

MARKETING MONDAY

20th January , 2025 | #Edition 16



Checkmate in Style: Gukesh and Anand Spar in Witty Myntra FWD Ad, Showcasing Gen Z Swagger!

Indian chess prodigy and youngest world champion, Gukesh Dommaraju, stars alongside legendary grandmaster Viswanathan Anand in a witty new ad for Myntra's Gen Z sub-brand, FWD. The duo engages in a playful battle of shade, flexing achievements and exchanging banter that bridges generational gaps, with Gukesh even teaching Anand some Gen Z lingo. This Ad highlights their comedic timing and celebrates Gukesh's rising influence as a brand ambassador, marking a new chapter in his endorsement journey.

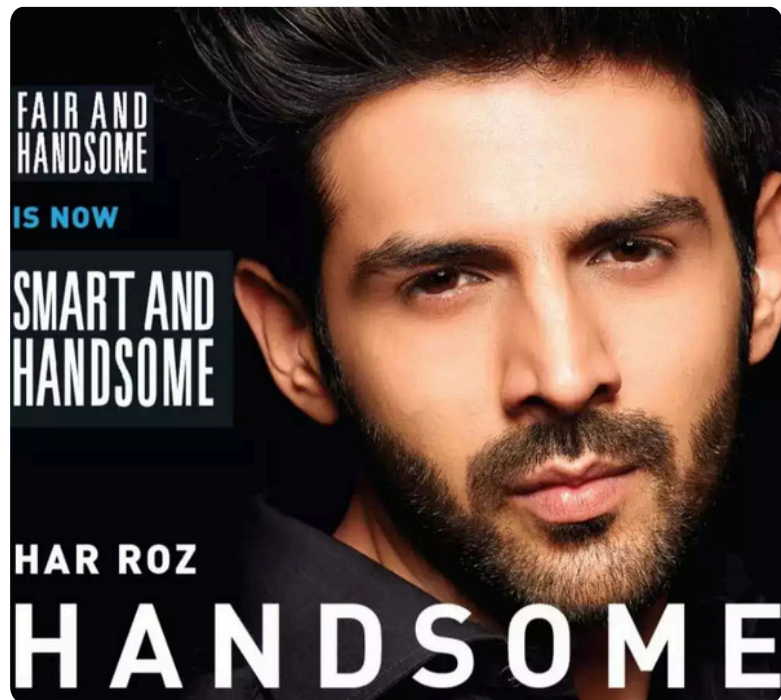
Puma Teams Up with PV Sindhu to Mark Its Entry into Badminton in India



Puma India has partnered with badminton star PV Sindhu in a multi-year deal, marking its official entry into badminton. The collaboration aims to elevate the sport's profile in India and inspire young athletes, with a high-performance badminton range set to debut at the India Open 2025.

Puma Becomes 'Pvma': A Bold Tribute to PV Sindhu Ahead of Landmark Partnership

Ahead of its partnership announcement with PV Sindhu, Puma India rebranded its store signage to 'Pvma' for a week, creating a buzz online. The bold gesture celebrated Sindhu's legendary status and marked Puma's foray into badminton.

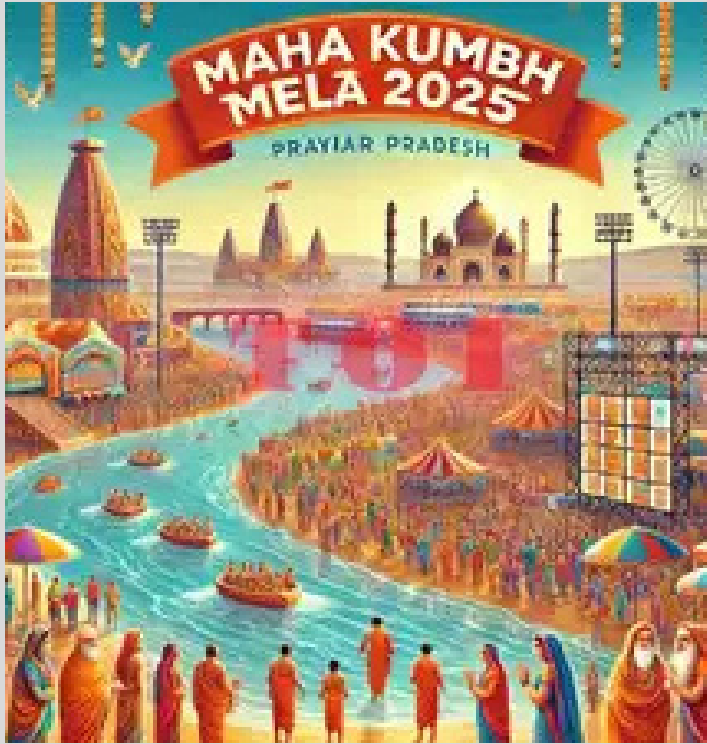


Fair And Handsome Rebrands as Smart And Handsome, With Kartik Aaryan Leading the Charge

Emami Ltd has rebranded its iconic men's grooming brand, Fair And Handsome, to Smart And Handsome after nearly two decades. The transformation reflects a shift toward holistic grooming, focusing on skin health, hydration, and overall wellness. With a new tagline, "Har Roz Handsome Code," the brand aims to empower men to feel confident daily. Bollywood star Kartik Aaryan has been announced as the new brand ambassador, enhancing its appeal to young men.

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Maha Kumbh 2025: Rs 2000-Crore Marketing Mela as Brands Line Up for Massive Consumer Reach

The Maha Kumbh Mela 2025, starting January 13, is expected to draw over 450 million attendees, presenting a unique marketing opportunity with an investment of Rs 1,800 crore to Rs 2,000 crore from major brands. Companies like Coca Cola, Patanjali, Unilever, Dabur, Airtel, ITC, and Bank of Baroda are planning extensive campaigns.

The festival's massive reach, comparable to IPL and YouTube India, is set to drive innovations in advertising, including AI, LED screens, and augmented reality. ITC's Bingo! and Coca-Cola will offer immersive brand experiences, while Eveready will support the Maha Kumbh Police with safety equipment. Mangaldeep will introduce digital AR rituals and unique branding, while Bank of Baroda will provide seamless banking services. New product launches, such as Kuku FM's Bhakti app and IIFL's boat ambulances for emergency care, will further amplify the event's impact.



Maruti Suzuki Unveils Ambitious 'e For Me' Vision with the Launch of e Vitara Electric SUV

Maruti Suzuki India has launched its 'e For Me' vision to promote electric mobility, focusing on both electric vehicles (EVs) and the supporting infrastructure. The centerpiece of this initiative is the e Vitara, the company's first electric SUV, based on the HEARTECT-e platform. The e Vitara, available in 49kWh and 61kWh battery variants, will make its India debut at the Bharat Mobility Expo in New Delhi. Partho Banerjee, Senior Executive Officer for Marketing & Sales, highlighted that the vision aims to make EV ownership hassle-free while fostering sustainability.



Wondrlab Expands Tech Capabilities with Acquisition of BigStep Technologies

Wondrlab has acquired a majority stake in BigStep Technologies, a leader in Gen-AI and Cloud-Native Custom Software Solutions. This marks Wondrlab's seventh acquisition and its second in the tech space. The acquisition aligns with Wondrlab's strategy to enhance its digital transformation capabilities. BigStep's expertise in AI and bespoke application development will complement Wondrlab's global marketing and business solutions. Both companies look forward to scaling their offerings across the US, Middle East, and Europe.