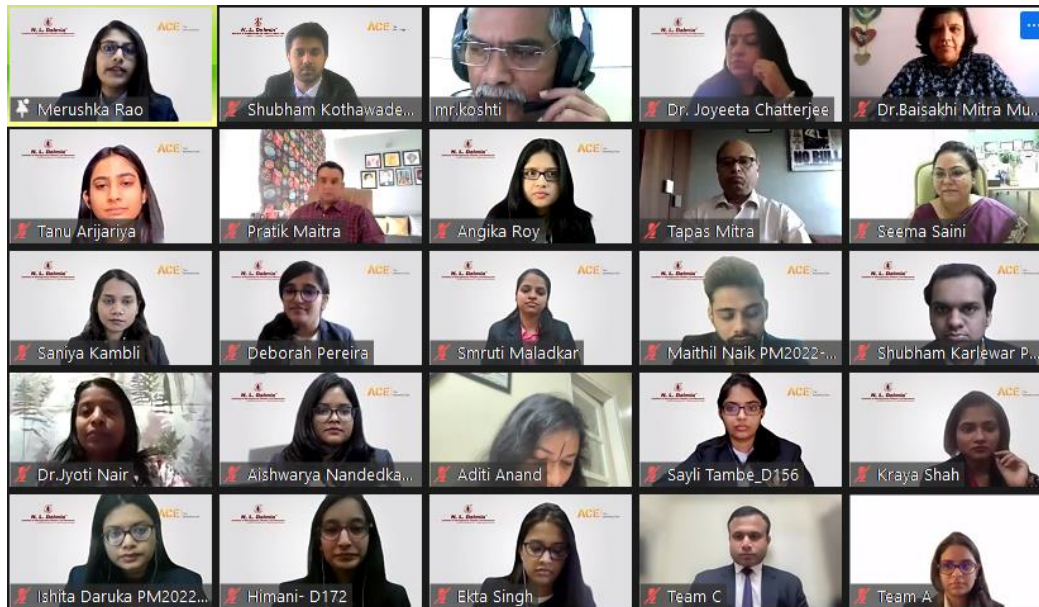


Maadhyam 2022

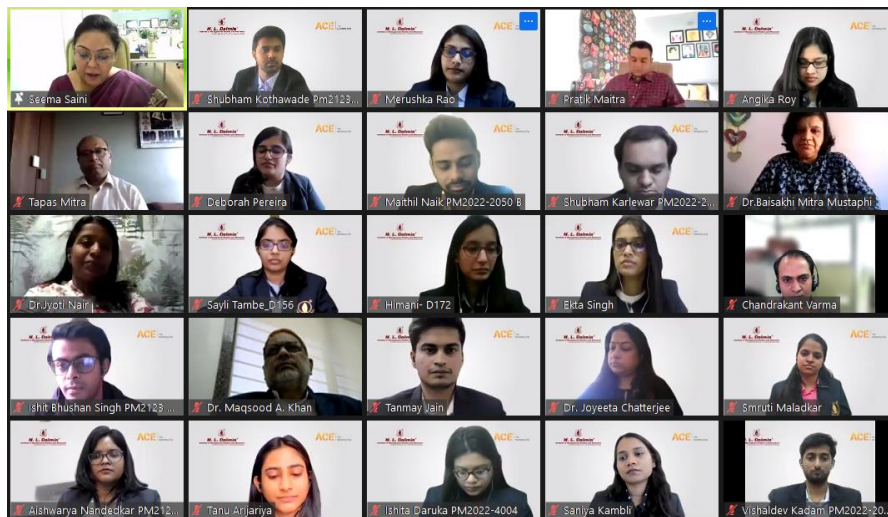
Ace club of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B- school paper presentation competition 'Maadhyam', on 29th January 2022. The theme of the paper presentation for this year was 'Achieving Marketing 4.0 during the new normal era.'



