

SAGA

THE PULSE OF RETAIL & E-COMMERCE

The Future of FMCG

Trends Shaping Consumer Choices

-Dr. Asher T. Gianchandani

Co-Founder & CEO - Moksha Media Group

INTERNATIONAL EDITION

FROM INSIGHT
TO IMPACT
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#MOKSHA FROM THE ORDINARY WHERE BRANDS TRANSFORM AND IDEAS SOAR #BRANDING PRODUCTION CREATIVE PERFORMANCE

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“The Future of
FMCG,
Finding
Your Way
Through
Vision,
Change
and
Opportunity”

DR. ASHER T. GIANCHANDANI
EDITOR-IN- CHIEF

Fast-moving consumer goods (FMCG) sector sits at the junction of innovation and change. It is my honor as Editor-in-Chief to bring you this edition of the journal, which explores closely the trends, issues, and opportunities influencing the direction of FMCG in India and Southeast Asia.

The FMCG sector is propelled in these dynamic areas by a convergence of three main factors: urbanization, digital innovation, and unquestionable influence of sustainability. Demand is changing as a rising middle class searches for goods that not only fit their ideals and way of life but also their utilitarian demands. No longer preferences are convenience, quality, and environmental responsibility; they are expectations.

The Technological Transformational Revolution

How FMCG brands communicate with consumers is being driven by technology. Artificial intelligence (AI) is no more a future idea; rather, it is a necessary tool for trend prediction, customer behavior analysis, and customizing of experiences. Offering immersive and engaging experiences that transcends conventional marketing, augmented reality (AR) and virtual reality (VR) are changing how customers interact with products.

Social commerce and e-commerce have transformed how FMCG products find consumers. While subscription models and direct-to-consumer techniques are developing closer customer interactions, platforms that deftly combine the online and offline buying experience are booming. The lines separating entertainment from shopping are erasing, hence FMCG companies have to welcome this change if they are to stay competitive.

Sustainability as the Foundation

In a time when every purchase speaks a

story, sustainability has become the pillar of consumer loyalty. From biodegradable packaging to ethical sourcing, consumers shows real dedication to environmentally friendly methods more and more. Companies that give the earth first priority alongside earnings will shape the sector going forward.

Prospectives for Small and Medium-sized Companies (SMEs)

Affordable artificial intelligence tools and social media channels have levelled the playing field for small and medium-sized FMCG companies. SMEs have an advantage in providing focused solutions that appeal to consumers in delivering agility and an eye toward niche markets. This edition looks at how these companies might surpass more established rivals by creative use of technology and strategic application.

The Human Component

One fact always holds true across all the technology developments: the FMCG sector is based on people. Every artificial in-

telligence algorithm, marketing effort, and product innovation starts with a wish to interact with consumers in significant ways. The success of this sector always comes first from knowing the values, goals, and wants of consumers.

Looking ahead, FMCG will be transformed, flexible, and full of potential. This edition honors the visionaries and changemakers propelling this trip ahead. Whether your position is that of a marketer, business leader, or just a curious thinker, we hope the ideas presented here encourage you to boldly consider the future.

We appreciate you joining us on this investigation of a sector that influences all facets of our life.

WITH WARM GREETINGS,
EDITOR-IN- CHIEF
DR. ASHER T. GIANCHANDANI

**EDITOR'S
note**

5G AND IOT IN FMCG MARKETING

-Akshata Shailendra Singh

The evolution of technology is revolutionising how brands interact with consumers, and the FMCG industry is no exception. With the advent of 5G and the Internet of Things (IoT), real-time consumer engagement is transformed, providing FMCG companies unprecedented opportunities to deliver personalised, dynamic, and interactive experiences. As the world shifts toward faster and more connected communication channels, leveraging these technologies in marketing is not just a competitive advantage but an absolute necessity for growth in a highly saturated marketplace.

The convergence of 5G and IoT brings speed, reliability, and real-time data collection, redefining how FMCG brands approach

their consumer engagement strategies. 5G's ultra-low latency and faster data transmission speeds allow IoT devices to communicate instantaneously, unlocking new possibilities for FMCG marketing, particularly in enabling hyper-targeted, contextual advertising that can respond in real-time to consumer behaviours and preferences.

One of the most promising features of 5G technology is its speed, which is expected to be 100 times faster than current 4G networks. This advancement translates into real-time interactions that were previously unachievable. For instance, a report by Ericsson predicts that by 2025, there will be approximately 25 billion IoT devices globally, many of which will be integrated into FMCG marketing efforts. This connectivity enables

real-time communication between brands and consumers, allowing marketers to provide hyper-targeted product recommendations, personalised promotions, and location-based offers through wearable devices, smart appliances, and mobile apps.

