building a startup from scratch is a bit tough but it is certainly possible, even for a non-professional. For the core features and qualities of the brand, one needs to invest some time, and do some research to understand how the company operates.

The following steps will help to build a startup: -

Identify the target market: It is very important to know the target demographics. The market should be unique to one target demographic segment. Targeting everyone in the market will make the brand less relevant to any individual in a group.



Start one or two key dynamics and slowly expand

- Learn from competitors' brands: Next, start with evaluating competitors' brands. One can learn a lot about marketing in the same industry just by studying the previously established entries. One has to make one's brand unique.
- Separate the unique differentiators of the brand: One has to identify the unique characteristic of one's brand. For example- If the brand is offering lower prices than their competitors, then emphasising that on the branding will make the brand stand out from the rest.
- Define the brand as a person: After collecting information and some preliminary brainstorming, one has to define

the brand as a person, rather than treating it as a logo or a voice. The customers at the end of the day should have a precise feel for the brand.

- Apply brand personality to multiple areas: Next, one has to think about how the personality qualities will be applied to the marketing strategy. Content and promotions are a very important part of branding. For establishing the core of the brand, there should be trust, loyalty and good communication.
- Getting expert help: Now that the core idea of the brand has been more or less put in place, it's time to get some outside expert help. For help, one can hire educated, experienced, and professional employees. These employees can help create brand quality for the company. Outsourcing the work can also help during the initial days. Once established, there will be a lot of branding responsibilities. It is essential for the brand to check and update as and when required. Staying consistent will help the brand increase its visibility, authority and potential for the company.

(Source: <https://jaysondemers.medium.com/>)



Shreyashi Bhattacharyya
20121038 MBA 2020

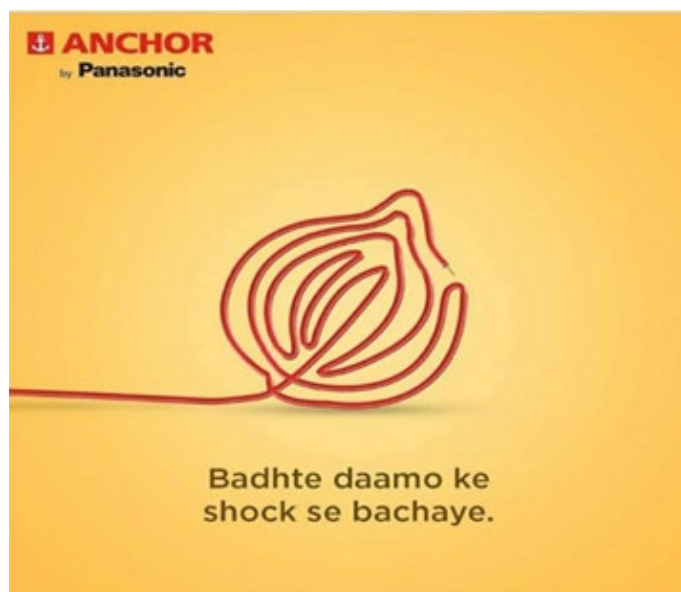
Creative campaigns

Tata Salt has begun its latest integrated marketing campaign, 'Sawaal Desh Ki Sehat Ka.' Madison Media has just concluded a multi-media innovation for its client Tata Salt on October 21st, 2020, the occasion of World Iodine Day.

Madison Media got partners across TV, print, and digital platforms to come together and make editorial changes to make the campaign a great success. The advertisement was very different from the cliché ones. The innovation was constructed on the concept of 'The Missing I' conceptualized by Tata Salt.

To highlight to the consumers the importance of Iodine in their nutrition, the letter 'I' was removed from editorial content and emblems in leading newspapers, e-papers, TV news channels, and social media. On the front page of newspapers, they removed the letter 'I' from all the news articles and even from the newspaper's name.

The letter 'I' symbolized Iodine. This was to signify how essential Iodine is for health. 13 is the average IQ difference between an Iodine-deficient and Iodine-sufficient child. Iodine plays a huge role in children's mental development, yet very little is known about it. This led Tata Salt to develop this unique campaign - "Am I missing from your body as well?" and a Reveal - The missing I is Iodine and what it does.



This is the ad by ANCHOR which is although one from the last year, we are again in the same period of the year! Onion price has hiked again! Where you don't even have to cut onion, the price itself will make you cry. "Nadhte daamo ke shock se bachaye" translates to get saved from the shock of increased prices.