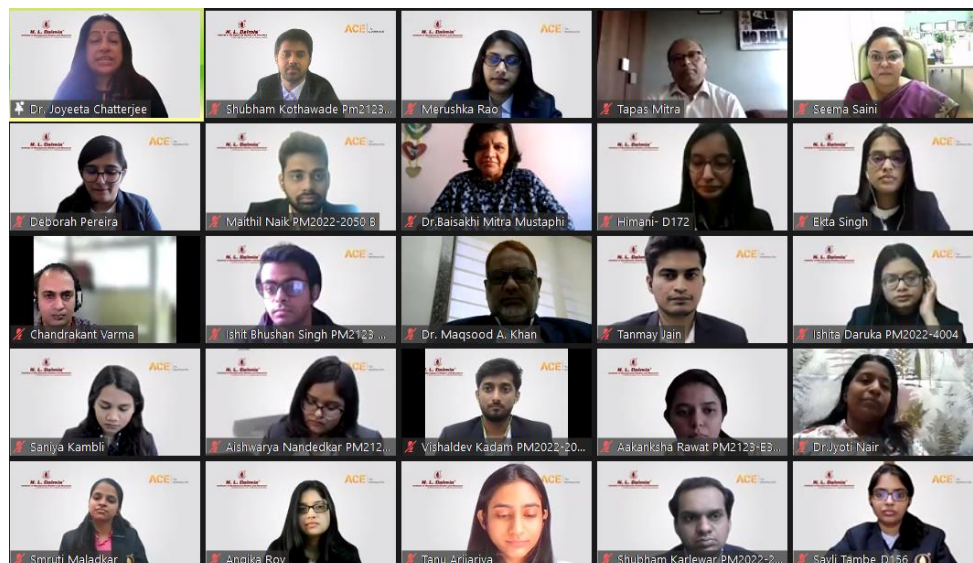
The event began with Miss. **Merushka Rao** welcoming all the attendees giving a brief description of the competition and theme, followed by the auspicious hymn of **Saraswati Vandana** to seek the blessings of Goddess Saraswati and virtually lighting the lamp.

Miss. Deborah, the co-anchor, welcomed **Dr. Seema Saini**, CEO, N L Dalmia Educational Society. Seema Saini Ma'am greeted the esteemed guests and the audience. She gave a brief introduction about the college and spoke about the vision and the mission of the institute and its efforts to create value-based quality education and to produce leaders with a global outlook. She lauded all the participants for beating their self-doubt to contribute to the event as the competition is not just about winning or losing, it's more than that.

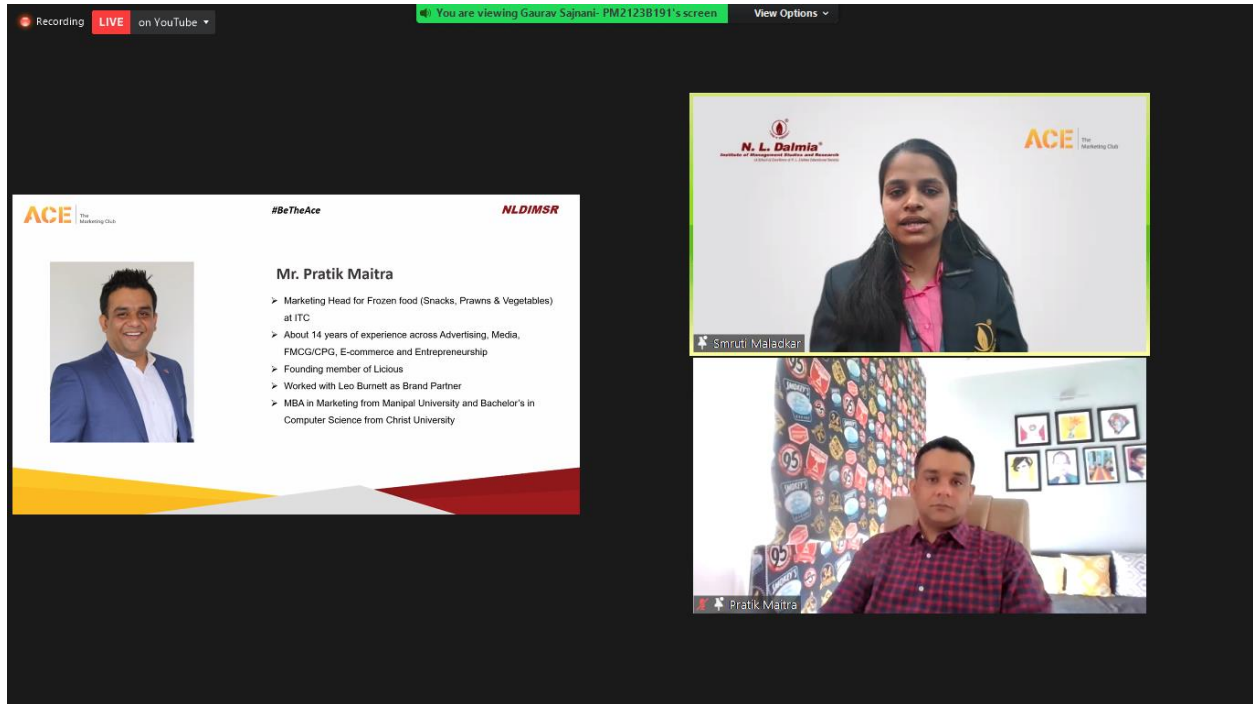
Miss Deborah then welcomed the Director of N L Dalmia Institute of Management Studies and Research, **Dr. M.A. Khan** who has been contributing in the field of education from past 34 years. He also boosted the spirit of the participants and said that the event will be a great source of learning for all the attendees.