Imagine a scenario where a consumer enters a supermarket, and their smartphone or smartwatch, connected via 5G, communicates with the store's smart shelves. Based on the consumer's past purchase behaviour, the shelves recommend products, offer discounts or even provide reviews from other buyers. This level of interaction is no longer futuristic but an imminent reality, thanks to the seamless connectivity that 5G and IoT enable. Research by McKinsey & Company

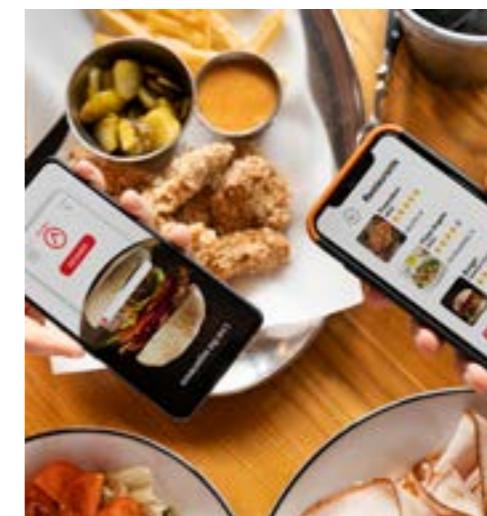
estimates that 5G could increase the global GDP by up to \$2 trillion by 2030, with the retail sector, including FMCG, being one of the largest beneficiaries due to enhanced consumer engagement opportunities.



MARTECH



It is interacting with consumers in real-time offers several advantages for FMCG brands, including increased customer satisfaction and loyalty. A survey by Accenture found that 83% of consumers are more likely to purchase from brands that offer personalised experiences. Through 5G-enabled IoT, brands can provide tailored, on-the-go content and promotions that resonate with consumers' immediate needs and interests. This level of personalisation not only



FMCG



fosters a deeper connection with the brand but also enhances the overall shopping experience, making it more enjoyable and efficient.

Moreover, 5G and IoT open the door to more sophisticated data collection and analysis. With billions of connected devices feeding real-time data into machine learning algorithms, brands can gain deeper insights into consumer behaviour. This information allows marketers to continuously refine their strategies and respond to market trends more quickly than ever. For example, Coca-Cola has already begun using IoT-vending machines that provide real-time data on stock levels, customer preferences, and environmental

Conditions. This data enables the company to optimise its product offerings and improve the customer experience.

Beyond the convenience factor, integrating 5G and IoT into FMCG marketing is critical in driving sustainability initiatives. Innovative packaging, for example, allows consumers to scan products for real-time information on sourcing, production processes, and environmental impact. This transparency builds trust and enables consumers to make more informed purchasing decisions. Given that, 66% of global consumers are willing to pay more for sustainable products, as reported by Nielsen, the ability to provide this level of detail through IoT devices is an invaluable tool for FMCG brands looking to position themselves as environmentally conscious.

Another key reason why 5G and IoT are crucial for FMCG marketing lies in the potential for creating immersive, engaging consumer experiences. Augmented reality (AR) and virtual reality (VR), powered by 5G, can enable brands to create interactive, experiential marketing campaigns. For example, shoppers could use their smartphones to view virtual product demonstrations, test how a product fits into their lifestyle, or even explore virtual stores. This kind of engagement deepens the consumer's connection with the brand and enhances their perception of the product. Research by PwC suggests that the VR and AR market is expected to reach \$1.5 trillion by 2030, indicating the



massive potential for FMCG brands to leverage these technologies in their marketing strategies.

In conclusion, integrating 5G and IoT in FMCG marketing is more than a technological advancement; it's a fundamental shift in how brands connect with consumers. The ability to deliver real-time, personalised interactions is not just an enhancement of the customer experience but an expectation in today's increasingly connected world. As consumer demands for immediacy, personalisation, and sustainability grow, the FMCG sector must harness the power of 5G and IoT to remain relevant and competitive. Those who do can offer more prosperous, more meaningful experiences that resonate with modern consumers, driving loyalty, satisfaction, and, ultimately, sales.



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VOICE COMMERCE IN FMCG

-Akshata Shailendra Singh

Voice commerce is rapidly transforming the way consumers interact with FMCG brands, paving the way for seamless, hands-free shopping experiences. By using voice-activated devices, customers can order groceries, restock household essentials, and even explore new products, all through simple voice commands. This intuitive mode of shopping, enabled by the integration of voice technology with e-commerce platforms, is capturing the attention of FMCG companies seeking to optimise convenience, foster brand loyalty,

and enhance engagement in unprecedented ways. Voice commerce, or v-commerce, leverages artificial intelligence-powered voice assistants like Amazon's Alexa, Google Assistant, and Apple's Siri to allow users to purchase by speaking. This technology processes spoken commands to understand and fulfil customer requests, from adding items to a shopping cart to completing a transaction. As of 2023, nearly 35% of U.S. households owned a smart speaker, and that number is set to grow significantly as voice recognition technology continues to improve in accuracy. Utility forecasts that voice shopping transactions could reach \$40 billion by 2025. The standout factor of voice commerce

is its unprecedented convenience. Unlike traditional online shopping, which requires screens and manual input, voice commerce enables consumers to engage hands-free, making it perfect for multitasking. A consumer can request their favourite coffee brand or a needed detergent simply by asking a device to "add it to the cart." This mode of interaction not only saves time but also reduces friction in the purchasing process. For FMCG brands, which cater to high-frequency, low-involvement purchases, this frictionless experience is precious. With voice commerce, even routine purchases become quicker and more efficient, meeting consumer demands for convenience and speed.