Sept.info is a slow journalism magazine. Swiss agency Cavalcade's campaign for the magazine aimed to make everyone realize how daily news is made: like in fast food, it doesn't feed the brain properly, it just fills it. Isn't it time for a change? The campaign needed to help spread the word about sept.info magazine, and explain what they stand for.

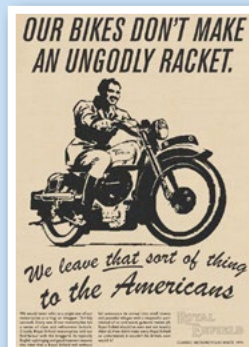


Kevin John
201210 MBA 2020

"Business has only two functions -marketing and innovation"
-Milan kundera



Brand analysis -Royal Enfield



Royal Enfield is the oldest motorcycle company in continuous production. It made its first motorcycle in the year 1901. Royal Enfield is based out of India and results from a merger between The Enfield Company and Eicher in India in the year 1994. Royal Enfield has seen immense growth in the past five years and is expanding exports globally. In 1994, Enfield India and Eicher Group merged to form Royal Enfield. Eicher, being one of the world's leading automotive manufacturers, has supported Royal Enfield since and has been a fundamental reason for the success of Royal Enfield worldwide.

Popular Bikes: RE Himalayan, RE Thunderbird 350X, RE Interceptor 650, RE Classic 500, RE Bullet 500

STRENGTH

Strong Brand Name: Royal Enfield has created a strong brand identity in the market and has been able to gain credibility in the market from its customers. Royal Enfield has made itself a cult brand and is desired by many.

Vital Research and Development: Royal Enfield has an in-house R&D centre that further enhances its product portfolio and makes sure that the consumer's reliability is maintained. Royal Enfield has recently invested Rs. Six hundred crores in two more R&D units, one in India and one in the UK.

Robust Growth: Royal Enfield has grown over 50% in the last five years globally. Such strong growth increases revenue and profits for the company, which can be further invested in improving and enhancing the product portfolio.

Expanding Global Market: Royal Enfield bikes are currently exported to more than 30 countries worldwide, and due to the increase in demand, Royal Enfield has invested heavily in setting up manufacturing facilities in the UK.

WEAKNESS

Expensive: Royal Enfield targets a niche market of motorcycle lovers ready to pay a brand premium. It misses out on a large market that is willing to buy a low-priced variant of Royal Enfield.

OPPORTUNITY

Expand Globally: Royal Enfield needs to expand its export markets to more countries in Europe, Africa, and Asia. The demand for such bikes increases in these markets and Royal Enfield can take advantage of such an opportunity.

THREATS

Intense Competition: Royal Enfield competes with many bike companies in the cruiser segments worldwide. It also competes with high utility bikes in the market. Such competition in the market reduces market share.

Fuel Rise can cause a decrease in sales: As mentioned, the mileage of Royal Enfield bikes is low.



Mohd Ebrar Sheikh
19121060 MBA 2019

Creative campaigns



We all know about KFC, its finger-lickin' good, and it's this irrefutable fact that's inspired this series of frankly unsettling print ads. In this, everyday objects suddenly sprout mouths whenever your finger might touch them, in the hope of licking off a little of the colonel's chicken goodness. The advertisement says that even the fingerprint sensor will lick the fingers because of the taste of KFC products.



This is how Harley Davidson leveraged social media when they were to launch its electric bike in 2019

Internship experience

MedTourEasy, a global healthcare company, provides you the informational resources needed to evaluate your global options. It helps you find the right healthcare solution based on specific health needs and affordable care while meeting the quality standards you expect to have in healthcare. An internship is a structured work experience related to a student's primary and career goal. It is supervised by a professional in the field. The internship program gives the required knowledge, experience, and skill sets to those looking to explore their careers in the coming future. I worked in a Medtoureasy Pvt Ltd as a Research intern. The internship was divided into stages. STAGE1 includes 14 certifications of Coursera related to digital visualization software and other useful tools to complete my STAGE 2 report and presentation on the topic COVID-19 IMPACT ON MEDICAL TOURISM IN INDIA. STAGE 1 was the internship base because it helped me articulate my report and presentation and to understand different software like Tableau, R programming & Power BI. Considering this pandemic, Medtoureasy came with 14 valid certificates, which gave me a fair amount of knowledge in various softwares. It was not easy to get to know concepts thoroughly in this pandemic where you really can't interact with your mentor physically. But each day happened to be very insightful and experiencing. This internship not only helped me with my analytical knowledge but also to improve my overall personality. Overall, it was an experience of a lifetime with loads of learning involved.



