

MARKETING STRATEGIES

OCM PRIVATE LIMITED

Currently, we have shifted focus to a hyper-personalised approach to strengthen our sales network. We have had several outreach initiatives through virtual conferences and have a robust digital led plan which also reaffirms our pledge to safety with the protective measures adopted during production and a series on new introductions/ special products.

BTL has come to play a major role with targeted shop branding and innovative PoS.

Our strategy will be to continue evolve with performance fabrics-led communication.

Vikram Mahaldar, MD & CEO, OCM Private Limited.



FABLESTREET

For marketing strategies, our key focus is on pushing recent, relevant products and continuously engaging with consumers on important channels like Instagram and Facebook to understand their needs, address and solve their issues and get feedback.

We're also conscious of our core consumer base that we engage with and their evolved lifestyle needs.

Ayushi Gudwani, Founder, Fablestreet.



DOLLAR INDUSTRIES LIMITED

Our marketing strategy is a mixed blend of conventional mediums clubbed with digital outreach. We want to ensure that our marketing strategy caters to our various segments of consumers and stakeholders.

We are releasing two new TVCs for the season and hope to get a fair amount of attention in both TV and digital space.

Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.



PAUL ADAMS

The Internet has greatly expanded our opportunities to market. Some of the strategies that we follow as a brand are

- A website with strong search engine optimization
- Investing in search engine ads
- Collaborating with fashion bloggers
- Leverage the Power of Ad Automation
- Making Sure our campaigns are tightly organized
- Use of Remarketing .

Anshuman Singh, Creative Founder, Paul Adams.



collaborated with HealthGuard, Australia and curated a unique range of anti-viral products. We optimize digital as well conventional media, in order to communicate constantly with our consumers for various initiatives and new launches.”

With changing consumer shopping habits and preferences owing to lockdown and pandemic, the key element is to stay connected and understand the behaviors and intentions of the customers. The importance of interacting with the consumer, even digitally, has increased more than ever and is crucial to execute a winning retail marketing and advertising strategy.

“We are functioning at multiple levels to communicate with customers across online and offline channels through SMS campaigns, influencer engagements, or strategic digital campaigns, in order to maintain connect with the target audience and inform them about our various initiatives, programs and consumer engagement measures,” says Bansal.

“We have increased our pace of innovation and reoriented our customer support as well as marketing activities to gear up for the new reality. The objective is to respond as speedily as possible to emerging circumstances and reach the consumer with effective solutions,” adds Petal Gangurde, Vice President, Brand and Marketing, YXXX Apparels Pvt Ltd.

New Categories

The last few months have been quite hectic and uncertain in terms of revamped work structures, a new WFH routine coming in place and consumers switching to comfort clothing over style. But with the upcoming