For FMCG brands, adopting voice commerce offers more than just a new distribution channel—it provides access to real-time consumer insights. Each interaction provides data on consumer preferences, purchasing patterns, and contextual usage, allowing brands to tailor their offerings more precisely. For instance, brands can develop algorithms that remember a

consumer's preferred products, suggest related items, or remind them of recurring purchases like milk or soap, boosting brand loyalty and promoting upselling opportunities.

Voice commerce growth highlights its importance in a market increasingly focused on convenience and personalisation. Research by Adobe indicates that 55% of users prefer using voice commands for simplicity, while

44% enjoy it for hands-free control.

Consumers increasingly need to accommodate this shift, making it essential for FMCG companies to integrate voice-enabled options within their digital strategies. Brands that adopt voice commerce early can gain a competitive advantage, positioning themselves as leaders in innovation and consumer-centric solutions. Additionally, voice interactions create a unique avenue for developing emotional



connections with consumers, as voice-based engagement fosters a conversational and, at times, more intimate experience than traditional screens. However, challenges still need to be solved in which voice commerce lives up to its potential. FMCG brands must prioritise accuracy in search and product recommendations, as misinterpretations in voice commands could result in failed or incorrect orders, impacting user experience. According to a 2022 study by Capgemini, 60% of consumers would abandon a brand after a poor experience with a voice assistant. Ensuring smooth, reliable transactions becomes vital for brands leveraging voice commerce. As technology advances, improving natural language processing (NLP) capabilities and incorporating advanced AI for personalisation will be essential to enhancing user satisfaction and retaining consumer trust.

Security and privacy also stand as critical issues for FMCG brands to address. While voice commerce's seamless nature is appealing, it raises concerns about data security and user privacy. Personalising recommendations based on

previous purchases or browsing behaviours requires sensitive data, making it essential for companies to safeguard user information rigorously. Implementing multi-factor authentication, anonymised data storage, and transparent data policies will win consumer trust and ensure voice commerce's success.

For FMCG brands, the future of voice commerce holds immense promise. As more consumers embrace voice-enabled shopping, these companies have the opportunity to redefine convenience by making purchasing as easy as speaking a command. By investing in robust voice commerce capabilities, FMCG brands can strengthen their position in the market, meet evolving consumer demands, and ultimately foster a more intuitive and engaging shopping

experience. With v-commerce poised to play a significant role in the consumer goods sector, embracing this technology could mark the next frontier in consumer convenience, offering brands a pathway to deeper customer relationships and increased loyalty in the years to come.



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KAHKSHA



KHURANA

FROM CURIOSITY TO CRAFT HOW STRATEGY BECAME A PASSION.

“Strategy is not just about solving a problem; it’s about getting into a brand’s headspace and transforming that into something impactful. It’s like playing detective, with a side of creativity and a little bit of chaos.”

“Making sure the content feels relevant while staying true to the brand’s identity. If the content feels fresh- then we’ve nailed it. If not, we’ll just blame the algorithm.”

“From Curiosity to Craft: How Strategy Became My Passion.”

When I first dipped my toes into the world of strategy, it came to me when I was searching for something more holistic. And As for the passion- it’s stronger than ever, strategy is pretty much in my bloodstream. It has changed how I used to observe ads, content, and even people sometimes. So, yeah, the passion is very much alive. I have worked with magazines and brands before, but there was a part of me that craved

something bigger, more intellectual—and, let’s be real, a bit hectic. I was intrigued by how big ideas come to life, the thought that starts it all. Knee-deep into the role, I understand that strategy is not just about solving a problem for a brand- it’s about getting into their headspace, understanding their DNA, and translating that into something creative and impactful. Like, when I see a campaign, I don’t just see the final ad- I see the observation behind it. What was the insight there? Who are they reaching out to? Did they specifically choose this communication, or are they just winging it? It’s like playing detective with a side of creativity.

“Navigating Trends Without Losing Brand Identity.”

Digitally speaking, I would say making sure your brand doesn’t make generic content. All brands have a unique narrative direction that sets them apart from

their competition, but we live in a day and age where ongoing trends have a huge influence when it comes to the content brands are making. We have seen so many conventional and traditional brands experiment with trends and reels, which was great to witness, but it also narrowed the gap between the brands. When every brand jumps on every trend, they risk blending into the generic noise. It’s as if everyone at a party wore the same outfit. Sure, it’s stylish, but you don’t stand out. The key is to take trends and twist them to fit your brand’s core values. You want to align with the times without losing your individuality. So, when we strategise for clients, we make sure their content feels fresh and timely but still unmistakably them. It’s important to only use trends as an inspiration and ensure the content aligns with your brand’s core. That



-HEAD OF STRATEGY
Moksha Media Group

is what makes your brand unique and creative.