Mohd Ebrar Sheikh
19121060 MBA 2019

Industry analysis a take on Indian automobile industry

AUTOMOBILE INDUSTRY IN INDIA

India, the land of diversity and rich heritage, is undergoing a paradigm shift in consumer preferences, which can be seen across all the industries. As for the automobile industry, it had to face challenges that were repercussive in nature which lead to an imbalance in the economy at a macro level. Being the 5th largest automobile industry in the world, even a minute change in the customer propensity towards vehicles will have a huge impact on the industry as a whole. So, it was not a matter of surprise when the whole industry fell, due to pandemic in India. The automobile industry was already under turmoil before COVID-19, but the pandemic took the problem to a whole new level. The industry struggled from low sales volume as they had to clear BS4 vehicles, paving way for the new standards, BS6. This combined with the changing focus of buyers from internal combustion engines to electric one, had a great toll on the companies. The demonetization which happened on Nov 8, 2016 also did harm to the automobile industry.

THE SHIFTING STANDARDS

The Indian automobile companies saw a sudden change in the standards from BS4 to BS6 instead of BS5. All the automobile manufacturers were given a time period of 3 years to shift from BS4 to BS6. This sudden change in the norms left BS4 vehicles with the manufacturer and with the sellers, and people with the knowledge of the BS6 reform were unwilling to buy BS4 vehicles. This led to the pile up vehicles with the sellers leading to decline in sales of the vehicles. In 2019, the sales declined by 30%. The expected comeback in the year 2020 was unfounded, owing to the pandemic and the lockdown that hence came forth. Around 6400cr INR of BS4 vehicles were left unsold due to Coronavirus.

CAR SALES	
COMPANY	March Sales Growth
Maruti Suzuki	▼ 45% (YoY)
MAAM	▼ 88% (YoY)
Tata Motors	▼ 68% (YoY)

EXPORT SALES	
COMPANY	March Sales Growth
Eicher Motors	▲ 32.8% (YoY)
Tata Motors	▼ 66.2% (YoY)
MAAM	▼ 67.7% (YoY)
Maruti Suzuki	▼ 68% (YoY)
Escorts	▼ 64.4% (YoY)

Source: SIAM sales data 2019

The strategy of massive discounts to the buyers was also not effective, as people were running behind their bare necessities instead of purchasing a car, which couldn't even be driven due to lock down.

DEPENDENCE ON OTHER INDUSTRIES

Indian auto industry is highly dependent on other countries for the procurement of goods. Some of the major auto component manufacturers like China, Germany, Japan, US were the worst affected by the pandemic, which led to a supply chain disruption in India. China, from where the pandemic started, supplied important goods like, sensors, power controls, engine controls, and batteries etc., which completely stopped due to the pandemic. A study shows that 27% of India's automotive spare parts imports are from China. Around \$17.5 billion worth of components were imported from China alone last year.

LOCKDOWN AFFECT

Lockdown had a great impact on the various industries, and the automobile industry isn't safe either. According to SIAM estimate, the industry will suffer an estimated production loss of Rs 2,300 Cr per day. With more than 35 mil people directly or indirectly employed in this industry, nearly half of India's manufacturing output, the people's lives were at a standstill. Industry saw a layoff of 7% employees by 20th April, salary cut, production loss etc. since the auto industry consists of 50% of the country's industrial GDP, its repercussions on the Indian economy were huge.

SILVER LINING

It is not all gripe and grime for the Indian Automobile industry, and the response from the consumers are making the industry optimistic. Car intenders, who want to purchase a new car, still want to buy a new car nevertheless the situation as soon as the pandemic is over. More and more people prefer personnel travel to public transportation after the lockdown, due to the fear of diseases. People understand the importance of hygiene, and people think that a private vehicle will help in reducing the spread of diseases. Personal vehicles reduce the chance of infection when compared to public transport, and are optimistic that vehicle prices will go down eventually, these are all positive signs towards a booming automobile industry. People with outright fear of pandemic and diseases, will be forced to use private transportation, instead of public, mainly millennials (23-38) will be focusing on getting a new vehicle, due to health concerns.