Then we saw Professor **Dr. Joyeeta Chatterjee**, HOD Marketing, shedding some light on how difficult it was to select the top 5 entries for the final round amongst all the participants. She also



spoke about how the communication between companies and customers has become bi-directional, people now want to hear companies talking about values and principles. She has also shared some real-life examples about how a couple got married on google meet and ordered a feast for the guest via Zomato. She also stated Amul's experiment through web-based word game, Wordle to communicate with their audience.



Miss Smruti Maladkar, then introduced the first judge **Mr. Pratik Maitra**, who is currently the **marketing head of Frozen food, ITC** and has been a founding member of brand **Licious**.

Recording **LIVE** on YouTube

You are viewing Gaurav Sajwan's screen

View Options

ACE The Marketing Club

#BeTheAce

NLDIMSR

Ms. Radhika Subramanian

- Head of Marketing, Retail, E-commerce and Customer Service at India Circus by Krsnaa Mehta (A Godrej Venture)
- More than 14 years of experience in Business Development, Category Management, Retail Management, Marketing, E-commerce
- Awarded as "Top 25 Women Leaders in Mumbai" by World Women Leadership Congress and Awards
- Masters in Business Law from National Law School of India University, PGDM (Marketing) from Welingkar Institute of Management, B.E (Electronics)

Miss Saniya Kambli

Unmute Start Video

Participants 125 Chat Share Screen Reactions Apps

Leave

Miss Saniya Kambli, introduced our second judge, **Miss Radhika Subramanian**, who is **head of marketing retail e-commerce and customer service at India Circus by Krsnaa Mehta (a Godrej Venture)**. She is also awarded as the top 25 women leaders in Mumbai by World Women Leadership Congress and Awards.

Mr. Tanmay Jain, introduced our third judge, Miss. **Aditi Anand**, who is currently **the head of Creative Strategy for Coca-Cola, India and southwest Asia**. She holds more than 15 years of expertise in brand strategy, media innovations, digital marketing, e-commerce content and community building.

Miss Smruti further reiterated the rules of the competition and Miss Deborah initiated the paper presentation competition after wishing participants good luck.

Recording **LIVE** on YouTube

Woodiyam_Fortuna Search in Presentation

PANDEMIC-DRIVEN SHIFTS IN CONSUMER BEHAVIOUR

Changes in Consumer Attitudes, Behaviours, and Buying Patterns During the Pandemic

Some of the key developments observed during the early parts of the pandemic in India

- The pandemic triggered a shift in what is considered essential. Hygiene and home cleaning products entered this domain, while apparel purchases became more discretionary.
- Reduction in the purchase of consumer durables due to the real or anticipated financial constraints
- A greater dependence on immunity-boosting consumables, and a renewed focus on products that can be consumed at home
- The rise in online grocery shopping resulted in a rapid spike in the sector.

Some trends may continue for a longer period of time due to acquaintance with COVID 19

- An EY report (2020) highlights that consumers are likely to include personal hygiene and cleaning products in their consumption choices
- The report also suggests that consumers are likely to show continued demand for "Local, Authentic, Transparent, Traceable and Ethical" (LATTE) products.
- Consumers are likely to continue agile working systems, with a sustained focus on online purchases
- Consumers are also inclined to demand individualised and personalised digital retail experiences

Offerings of Marketing 4.0

- It accelerates the shift to digital channels for meeting constraints emerging during the pandemic.
- Data-driven approach helps to curate personalized experiences for consumers reassurance during troubling times.
- Use of digital tools to build brand communication and complement their offline brand-building
- It retains the relevance of offline channels, as they are critical for consumers in developing markets

Team A

Team A

Team A was the first to present. We saw Himanshi Dua and Rushali Shome from **IIFT, New Delhi** presenting their views on Marketing 4.0 and how it has evolved from Marketing 1.0. They also spoke about hyperlocal delivery solutions in-depth and tools and strategies to leverage the shift in market trends. They also included a real-life case study of Zepto and Blinkit for substantiating the topic.

Recording **LIVE** on YouTube You are viewing Team B's screen View Options

Marketing 4.0 > Effects of Pandemic > Research Methodology > Observations > Strategies to Achieve 4.0 > Conclusion

How Consumer Behavior is Getting Shaped During Pandemic

- Focused on healthy living
- Growing love for local
- Increased dependence on online shopping
- Importance to equity, affordability, ethics and purpose while making buying decisions

How Marketing Is Getting Shaped During Pandemic

- Hybrid approach based on products and needs
- Redefined purpose of campaign
- Multi-channel approach
- More specific target audience and empathetic communication

Unmute Start Video Participants 116 Chat Share Screen Reactions Apps Leave

Team B

Team B

Siddhikesh Bane and Durlov Kumar Gohain of N L Dalmia Institute Management Studies and Research from **Team B** shared their insights on consumer behavior shifts during pandemic and strategies to achieve marketing 4.0 and its future.