On the other hand, it's also challenging when the brands (usually well-established ones) are too rigid to experiment. Brands have guidelines, content buckets and communication they want to stick to. These guidelines are important for consistency, but they can also make digital content feel rigid or predictable. However, as strategists, we view this as an opportunity to find new ways to convey the same narrative. Finding 100 creative ways to tell the same story without losing the essence of what makes that brand special. It requires constant innovation- this is where the real craft lies. Making sure the message feels fresh and relevant while still staying true to the brand's identity. If the content feels fresh and fun- then we've nailed it. (If not, we'll just blame the algorithm)

“Thriving in FMCG: Where Data Meets Creativity”

In today's tech-driven world, being a strategy leader means being a brand's guardian and, more importantly, using data to understand consumer behaviour. A good example can be the Swiggy Genie service, which uses consumer data to personalize its

communication. It tracks user preferences and predicts what you might need next - whether it's food or groceries. They use behavioural data and purchase history to create targeted offers, making you feel like they know you better than your best friend. Strategists need to stay ahead of trends but also (like we discussed before) ensure that their brand's core message isn't lost in the noise. Above all, it's about finding that sweet spot where creativity meets data, ensuring that campaigns are not just seen but actually make an impact, driving both brand engagement and sales. Because if the campaign isn't bringing in results, did it even happen?

“E-commerce in FMCG: Personalization Meets Engagement”

The scope is massive. E-commerce is the final stage of the product, in which the consumer is close to making a purchase. Brands will harness data to create tailored shopping experiences, making it easier for consumers to find products that match their needs. They have the opportunity to make the process as fun and engaging as possible to close the sale- whether that's through personalisation, tech

integration, or simply keeping things interesting. At the same time, omni-channel strategies will become crucial, with brands ensuring seamless experiences across apps, websites, and even social media. The future is tech, and it's about making shopping fun and impossible to ignore. Because if you can't keep it engaging, why bother?

“Data-Driven Decisions for Smarter Strategy.”

Data is definitely the backbone of what we do; it's our compass. We live in an age where you can know a lot about your audience- and that's both exhilarating and terrifying. When we dive into strategy, we're not just guessing; we're armed with consumer behaviour data, market trends, and platform-specific insights that show us where the specific market is headed and how our target consumer is interacting with brands.

It's incredible how much insight you can get from something as simple as abandoned carts or time spent watching a video. Every click, every search word- it's like a trail leading us to the perfect plan.

“Standing Out Through Relevance and Connection.”

For me, it's brands that

really get people. They don't just sell products; they create moments. Growing up, we saw Amul cracking jokes on current topics on their billboards, and now Zomato seems to have a sixth sense for tapping into cultural moments. They know exactly what will make you stop scrolling and think, “Yep, that's so true.” What sets them apart? It's not just about having a great product (though that helps) but about staying relevant, keeping it real, and making sure you feel something. They make you laugh, make you feel seen, and occasionally convince you to buy a random product you didn't even know you needed. And all of that happens while you're just casually scrolling through your phone.

“Embedding Innovation for Future-Ready Strategy.”

Integrating digital transformation into strategic planning is about ditching the outdated playbook and staying 'somewhat' relevant. It's using the right tech to make our strategies smarter, faster, and more consumer-friendly. We leverage data like social media insights, engagement metrics, and hashtag trends to figure out what's actually hitting. For example, if a BTS reel

performs better, we know people would rather see the brand looking real (and slightly chaotic) than polished and fake. Or if Instagram polls show that customers prefer one product category over another, we temporarily shift focus to that.

“Tech Trends Redefining FMCG: AI, AR, and Beyond.”

First up, we've got AI and machine learning, which are basically the new cool, predicting trends and personalising your shopping experience. Then there's AR, which could totally flip the way we shop- trying on clothes or testing products without leaving your couch. If there's one thing we know for sure, it's that the future of FMCG is going to be tech-savvy, personalised, and maybe just a little too good at knowing what you want before you even realise it.

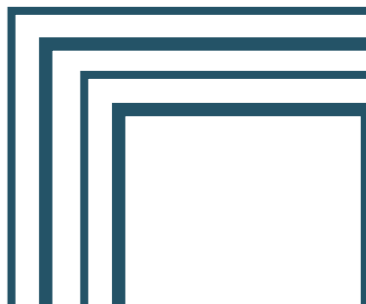
“Spotting Trends with Data, Insights, and Agility.”

To identify market trends, I use a mix of qualitative and quantitative research-

monitoring social media chatter, reading market reports, analyzing consumer data, and yes, scrolling through reels. The quickest way, though, is to check out the competition- the analysis provides key insights into their strategies, products, and positioning, helping us spot gaps and make smarter decisions.

“Balancing Vision with Flexibility for Lasting Impact.”

Long-term planning is all about flexibility. We have to set clear goals but also be prepared to pivot as things change. The key is keeping the brand's core and narrative intact and not losing sight of that. When in doubt- test and iterate. A quantitative (and popular) example would be A/B testing, which tells you exactly what your audience prefers and that you just have to go in that direction. And finally, a college trick that still works: scenario building. As much as I dreaded it back then, it has proven to be incredibly handy now.