CONCLUSION

Indian automobile industry is one of the world's biggest industries consisting of humongous players. A number of factors ranging from demonetisation, liquidity crunch, changing norms, and pandemic have affected the industry negatively. But as usual, like all the other industries, even the automobile industry will rise up to be a giant as it used to, sooner or later.

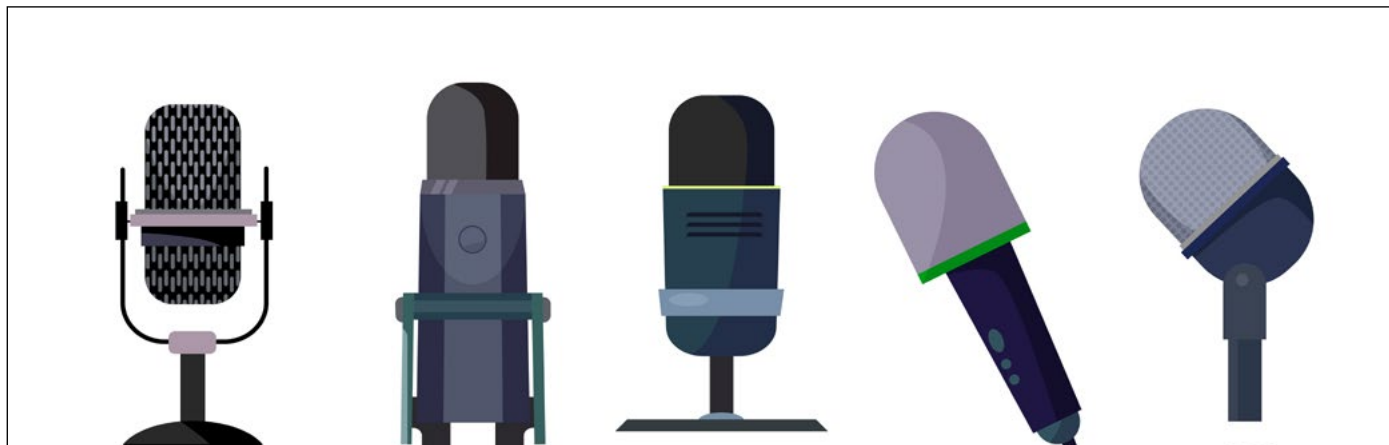


Shree Rag
19121023
MBA 2019



Sukrita Soni
19121025
MBA 2019

LAVASA CHRIST experiences



How has Christ Lavasa molded you? How has the curriculum helped in polishing the marketing skills within you?

CIM Lavasa made me what I am today. Helped me identify my talents, gave me guidance at the correct moments and at every important stage. The experience I gained from this place, the learnings I got and the faculties who were more like family made Lavasa a home away from home for me. Those memories I will forever cherish in my heart.

- Sijo

Can you share your experience in Christ Lavasa?

My journey in CIM Lavasa was incredible and worthwhile. I will always cherish the memories created there and the experiences that I gained. It has more than prepared me for whatever comes next. I will always be grateful to the faculties for guiding me towards the right path. Christ always inculcated the feeling that it's my institution and I have to perform and achieve the best.

-Anushree Pal

Can you share your experience in the marketing department of Christ Lavasa?

Anxious. Confused. Careless. That was me before Christ happened to me. I had the time of my life during those two glorious years at Lavasa. The biometrics, the parties we had, the activities we did, those last-minute assignments, the inauguration for juniors, sending off our seniors, etc; loved and cherished every single moment. The teaching approach was totally different from what I had during my engineering, and that helped me hone my professional skills. I had a gap of 1 year after Engineering and had second thoughts about if I should really do an MBA from Christ. I'm glad that I did and I thank the faculties, support staff, the management, and my friends, of course, for making me a better person, professionally and personally.

- Ramraj

Can you share your experience and how CIM has helped in polishing you?

Christ is just not an institution for me... It is just so much more than that, it has always been a proud feeling to call myself "Christite", it itself feels like an achievement to get in. I have been totally transformed as a person in these two years of my journey. CIM Lavasa has helped me identify my strengths and weaknesses and polish my skills, more to expertise on my strength and improve my weaknesses for future endeavours. CIM Lavasa gave me the platform to use my skills regularly and get rid of all inhibitions to perform fearlessly. Friends were like siblings, the best people in the family. The memories here are the bunch of all happiness best moments I have till now. I will always have them like a treasure in my memories.