Aditi Anand Vishaldev Kada... SHUBHAM SHARMA P... Aditi Anand Vishaldev Kadam PM2... Pratik Maltra

PowerPoint Slide Show - [League_of_Leaders]

Parameters Affected

THE 'O' Zone

OUTER

OTHERS

OWN

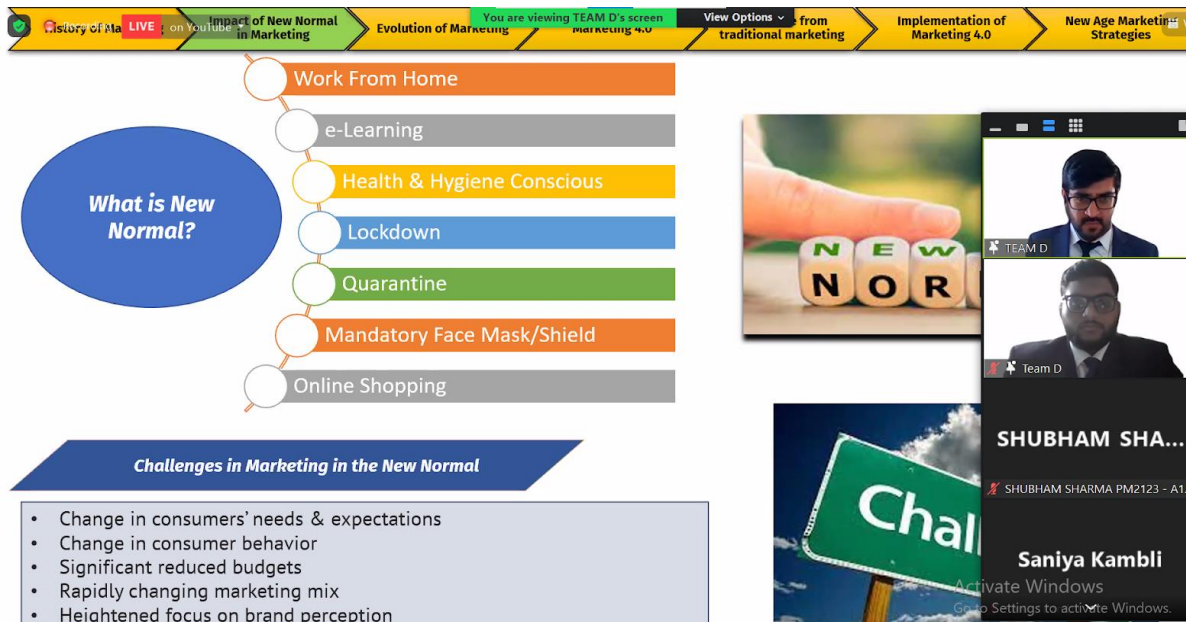
BRAND MARKETING (TRADITIONAL,DIGITAL)

INFLUENCE OF FRIENDS, FAMILY etc.