AI-DRIVEN MARKETING IN FMCG

-Roopak Pathak

Artificial intelligence (AI) is transforming the fast-moving consumer goods (FMCG) sector, offering innovative ways for brands to understand, predict, and engage with their customers. In an industry characterized by high consumer volumes and constant demand fluctuations, leveraging AI is not just a competitive advantage; it's essential. AI-driven marketing enables FMCG brands to convert complex, high-volume data into actionable insights, accurately anticipate consumer needs, and provide highly personalized experiences. According to McKinsey, FMCG companies adopting AI-enhanced personalization can expect a 10% increase in sales while also reducing operational costs through efficient, data-driven targeting of campaigns.

“Decoding Consumer Behavior: AI as the Modern Market Researcher”

Traditional market research in the FMCG industry often needs help to keep up with the rapid shifts in consumer preferences. AI-based analytics offer a solution by allowing real-time monitoring of consumer behaviour, helping brands make informed decisions on the fly. For example, Coca-Cola utilizes AI to track social media sentiment, enabling the company to quickly adapt its marketing strategies to align with changing consumer attitudes. By continuously analyzing historical data, seasonal trends, and other factors, AI provides predictive insights that aid brands in anticipating demand changes, optimizing supply chains, and avoiding costly stockouts.

AI-powered sentiment analysis also deepens consumer understanding. By processing large volumes of data from social media, product reviews, and other digital channels, sentiment analysis tools offer brands like Unilever insights into customer perceptions and brand affinity. This allows brands to proactively respond to customer sentiment, reinforcing positive views and addressing concerns before they escalate.

Nestlé's recent use of AI-driven predictive analytics during the 2023 holiday season exemplifies AI's tangible impact on FMCG operations. Faced with fluctuating demand, Nestlé employed AI to predict spikes in demand for specific products, allowing the company to adjust its inventory and marketing strategy accordingly. This approach resulted in a 20% reduction in stockouts, improved supply chain efficiency, and enhanced customer satisfaction.

Another noteworthy example is McKinsey's collaboration with an FMCG client on a personalization engine. This AI-powered solution analyzed customer behaviour on the client's e-commerce platform, delivering real-time, individualized product recommendations. As a result, conversion rates increased by 15% and customer churn decreased by 8%, as customers received a tailored shopping experience closely aligned with their preferences.

“What's Next? The Future of Hyper-Personalized FMCG Marketing”

As AI technologies continue to advance, the potential for hyper-personalization in FMCG marketing is becoming

increasingly powerful. With AI, brands can deliver targeted marketing messages and personalized product recommendations with high precision. By analyzing individual purchase histories, lifestyle factors, and even location data, AI allows brands to create highly relevant, tailored experiences. For instance, an AI-driven platform might recognize a customer's seasonal need for particular skincare products and send personalized recommendations exactly when they're most likely to purchase.

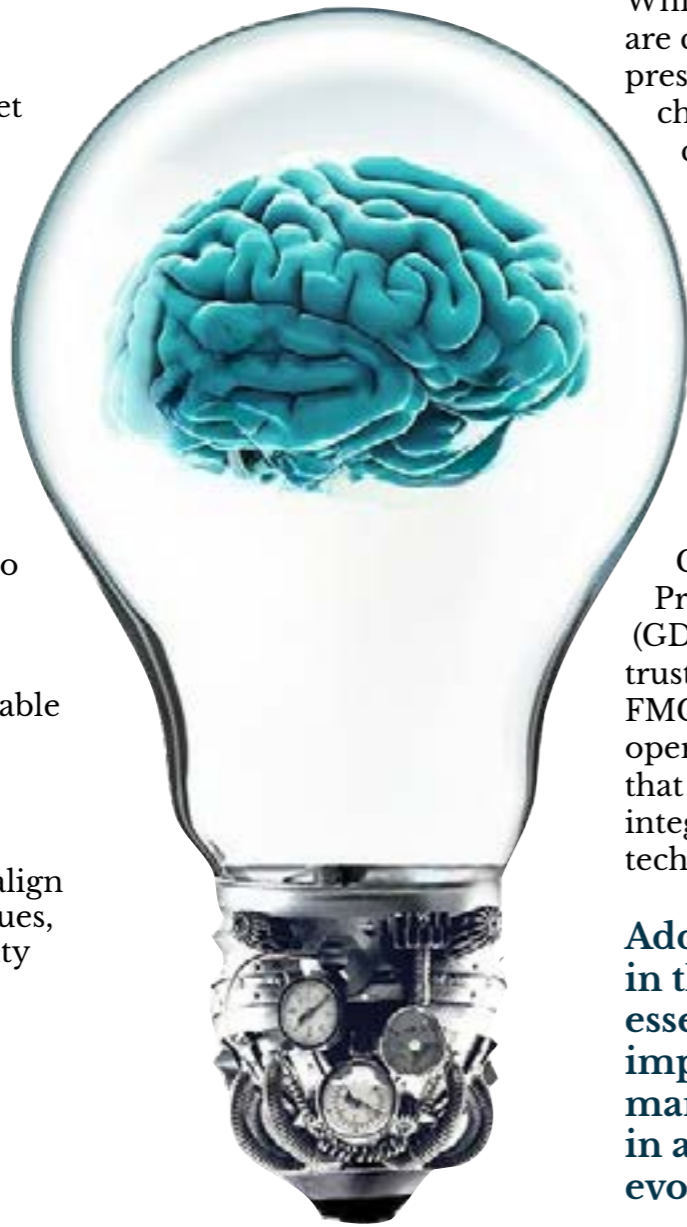
Voice and visual search technologies also represent significant areas of growth. As consumers increasingly rely on voice-activated devices like Alexa or Google Assistant, FMCG brands must optimize their digital presence to ensure that products are easily discoverable through voice search. Additionally, visual search—where consumers use images to find products—is gaining traction, and AI can enhance product discoverability through precise tagging and analysis, making it easier for consumers to find exactly what they are looking for.