-Shreya Jain

A Short Story on Business Events Related to Covid



Covid-19 is an unforeseen and unprecedented situation that has turned the world upside down. And like every major disruption, it is pushing the industry's boundaries of resilience. The industry - be it miners, manufacturers, retailers or wholesalers - will have to gear up for a world where the old norms will have to be reframed.

The business ecosystem has survived many shocks in the last two decades. Starting from the dot-com bubble burst, the financial crisis of 2007-08, demonetization, to the introduction of the Goods and Services Tax (GST) — these hurdles brought some unique challenges and predicaments for the Indian companies. And, those who sustained such times, survived.

The current COVID-19 pandemic is one such event that is not ready to fade anytime soon. With the financial health of the economy brought to its knees, pivot and innovation seem to be the answer for many Indian businesses to survive such bleak times.

A quarter of India's start-ups or business events would be in serious trouble if adverse consequences of the COVID-19 pandemic persist for too long. Ankur Pahwa, Partner and National Leader E-Commerce and Consumer Internet, EY India, said start-ups in the mobility space will especially hope to quickly get back to normal although with more stringent hygiene measures in place, adding, some of the guidelines provide a tailwind to them.

B2C companies will have to wait for the demand to pick up under the discretionary spending, Pahwa said.

Demand for work-from-home category spends will pick-up considering this new normal is here to stay, according to him. The demand generated by tier II and III cities will be a key indicator of consumer sentiment as many of the tier cities continue to be under the mixed zone.

"Supply chain will continue to be a challenge albeit with reduced pressures considering relaxation, with start-ups keeping a keen eye on maintaining a balance between supply and demand," Moreover, Small- and medium-sized businesses have been at the centre of the Narendra Modi government's plans to revive the Indian economy from the Covid-19-triggered slump. Yet, experts believe, not much has changed for such firms and the pandemic could prove to be a "mass-extinction event" for them. Only a third of Indian medium and small enterprises have received loans under the new government credit guarantee scheme launched as part of the Covid-19 relief package, according to a survey by CARE Ratings. But there were few businesses that not only survived in this pandemic but also grew, for example – Homescape, Shree Shakti Enterprises, Escaro Royale, Zyro Care, etc.

ZYRO CARE

Zyro Health Care has come up with a product called Preventika, which is used to boost immunity. A lot of companies are also coming up with different products to combat the virus Kamayani Naresh, a retired Indian Navy officer, claims to have developed a long and sustainable solution to boost immunity — neuropathy — which is named for the word 'Zyro' and means helping humanity. Naresh is the founder of Zyro Health Care Pvt Ltd, a Delhi-based company that provides food and herbal supplements. The USP of zyropathy is that it is a complete wellness solutions provider. It combines Ayurveda with modern medicines such as food supplements to eradicate the ailment completely from the body. Big companies talk about wellness; they even have products that contribute to the health of the people, but there is no system to guide them. Zyropathy fulfills these gaps by providing consultations that are backed by modern medicine.

A Short Story on Business Events Related to Covid



ESCARO ROYALE

Escaro Royale is a luxury Indian brand that offers handcrafted men's footwear, bags, and accessories — has been using tech to revitalize an otherwise conventional business since its inception. It is of little wonder how the brand was able to survive during the coronavirus pandemic which led to several businesses shutting down their operations. It's a Delhi-based company launched in 2017 under its parent company Ligo Group, aiming to establish itself as India's first and largest extreme-luxury super-premium tech-driven brand for men.

When the coronavirus pandemic hit India in March, the company quickly went into a crisis-aversion operating mode and came up with creative solutions for sourcing raw materials it uses to manufacture its products.

Ambud Sharma, CEO of the company, says that the pandemic pushed him to think out of the box for raw materials, the supply for which was enormously disrupted. He says, "COVID-19 has brought disruption in terms of supply chains, but they are not very affected because they don't have any dead stock. However, since their raw materials come from Italy, Argentina, and Brazil (which are among the worst affected countries), they are in the process of coming up with alternatives. For instance, we came up with leather made up of peas and mushrooms because they contain high levels of cellulite and flexibility."

