

Driving the future

Suresh Kumar Ramiah, CEO, Allcargo Logistics, highlights how the company is positioning itself for sustainable, long-term growth

Allcargo Logistics enables resilient logistics solutions with real-time visibility and control across global and domestic supply chains, with its worldwide network, comprehensive suite of services and digital capabilities.

We have a 3C (Customer, Capabilities, Creation of Value) approach – understand what is important for our Customers and think ahead of the curve, build Capabilities in terms of physical and digital infrastructure, focused investments and partnerships, and Create Value with an asset-light, digital-first approach that prioritizes catering to requirements of multiple stakeholders.

Growth is in our DNA, and we have grown faster than the industry and most of our peers consistently, through well-timed

organic and inorganic expansion, and rapid adoption and scaling up of digital capabilities.

By focusing on core businesses where we already enjoy deep trust of our customers, we continue to grow and gain market share.

With operations in 180 countries, door-to-door deliveries in over 60 markets, and an extensive pan-India presence, we are consolidating strengths with group-wide transformation projects that comprise sales acceleration to sharpen go-to-market approach, finance transformation to synchronise best practices globally, and targeted IT investments to create a robust and more secure environment that serves as the bedrock for digital transformation. For instance, our



Centre of Excellence in data science and analytics helps mine valuable insights from vast amounts of information that logistics transactions generate, and offer end-to-end solutions, designed for the future. Such transformative moves are building an institution geared for driving growth, while staying strong in the face of adversities and uncertainties.

Our Founder and Chairman Mr. Shashi Kiran Shetty's global vision and perspective, seasoned, experienced professionals in the board and leadership, people-centric policies and accent on gender diversity and young talent, helps create a conducive culture for sustainable growth.

As a value-driven corporate citizen we believe in the larger cause of development of communities and societies that we are part of. Our commitment to world-class Environmental, Social, and Governance standards along with multiple inclusive initiatives to assist the underprivileged and protect the environment, hold us in good stead for the future.

We look ahead to creating logistics magic and establishing market leadership by far, in all the businesses and geographies where we operate.

Customer centricity, the key

V. Suryanarayanan, Managing Director, Cholamandalam MS General Insurance Co. Ltd. underlines the 3 things brands must get right to be top-of-mind for consumers today

Post-pandemic, many customer-centric brands have started focusing on "Phygital" experiences by making use of technology. The core value proposition seems to have changed with regards their offerings and experience towards delivery.

Chola Ms followed the same mantra and ramped up digital and tech solutions to bridge the gap in value seekers looking for insurance at a multi-platform with an omni-



channel approach. With a brand promise of #pledge2protect, we also focused on growth via customer centricity, which has given us an edge. We are constantly improving our digital offerings both towards partners and customers, keeping in mind the ease of doing business. A few major changes in the past couple of years would include website revamp, launch of customer bot, WhatsApp services, AI based claims assessment, launch of revamped customer app, vid-

eo based claims assessment, etc.

One of the best ways to improve brand recall is by handling customers with empathy, especially at the time of claims settlement. When we help a person in distress, they remember us forever. Word of mouth from existing customers who have experienced our service helps us. Lastly, being part of 100+ years old Murugappa group helps in better brand recall and connect for customers and over all enjoy the trust of them all.



Housing Market set for an upward trajectory

A Puravankara spokesperson looks to the future and decodes what lies in store for the industry

The pandemic has been a catalyst for changing customer behaviour and preferences. The work-from-home scenario triggered the need to create a niche space allowing for an office set-up at home and adoption of remote working technology to a greater extent. The demand for more spacious homes arose, with expectations of living in serene, peaceful and non-urban settings giving an impetus to a new class of real estate comprising plotted developments like bungalows, villas, etc. Hence, this accentuated the need for larger quality living spaces. Overall, 2021 saw a significant shift in customer buying patterns and homeowner aspirations.

As many employees return to office in 2022, the housing market will witness an upward trend in the next few years despite rising interest rates and increasing property prices. The hybrid work mode led to a skilled workforce migration to satellite cities, which has further fuelled demand in these cities. Affordability with good connectivity and access to lifestyle amenities remained considerations in the consumer purchasing decision. The need among homebuyers to upgrade to larger living spaces and opt for convenience-led amenities that

elevate their lifestyle continues to be a trend, especially among the age group of 35-45 years.