“Driving Sustainability with AI: Meeting the Eco-Conscious Consumer”

Consumer demand for sustainable products is on the rise, and AI can help FMCG brands meet this shift. AI can guide brands toward more eco-conscious decisions by analysing environmental impact data alongside consumer preferences.

A Nielsen survey revealed that 73% of consumers are willing to change their consumption habits to reduce environmental impact, making sustainable practices a key differentiator.

FMCG companies can leverage AI insights to align products with these values, building trust and loyalty among eco-conscious customers.



“Navigating AI’s Challenges: Privacy, Legacy Systems, and Skill Gaps”

While the benefits of AI are clear, its adoption does present unique challenges. Data privacy is critical in AI-driven marketing, as brands heavily rely on consumer data. FMCG companies must establish robust data governance practices and comply with regulations like the General Data Protection Regulation (GDPR) to build consumer trust. Furthermore, many FMCG companies still operate on legacy systems that can hinder the integration of new AI technologies.

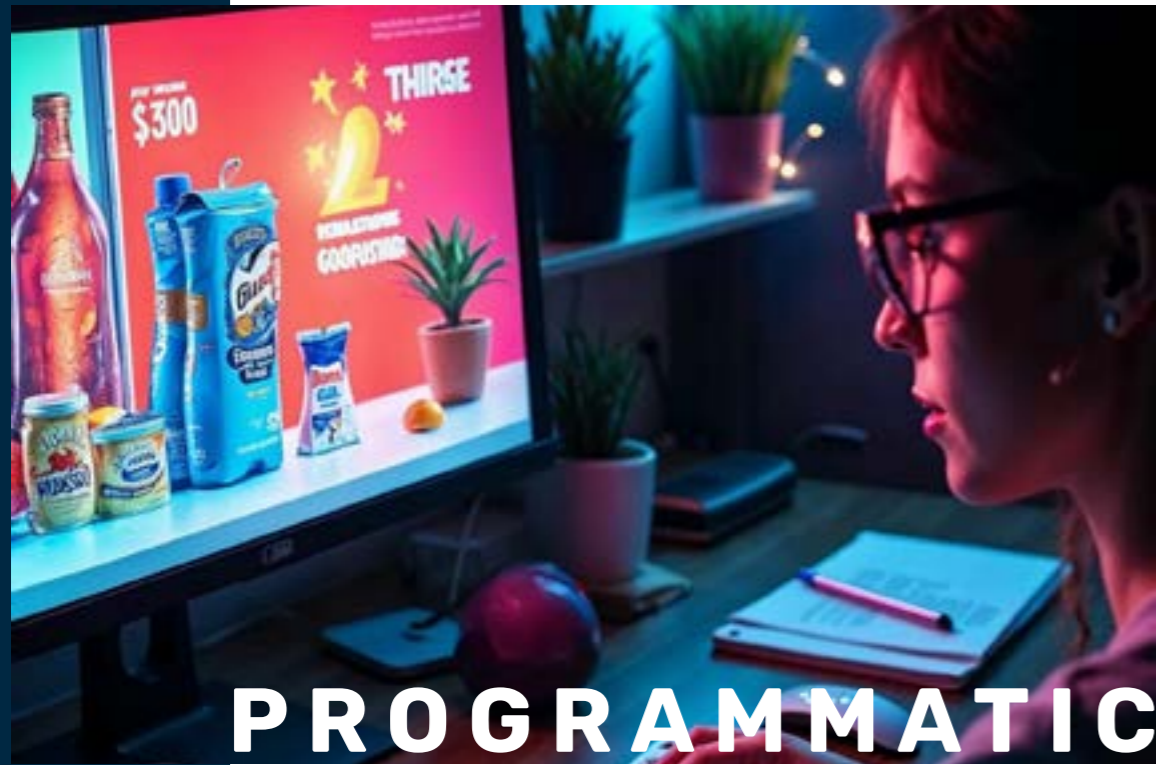
Addressing skill gaps in the workforce is also essential for effectively implementing and managing AI solutions in accordance with evolving market needs.



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PROGRAMMATIC

ADVERTISING:

-Akshata Shailendra Singh

In today's digital landscape, fast-moving consumer goods (FMCG) companies are navigating increasingly competitive markets where audience engagement and personalisation are no longer optional but essential. The introduction of programmatic advertising has revolutionised the marketing efforts of FMCG brands, offering precision, scalability, and efficiency in ad delivery. This technology is at the forefront of unlocking hyper-targeted campaigns, allowing FMCG brands to reach the right consumer at the right time and message across various digital platforms.