A techie through and through, Ambud worked as a software engineer in Motorola's satellite communication engineering division, and later joined US-based telecom and content service company, Comcast. Proud of breaking even within six months of operations, after clocking a turnover of Rs 15 crore in the first 24 months, and in FY 2019-20 clocked more than Rs 10 crore.

HOMESCAPE

Homescape was launched by Bengaluru-based co-working space Workshaala. It is a complete end-to-end solutions provider for workstation infrastructure requirements for employees working from home.

As the COVID-19 pandemic and the lockdown crippled the economy across the world, many businesses faced this adversity with fortitude. Coworking spaces, particularly, have been hit hard during the pandemic. With social distancing and work from home becoming the norm, the future of coworking spaces remains uncertain, at least till the wave of the pandemic fades away.

The story of Workshaala is an example of how a company emerged from the COVID-19 crisis stronger. Founded in 2013 by Manoj Khandelwal, the Bengaluru-based company is a coworking space. As most people started working from home due to the coronavirus, the company came up with an initiative called 'Homescape,' to provide furniture to people working from home. It is providing tables, chairs, and desks to help improve the individual's productivity and provide them with comfort and ease at the same time.

SHREE SHAKTI ENTERPRISES

Rahul Bajaj took over his family business in 2010 after finishing his MBA from Amity University. By then, Shree Shakti Enterprises — a bulk trader of steel utensils started by his grandfather in 1956 — was over half a century old. In 1997, Rahul's father established the company's first manufacturing unit in Delhi, and launched the brand PNB Kitchen mate. By the turn of the millennium, Shree Shakti became a manufacturer and seller of essential kitchenware.

Between 2010 and 2019, he opened three new manufacturing units, expanded the company's workforce to 500, and increased its turnover from Rs 10 crore to Rs 140 crore.

A Short Story on Business Events Related to Covid



Growing at an average of 40 percent year on year. PNB Kitchen mate diversified its portfolio to nearly 3,000 products across pressure cookers, casseroles, saucepans, woks, plates, lunchboxes, cooking pots, and even puja thalis.

In 2019, Shree Shakti also joined Walmart's Supplier Development Programme — Vriddhi — in India. Walmart Vriddhi is the US retail giant's commitment to train, support, and prepare 50,000 MSMEs to 'Make in India' for global supply chains. But come 2020, and Shree Shakti — like most businesses in the world — would hit a speed bump.

Shree Shakti had to close all its manufacturing units in Sonipat, Haryana, as India went into a lockdown in late March. Consumption fell drastically, and sales of non-essential items hit the south.

Almost compelled to innovate to survive, the company started building products that could come in handy in the present crisis. From sensor-based sanitiser dispensers to hands-free hand wash systems, and automatic foot sanitisers, Shree Shakti ventured into uncharted territory.

The products came in different sizes and were priced between Rs 15,000 and Rs 25,000 apiece.

The touch-free device dispenses soap or hand wash if you press a lever with your foot. You push a second lever for water to rinse your hands. And, the third part of the unit comes with a sanitisation tray for footwear.