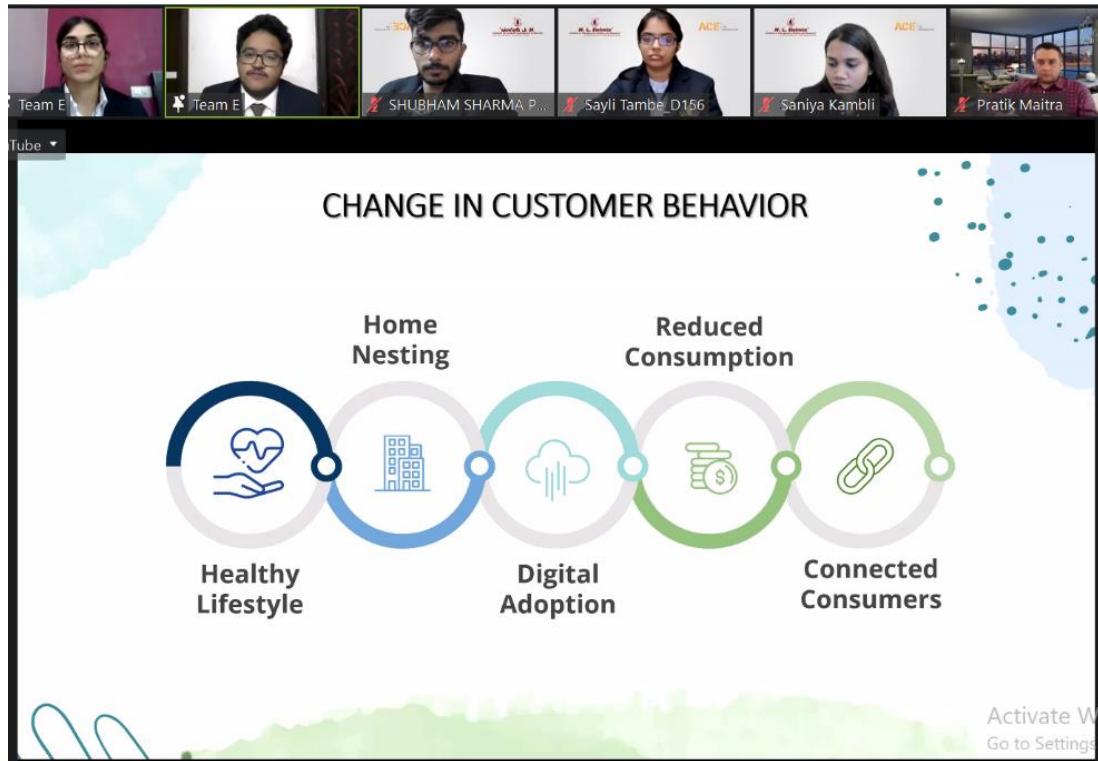
here to search

81% 20°C ENG

Palash Kukwas and Ishan Bansal of IIM, Amritsar from **Team C** talked about the evolution of the traditional marketing model (4Ps and AIDA model) to the new 5 As approach (Aware, Appeal, Ask, Act and Advocate).



Akash Ahuja and Mohil Bhatt of Goa Institute of Management from **Team D** talked about the impact of new normal in marketing, how marketing 4.0 is different from traditional marketing and the usefulness of new-age marketing strategies like Omni channel marketing.



Last but not least, Kopparthi Rahul and Aarushi Kaul of NITIE, Mumbai from **Team E** shared their views on the fundamentals of trends shaping marketing 4.0, changes taking place in marketing frameworks and customer behavior. They also highlighted industry impact and response towards changing customer behavior.

All the presentations were followed by a Question and Answer session with judges where they shared constructive feedback and reviews. This discussion provided an immense learning opportunity for all the attendees.

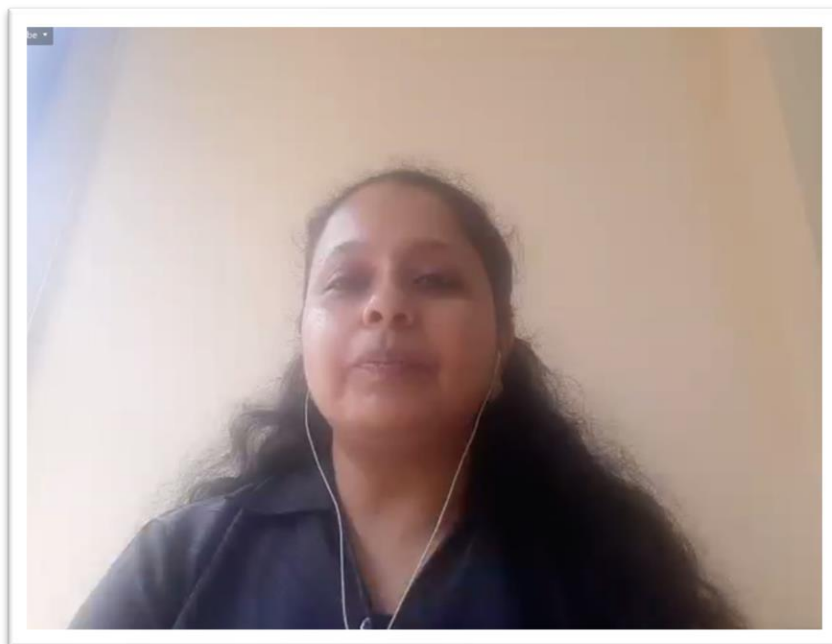
Post the healthy discussion, Miss Smruti Maladkar shared an interactive marketing quiz where the students got to brush up their knowledge followed by a discussion of correct answers. While the judges were busy evaluating the team performance, Ace Club commemorated and shared glimpses of past events with pride.

Before the announcement of the results, the judges spoke about their experience of Maadhyam 2022.



Mr. Pratik Maitra praised the students for their clarity of the concepts and career path. Talking about consumer behavior and preferences during the pandemic, he stated that Marketing agility and digitalization are the best way forward. He also shared his views on the traditional medium of marketing.

