



# BOOMING BRANDS

In today's crowded, complex and competitive Indian market, building an admirable brand from scratch has become one of the toughest tasks for entrepreneurs. Today's consumer is becoming more demanding, new technologies are disrupting established business models, international competitors are entering India at a rapid pace. Though the number of marketing channels are increasing, attention span of consumer is decreasing. Moreover, many marketing strategies that used to work in the past are becoming obsolete today.

But even in the midst of all these challenges, a few entrepreneurs have been able to create admirable 'Made in India' brands that are getting noticed at the global stage. But journeys of these brands are mostly unnoticed. Harsh Pamnani, a marketer is on a mission to bring forward these journeys and demystify how new age 'Made in India' brands were created from scratch. He has authored a book "Booming Brands" that covers the brand building lessons derived from the hard-earned success of 11 brands from multiple industries and domains.

The interesting point of this book is that it covers new age brands that have emerged post liberalization, have grown in fast changing digital era, and have sustained their growth when tenure of employees and customers with brands have shortened significantly. The brands selected - BookMyShow, BYJU'S, Zomato, Paper Boat, FirstCry, Goli Vada Pav, Elephant Design, Shaadi.com, PaGaLGuY, Su-Kam, and Jayaashree by Arunachalam Muruganantham (Pad Man), represent a good cross section of both digital and brick & mortar situations.

This book is published by CNBC TV 18 and has received praises from many renowned business leaders, investors and academicians such as Amitabh Kant, CEO of NITI Aayog; Harsh Mariwala, Chairman of Marico; Ronnie Screwvala, Founder of UTV Group; Prof. Sharad Sarin, marketing professor at XLRI, Jamshedpur; Prof. Anand Narasimhan, Shell professor of global leadership at IMD, Switzerland; Prof. David Bell, marketing professor at The Wharton School, University of Pennsylvania; GV Ravishankar, MD at Sequoia Capital, India; Anand Lunia, Founding Partner at India Quotient; Sridar Iyengar, former Chairman and CEO of KPMG, India; Vineet Malhotra, MD at BlackRock, San Francisco and others.

This book can be leveraged by people interested to learn how entrepreneurs behind these brands identified new opportunities, created million-dollar markets and achieved popularity for their brands in today's highly crowded and competitive market.





### **What was the vision behind writing 'Booming Brands'?**

In today's changing, competitive and crowded marketplace, building an admirable brand has become one of the toughest and the most important tasks for entrepreneurs and marketers. Due to change in consumer behaviour, reduction in consumers' attention span as well as increment in the number of marketing channels and competitors, the marketing strategies that used to work in the past are becoming obsolete today.

To navigate through the complexities of today's time, people need the right material to learn from the journeys of rising brands. I have met many marketers, business school students, entrepreneurs, and professors who expressed that there is enough material available on growth stories of international brands, but not much has been written about the growth stories of Indian brands. The way brands were built in developed countries like America, can't be built in developing and a diverse country like India.

Though some valuable material has been written on Indian brands, today's brands can't be built in the way age old brands were built before liberalization and before the digital era. Moreover, some interesting material has been written on successful marketing campaigns, but brand building is beyond marketing campaigns. A brand is defined by many factors such as the vision of the founder, product, packaging, team's capability, organization culture, distribution channel, supply chain, etc. and I couldn't find much material covering these aspects of brand building.

I also observed that many new age 'Made in India' brands are getting noticed on the global stage, but their journeys are mostly unnoticed. Noticing this void, I felt I could come up with a referable material that could be leveraged by many people interested in learning from the



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journeys of today's rising brands. My book 'Booming Brands' is an outcome of my vision to bring forward the journey of new age 'Made in India' brands.

#### **How much do you think the 'Make in India' initiative has helped the Indian market grow?**

The Make in India initiative was launched by Prime Minister in September 2014 to transform India into a global design and manufacturing hub. In my view, it is a great initiative to boost innovation, entrepreneurship, accelerate growth and create more jobs in India.

For instance, India has recently inaugurated the world's largest mobile phone factory in

association with the Samsung and is in talks with multiple international players. While these kind of manufacturing units employ in-house workforce, they also benefit the broader ecosystem.

'Make in India' has also motivated many other players in the ecosystem to come forward and contribute. For instance, IIT Hyderabad is launching an incubator dedicated exclusively to aid start-ups in the chip design sector. The goal of this initiative is to incubate at least 50 'Make-in-India' chip design companies that can compete globally.

As another interesting fact, India is now in the top half of the Global Innovation Index (GII) rankings. GI is developed jointly by Cornell University, INSEAD and World Intellectual Property Organization and ranks 126 economies based on 80 indicators, compiled under 7 pillars. India is now ranked as 57th most innovative country in the world and the most innovative country among Central and South Asian countries.

#### **In your book, you have written about 11 Home-grown brands. Which factors did you consider while picking these brands?**

The book covers 11 'Made in India' brands - BookMyShow, BYJU'S, Shaadi.com, Zomato, Paper Boat, FirstCry, Su-Kam, Goli Vada Pav, PaGaLGuY, Elephant Design and Jayaashree by Arunachalam Muruganantham (Pad Man).





The brands selected are from multiple industries and domains. They all are innovators, problem solvers and market leaders in their respective niches.

All these brands have become admirable brands over the last decade and have achieved popularity in highly crowded and competitive markets. The book covers their journeys in the structure of 'Why', 'How' and 'What' these brands have done to become winners in their respective areas.

#### What upcoming marketing trends should home grown brands watch out for?

Brands have to adapt themselves as per changing consumer behaviour and emerging technologies. In today's era, the consumers' attention span has reduced and their behaviour has changed significantly. For instance, when people used to

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consume internet through their desktops, they used to take out dedicated time to browse websites. But nowadays, people consume internet through mobile in smaller chunks. If a consumer is not hooked on in a few seconds, he can go to an alternative option with just a click. In such scenario, brands' obsession with relevance to the customer and respect for their time has to be very high.

Moreover, marketers have to look at technology differently. Nowadays, for any business to forecast and take decisions, data analytics and machine learning technologies have become essentials to understand market share, identify opportunities with revenue potential. Technology can also help marketers reach a new and targeted set of audience. ■