The outlook for 2022 and 2023 appears promising. The Indian economy is showing stability and resilience. The government's focus on infrastructure projects such as airports, roads and train networks will help the growth further and create employment. It will result in further demand for homes in the country. The real estate sector is well-poised to ride this positive momentum, backed by a portfolio of quality projects, sound economic fundamentals and strategic plans of developers driven by competent teams.

PURAVANKARA

Decoding consumer mindsets

Subodh Mehta, Senior VP, Sales & Marketing, Godrej Interio B2C business, ponders key consumer trends, and how the brand addresses them

The biggest trend in consumer behaviour that we are seeing is linked to digital adoption. According to most consumer surveys, over 25% of consumers are buying online for the first time across multiple categories of goods and services. With 75% of our customers doing research online before visiting physical store, we have initiated virtual and hybrid selling. About 90% of our customers use various digital tools like contactless payments, virtual walkthroughs, Room Planner & Product Configurators to cater to this newfound trend.

We have blended the digital and retail stores to deliver a truly omnichannel

experience to customers. Currently, we have 450 exclusive showrooms and 520 dealer outlets across India. We have established a very comprehensive supply chain network due to our offline business, and that is the biggest advantage



we have in comparison to other players who are going from online to offline.

With design thinking being the root of every innovation, Godrej Interio is offering the essential range of affordable products that come with good quality, functionality, design, and sustainability at an affordable price with assured warranty to the customers. The idea is to offer a wide range of well-designed, functional home furnishing products that are affordable keeping in mind customer's wallet and needs. We are also looking to consolidate and scale our interior services footprint across the country offering end-to-end home interiors design and execution.

Moving towards a better future

Suman Mishra, CEO, Mahindra Electric- last Mile Mobility, reveals some of the aspects that give the brand an edge over peers

We are the pioneers of electric vehicle technology in India, with an established track record of launching successful products that transformed the last mile industry. This understanding of the market and consumer coupled with vehicle level data gives us a competitive advantage. We are committed towards continuous improvement and innovation through use of advanced technology at a vehicle and business model level. Our rigorous focus on validation of our vehicles in real world conditions combined with the brand trust of Mahindra differentiates us from competition.



mahindra

Another key distinguishing element is our widespread channel. With more than 800 service and 270+ sale touchpoints, our vehicles can be easily serviced anywhere in India. We ensure that we continuously listen to customer feedback through these touchpoints and translate them into product specifications and features. All of this translates to the best in segment total cost of ownership for our customers – thereby enabling a transcendental shift in their economic status. We continue our endeavors into new technology areas and product development to continue remaining ahead of the curve.

A differentiated model of success

Madan Dodeja, CEO, Vashi Integrated Solutions expounds on the key brand differentiators

Vashi Integrated Solutions is India's largest multi brand pan-India industrial B2B supplier. Our ability to directly connect with the installers and end users of our products and services sets us apart in the distribution industry. I believe we must be the only industrial B2B supplier in India to have served 20,000+ customers in 5,000+ pin codes across the country in the last year.

We consider our 1000+ team members as a part of our family, and constantly provide them with opportunities to exponentially grow their career with us. We aspire to be a platform that assists the best minds in



the industry to come together to dramatically improve the offering in every customer segment we exist.

Our focus on constantly upgrading our digital technology platform to raise the quality of service to our internal and external customers is something unique in our industry. We invest approximately 10% of our annual profits in technology to improve our service capability.

Delivering growth through diversity

An Apparel Group India spokesperson elaborates on the mantras of iconic brands such as Victoria's Secret

A brand's mantra is used to cultivate their message to define a brand within and outside the organisation. It is a strong foundation of the brand and it is what the company takes pride in. Victoria's Secret functions with a mantra too that is inculcated in the core of the company, which believes in women empowerment. It is focused on representing, uplifting and supporting women as well as their journeys, all while adapting to new trends and changing

their approach without being rigid on any particular aspect.

Their executive team is steadfastly devoted to diversity. The sizing that they provide comes first in this. They are also leveraging store items to convey that size inclusivity, so they have included new mannequins that are diverse and used models of a variety of sizes in the images. Victoria's Secret team truly wants to comprehend the consumer and know what they want. Leading the diversity story, the brand offers

a special line of nursing bras with gilded clasps and lace accents to make sure women feel gorgeous at every stage of life in an effort to encourage day-to-day comfort for women of all sizes and types.