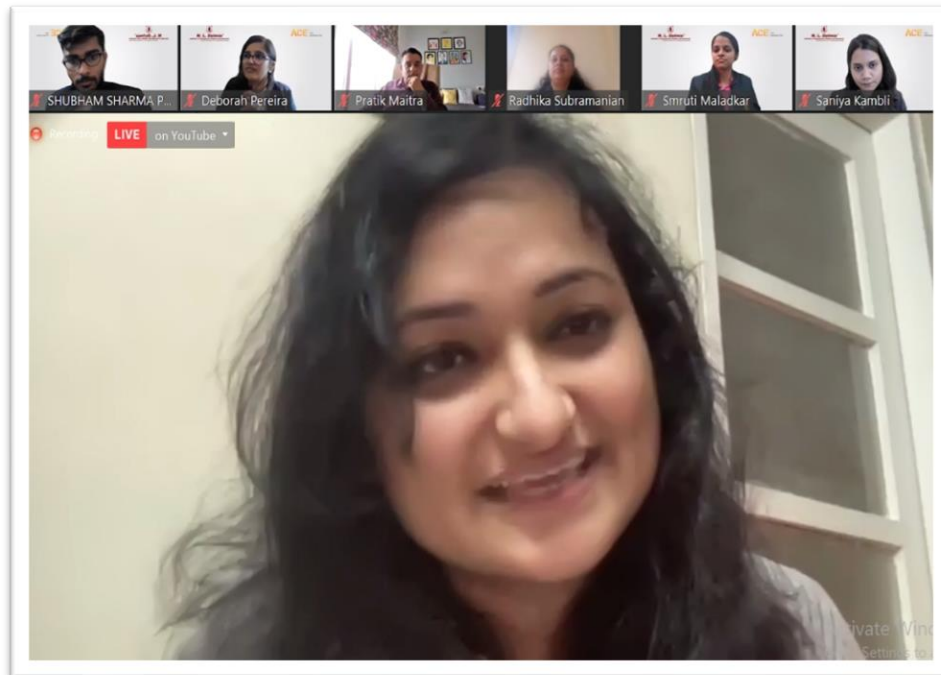
“Traditional medium won’t die down immediately”, Mr. Pratik quoted.



Miss **Radhika Subramanian** said that the event was a good opportunity to brush up on her marketing concepts and called it a ‘**Soulful Saturday**’. She felt privileged and honored.

“**The event is simply seamless**”, Miss **Radhika** said.

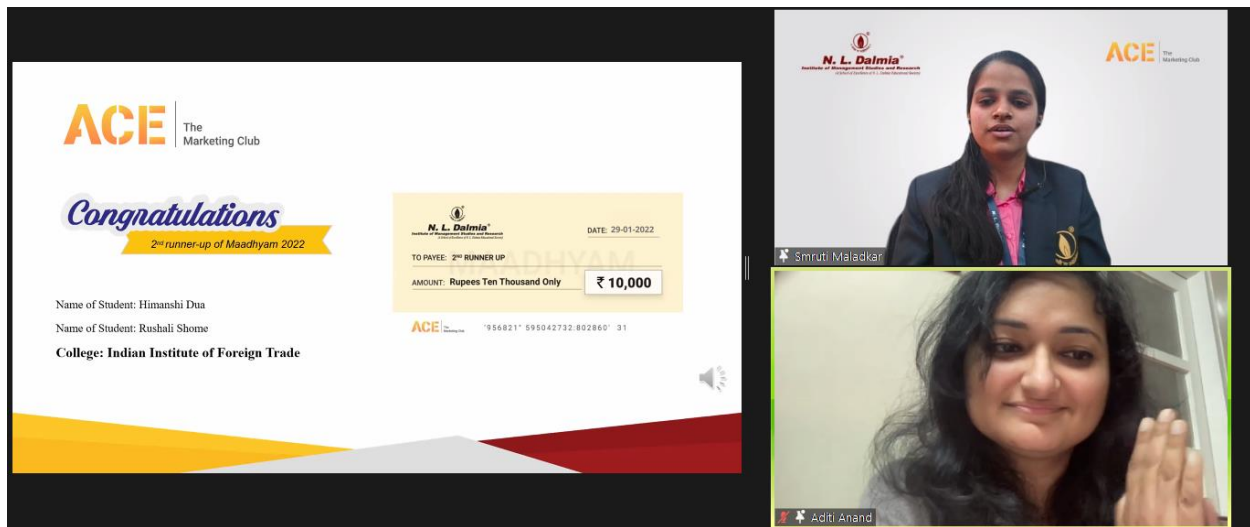
She also shared that Agility and Adaptability will always be needed in the field of marketing as the external environment is dynamic. Human-to-human interaction is going to stay relevant even after the digitalization.