The global programmatic advertising market is growing at an unprecedented rate. As of 2023, it was valued at over \$200 billion and is expected to expand at a compound annual growth rate (CAGR) of 31.6% from 2024 to 2028. This growth is driven by the promise of data-driven targeting, real-time bidding, and AI-powered campaign optimisation that minimises waste and maximises impact. For FMCG brands, which are traditionally dependent on mass-market appeal and quick product turnover, programmatic advertising presents a powerful opportunity to refine their approach and engage more meaningfully with consumers.

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At the heart of programmatic advertising is its ability to leverage vast data, enabling FMCG companies to serve highly personalised ads. For

example, by utilising demographic, geographic, behavioural, and even psychographic data, FMCG brands can segment audiences in previously unattainable ways. This type of granular targeting means that instead of casting a wide, costly net, brands can pinpoint consumers most likely to purchase their products—whether it's targeting eco-conscious millennials for a new line of biodegradable packaging or health-conscious parents for a line of organic snacks. One of the standout aspects of programmatic advertising in FMCG is



real-time bidding (RTB), which allows advertisers to bid on ad space in real time as consumers engage with digital content.

This automated process ensures that ads are delivered efficiently and cost-effectively. For instance, Nielsen's 2022 report indicated that programmatic advertising has improved cost efficiency by 25%, enabling FMCG marketers to achieve better ROI without overspending on ineffective ad placements.

Hyper-targeted campaigns offer a competitive edge in FMCG, where consumer behaviour is highly varied and preferences shift rapidly. One study by eMarketer found that brands using programmatic targeting saw a 36% increase in consumer engagement compared to traditional digital advertising methods.

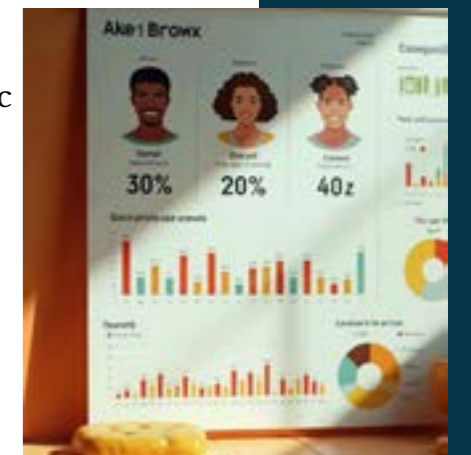
This level of precision is critical in FMCG industries, where brand loyalty is often fleeting, and consumers are bombarded with choices. With programmatic, FMCG companies can anticipate and meet consumer needs in real-time—whether promoting a snack as soon as someone walks into a grocery store or showcasing a laundry detergent ad when a consumer is browsing household goods online.

A significant expectation from programmatic advertising is the level of personalisation it enables. Today's consumers expect personalised experiences and tend to respond more positively to ads tailored to their interests or behaviours. According to a report by Adobe, 76% of consumers get frustrated when advertisements don't seem relevant to them. Programmatic addresses this frustration by dynamically serving personalised ads, creating a seamless and engaging consumer journey from awareness to purchase.

Another critical aspect of programmatic advertising in FMCG is its ability to measure and optimise campaigns in real-time. Marketers no longer need to wait weeks or months to gather campaign insights and data. With advanced algorithms and



machine learning, programmatic tools provide real-time insights into ad performance, allowing advertisers to tweak



creative content, bids, and targeting strategies on the fly. This agility is invaluable in a sector as fast-paced as FMCG, where products and promotions often have short life cycles. Brands can now optimise their campaigns in real time, reducing media waste and increasing the likelihood of conversion.

Despite its promise, there are certain challenges and expectations that brands must navigate when implementing programmatic advertising in FMCG. Data privacy remains a significant concern. The rise of regulations such as GDPR in Europe and the CCPA in the U.S. means that brands need to be more vigilant than ever in collecting and using consumer data. According to a survey conducted by Deloitte, 72% of consumers feel uneasy about how companies use their data for targeted ads. Thus, transparency in data collection, ethical targeting practices, and ensuring consumers' trust are paramount for programmatic advertising to succeed in the long term.

“In conclusion, programmatic advertising is an indispensable tool for FMCG companies looking to execute hyper-targeted, efficient, and scalable campaigns. It allows brands to reach their ideal consumers in real time, optimise campaigns on the go, and deliver personalised experiences that resonate deeply with the audience. While challenges around data privacy and transparency remain, the benefits of improved ROI, cost

efficiency, and enhanced engagement make programmatic advertising a critical strategy in today's hyper-connected world. As FMCG companies compete in an ever-crowded marketplace, embracing programmatic will be essential to staying relevant and driving growth.”