The brand goal is to be the leading voice for women, so they think it is crucial to collaborate with individuals they may not have in the past and to truly highlight a variety of perspectives, thus making sure that everyone feels seen, valued, and loved via their efforts.

Relentlessly innovative

Annie Vanjinath & Vanjinath G., Co-founders, Doctor Towels, elucidate how the brand identifies and addresses customer needs

Since its inception, what sets Doctor Towels apart from the rest is our passion for relentlessly creating innovative yet premium products to give our consumers what they truly deserve. The World's First Banana & Cotton Towel launched by Doctor Towels is a classic example of just that. When an internal study revealed how bath towels can be a breeding place for bacteria, our team of divergent leaders and imaginative thinkers combined fabrics, methods & raw material in a non-conventional format to deliver what the rest of the world enjoys today as towels in Banana, Bamboo and Aloe Vera combined with traditional fibers. The body and face side of towels addresses



a prominent negligence we all do in the usage of towels in our day-to-day life.

Today's consumer knows the difference between a run-of-the-mill product and a curated experience that has its main focus on delivering satisfaction. Being a trend setter in this field comes with its own set of challenges, as competitors play catch up & imitate every product, colour or design, to even the photography styles that the team comes up with. But our vibrant team takes it in its stride, as imitation is the truest form of flattery. With the launch of Aloe Vera Towels and many more lined up to enthrall the customers, it truly is the beginning of the journey for Doctor Towels.

Industry ecosystems: A growth driver

Gaurav Verma, Chief Marketing Officer, API Holdings Ltd., highlights the next wave of healthcare innovation

Ecosystems have proven to be a powerful force in disrupting established categories. And healthcare ecosystems have tremendous potential to offer improved health outcomes by delivering personalized and integrated experiences to patients. The next wave in healthcare innovation could very well emerge from these evolving ecosystems with a significant focus on intelligence, infrastructure and engagement components.

Future healthcare ecosystems will be defined by understanding the needs

of patients and analysing their associated effective care journeys. From (i) connecting consumers with traditional systems of care (like pharmacy, hospital, and diagnostic centers) (ii) leveraging support services (logistics and warehousing), (iii) integrating home and virtual care services to (iv) supporting payment and financing (digital and automatic payments, insurance coverage), these ecosystems will include every touchpoint of a patient's healthcare journey. Each of these services and capabilities will eventually contribute to an exhaustive patient journey with end-



to-end support from healthcare providers.

I believe the constantly evolving healthcare ecosystem will also be path-breaking for patients in seamlessly managing their chronic conditions with the right Patient Support Programs. Appropriate patient support can help them through the onboarding and initial treatment period, improve long-term adherence to medication, and ultimately deliver a better health outcome.

It will be interesting to see how these ecosystems pave the way for healthcare providers like us to bring together integrated care experiences across the entire spectrum, revolving around patients' holistic needs.



Putting priorities into practice

Susmita Nag, Marketing Head - Fenesta, Fenesta Building Systems, sheds light on the brand's success formula in today's challenging milieu

Customer centricity is one of the major driving forces behind all success stories across brands and industry. At Fenesta, customer centricity is one of the core values and all our activities are driven with the sole purpose of providing the best experience to each and every customer. In a rapidly changing landscape of the fenestration industry where product differentiation is merging, customer service is the only edge that can drive preference and trust. Fenesta, the iconic window brand which has been transforming homes for the past 20 years,



has its backend totally integrated with the latest infrastructure and processes coupled with the values of agility and customer centricity to improve the lives and homes of the customers.

Another crucial element of the success in today's time is sustainable practices and solution. Customers see brands with a lot of optimism and expect them to do something meaningful for a cleaner and greener environment. At Fenesta, sustainability in every aspect from product development to overall operations, has ensured that Fenesta is the most preferred brand in the industry.



The unveiling of the premium Business & Lifestyle magazine, in Focus



Supratik Sengupta, Head Marketing - Consumer Healthcare, Lupin; Meghna Peer, Chief Marketing Officer India & South Asia, Newell Brands; Ashish Himantani, Head, Customer Experience & Quality, Tata CLiQ; Moderator: Amiya Swarup, Partner, EY; Krupal Desai, Director Marketing, ZEES Global; KV Dipu, Senior President Operations and CX, Bajaj Allianz General Insurance; Subodh Mehta, Senior Vice President, Godrej Interio; Subhra Bardhan, VP & Head - Consumer Insights & User Research, Kotak Mahindra Bank