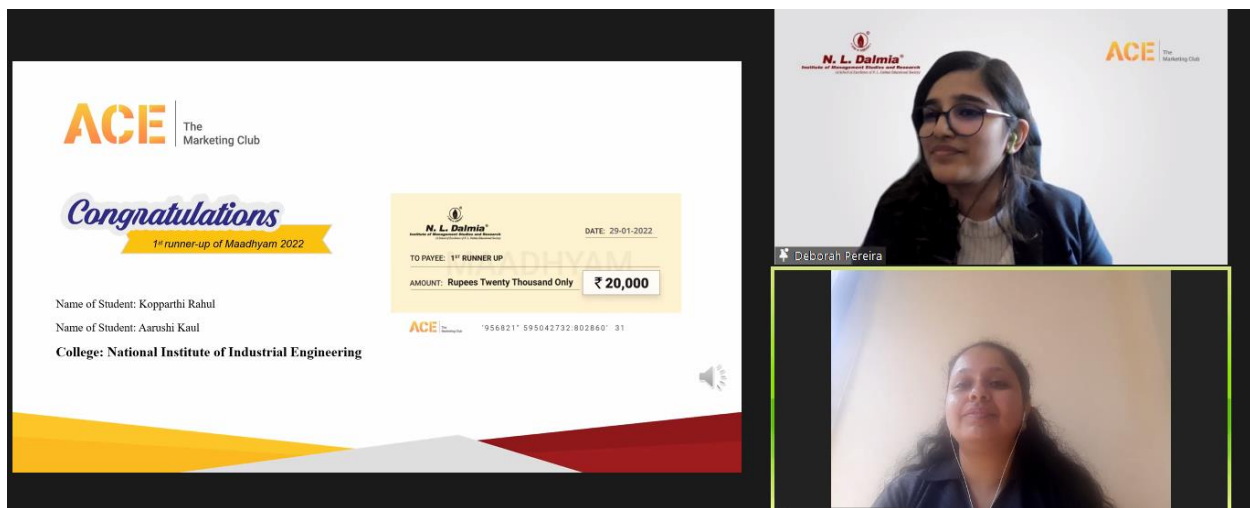
Miss **Aditi Anand**, said that the event was a brilliant session and shared some useful tips as below:

1. The best way to learn marketing is by observing companies and brands in the real world.
2. All the big companies will rely heavily on automation in the future.
3. Innovation like Metaverse, NFTs are some of the recent developments that will make their way from niche to mainstream.
4. Presentations must be backed by real-life examples and cases for substantiating the theory.

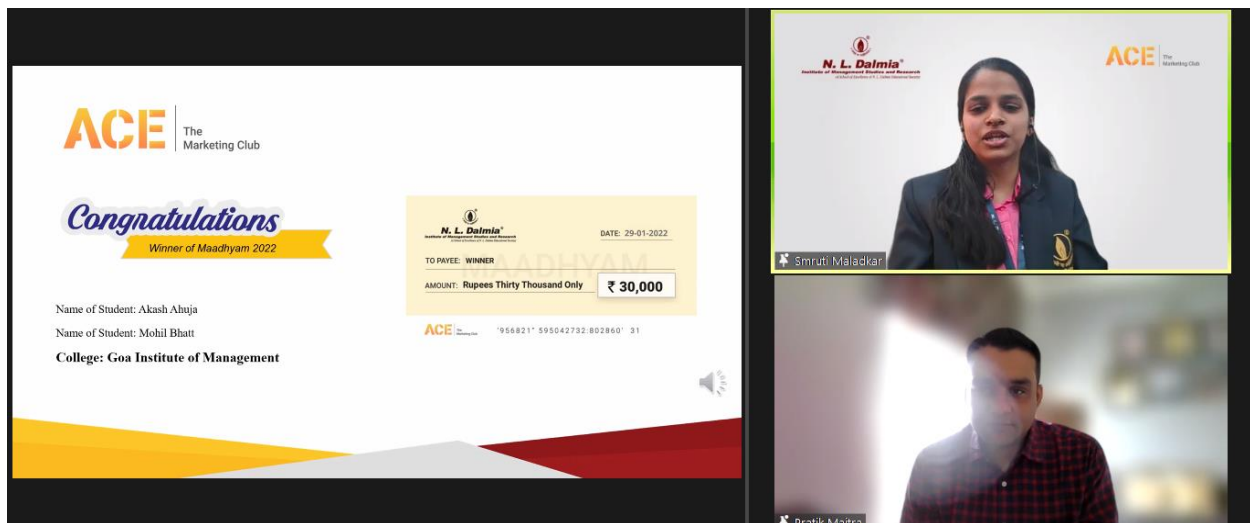
After listening to the useful and constructive insights of the judges, Miss **Smruti** asked judges to finally reveal the results of the paper presentation competition.