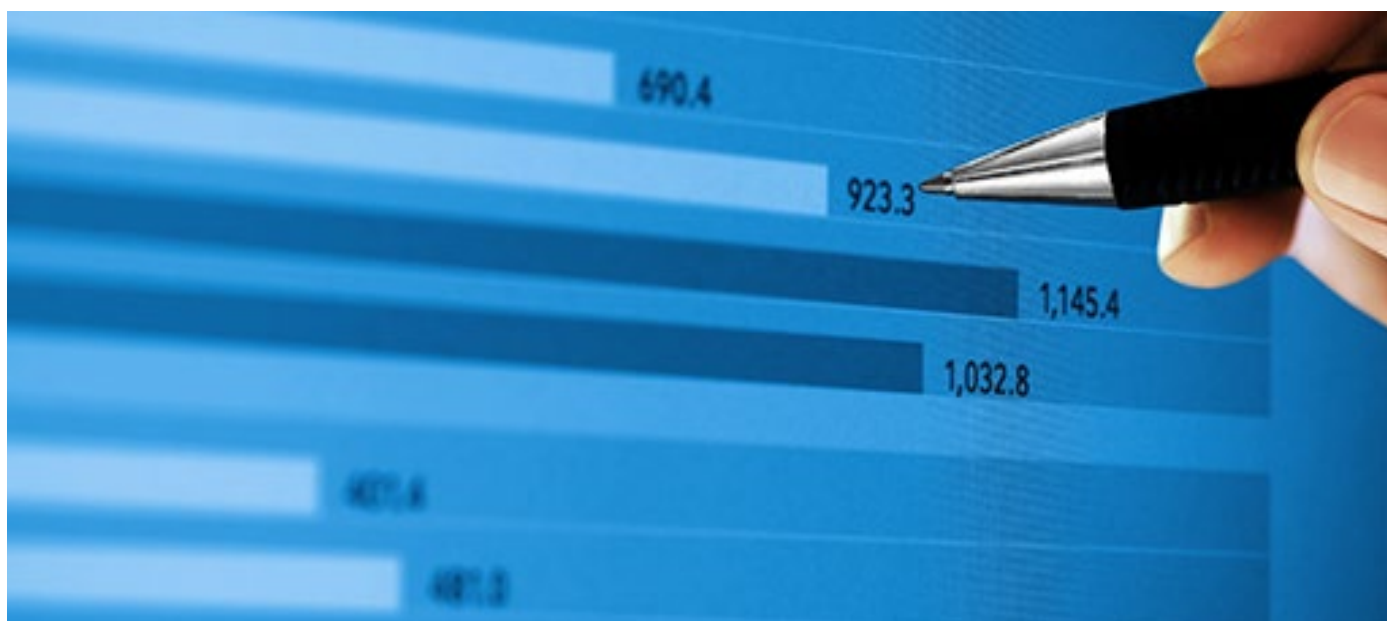


Ummehaani
19121032 MBA 2019

Quotes on Marketing By Seth Godin

- "Finding new ways, more clever ways to interrupt people doesn't work."
- "The easiest thing is to react. The second easiest is to respond. But the hardest thing is to initiate."
- "Marketing that works is marketing that people choose to notice."
- "In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible."
- "Marketing is a contest for people's attention."
- "You can spend your time on stage pleasing the heckler in the back, or you can devote it to the audience that came to hear you perform."
- "In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible."
- "People do not buy goods and services. They buy relations, stories and magic."
- "Marketing is no longer about the stuff that you make but about the stories you tell."
- "It's easier to love a brand when the brand loves you back."
- "Marketing that works is marketing that people choose to notice."
- "In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible."

Marketing using Omni data intelligence



Isn't it exciting when you are walking into a mall and you feel like having yummy dominos cheese crust Pizza, and suddenly a popup message comes on your phone "Wednesday dominos offer?" But how is that possible. Gone are the days when people used to formulate shopping lists. In a world of artificial intelligence, the scenario has changed. Skyfii limited, an Australian giant in data analytics and marketing offers a unique set of software-as-a-service products that are categorically designed to perform data analytics for a complete understanding of behaviour and experiences across the physical digital world. Skyfii first collects the data through wifi analytics, people counters, cameras then analyses it thoroughly and finally presents the content to the target audience of its clients through its marketing toolsets. It is the world's leading Omni data intelligence company that collects and analyses billions of data from venues like shopping centres, airports, retailers, smart cities, universities, and restaurants across five continents. It then helps venues visualize trends and customers' preferences from a single system of data records via its analytics and data-driven marketing system called the IO platform. One of SKF's key products includes Guest Wifi which provides scalable, reliable, and easy-to-use guest Wifi solution that helps the customers have a great in-venue experience and

assist businesses to expand their network through higher conversion rates on marketing campaigns and capturing new data from visitors on subsequent visits. Its unique product offering stands out in a Software-as-a-Service market as it provides cloud-based solutions in a subscription model. Skyfii just harness the BIG DATA to strive for customers' loyalty and sale by luring the customers with free internet which makes them spend more time in the shopping complex henceforth providing data to Skyfii from which it interprets, studies and analyses the customer's behaviour and provide retailers a better understanding of the customer. Working as an online measurement metrics for brick and mortar retailers and bridging the gap between advertising placement and sales.



Utsavi Bhatia
19121033 MBA 2019



CHRIST
(DEEMED TO BE UNIVERSITY)

PUNE LAVASA CAMPUS
The Hub of Analytics

CHRIST (Deemed to be University)
30 Valor Court, At Post: Dasve Lavasa,
Taluka: Mulshi,
Pune 412112, Maharashtra.

Contact:
+91 895 671 2861

www.lavasa.christuniversity.in