Miss **Aditi** announced **Himanshi Dua** and **Rushali Shome** from Team A of IIFT, New Delhi as second runner up. They were awarded a cash prize of Rs.10,000 and a certificate.

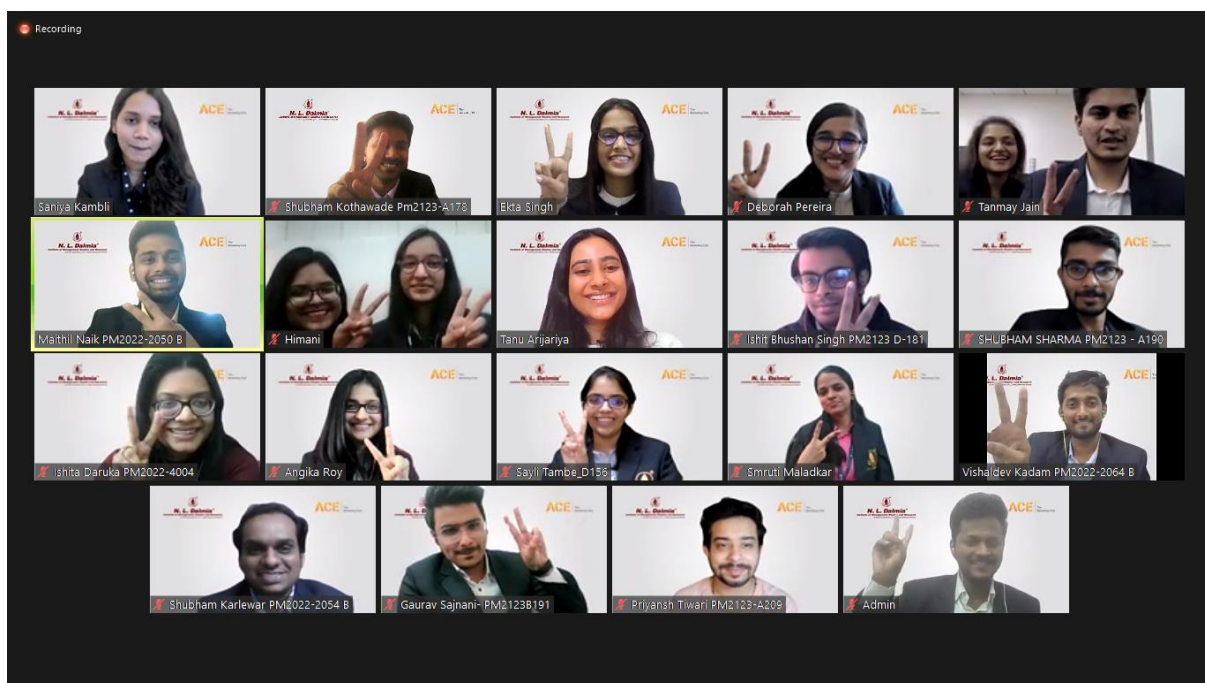


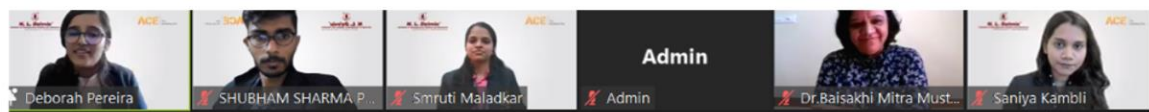
Then the first runner-up was announced by Miss **Radhika Subramanian**. **Kopparthi Rahul** and **Aarushi Kaul** from Team E from NITIE, Mumbai was declared as the first runner-up. They were awarded a cash prize of Rs.20,000 and a certificate.



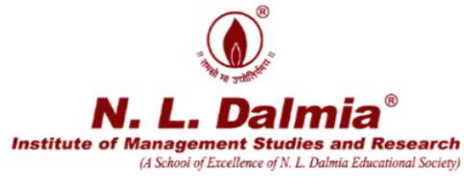
The most awaited result was declared by Mr. **Pratik Maitra**. **Akash Ahuja** and **Mohil Bhatt** from Team D of Goa Institute of Management bagged the winner title. They were awarded a cash prize of Rs.30,000 and a winner's certificate.

At the end Miss **Tanu Arijariya**, Head of Ace Club expressed her heartfelt gratitude to all the judges for making this event successful on the behalf of Ace club post which the event was ended with the National Anthem.





YouTube ▾



THANK YOU

#Maadhyam2022