THE RISE OF VIRTUAL INFLUENCERS IN FMCG

-Roopak Pathak



HUMANIZING DIGITAL MARKETING

In the evolving world of digital marketing, virtual influencers are transforming how fast-moving consumer goods (FMCG) brands connect with consumers. These computer-generated personas, designed to look and act like real people, offer an innovative approach to humanising brand interactions and capturing real-time engagement. By embodying values and aesthetics that resonate with specific demographics, virtual influencers have become valuable assets for FMCG brands seeking to reach and retain consumers in an increasingly digital, data-driven landscape.

THE RISE OF DIGITAL PERSONAS IN MARKETING

Virtual influencers—like Lil Miquela, Shudu, and Aimee—are meticulously crafted digital personalities with distinctive traits, storylines, and visuals. For instance, Lil Miquela, who debuted in 2016, has collaborated with high-end brands like Prada, showcasing the potential of virtual influencers to bridge the gap between digital art and fashion. Similarly, Shudu, the world's first digital supermodel, has worked with brands like Fenty Beauty and Balenciaga, demonstrating how virtual influencers create visually engaging and memorable brand experiences across sectors.

In the FMCG space, virtual influencers provide an



edge by enabling brands to launch campaigns that blend entertainment with data-driven personalisation. Coca-Cola's virtual influencer Aimee, designed to appeal to Gen Z, has shown how virtual personas can build connections based on values like inclusivity and mental health awareness. By aligning with these relatable values, brands can leverage real-time engagement to impact where it matters most.

WHY FMCG BRANDS ARE TURNING TO VIRTUAL INFLUENCERS

With their flexibility and control, virtual influencers enable FMCG brands to create continuous, round-the-clock interactions on multiple platforms. For instance, L'Oréal's RoboKop provides beauty tips and interacts with followers on social media, strengthening brand loyalty through a constant online presence. Unlike human influencers, virtual personalities have no limitations on availability and can be programmed to respond to consumer

interactions at anytime.

Beyond consistent engagement, virtual influencers offer cost-effective solutions in the long run. Although initial creation costs are high, ongoing travel and appearance fees are eliminated. NARS Cosmetics' virtual influencer Ava exemplifies how virtual influencers can enhance campaigns without adding to ongoing operational expenses, making them an efficient choice for long-term brand engagement.

Virtual influencers' decisive advantage is their ability to integrate predictive analytics into engagement strategies. By using real-time data on consumer preferences, behaviours, and interactions, brands can fine-tune virtual influencer campaigns' content, tone, and timing.

Predictive analytics allows brands to anticipate shifts in consumer interests and adjust messaging accordingly, enabling more effective targeting and maximising return on

investment. For example, recent research indicates that predictive analytics in marketing can boost conversion rates by up to 60%, as campaigns can be optimised for each demographic.

Using virtual influencers powered by AI and analytics, brands can also segment audiences based on past behaviour and purchasing trends. This segmentation enables personalised messaging that resonates with individual consumers. For FMCG brands, where margins are often tight, this level of precision can drive impactful marketing at scale, delivering personalised messages and offers that resonate with each audience segment and elevate customer lifetime value.

NAVIGATING AUTHENTICITY AND TRUST IN DIGITAL MARKETING

While virtual influencers bring exciting opportunities, they also face challenges regarding consumer trust. Many

consumers, especially Gen Z, demand transparency and authenticity in brand interactions. Brands are, therefore, adopting transparent strategies for virtual influencers to build credibility, often positioning them as champions of social causes to align with consumer values. Calvin Klein's 2022 campaign with Bermuda, a virtual influencer who promotes body positivity, illustrates how digital personas can build authentic connections by resonating with meaningful

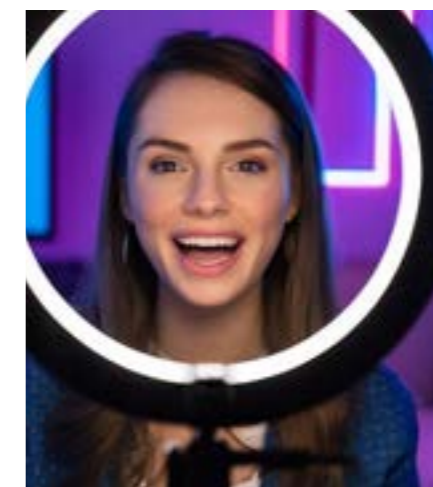
THE FUTURE OF VIRTUAL INFLUENCERS IN FMCG MARKETING

Looking forward, advancements in artificial intelligence (AI) and augmented reality (AR) will further elevate virtual influencer marketing. AI-driven personalisation allows virtual influencers to tailor interactions in real-time based on consumer data, such as browsing habits and purchase history, enhancing engagement by delivering content that feels personal and timely. A recent study predicts that by 2030, 40% of brands will incorporate AI-powered virtual influencers into their core digital marketing strategies, a shift likely to drive billions in new revenue streams.

Moreover, integrating AR and virtual reality (VR) technologies will create immersive experiences that allow consumers to interact with virtual influencers in

real-world settings. AR-enhanced campaigns, like Balenciaga's virtual fashion shows, provide a glimpse into how brands can build deep, emotionally resonant connections through interactive digital events. In the FMCG sector, AR-powered virtual influencers could demonstrate product use in home environments, allowing consumers to visualise how products fit into their lifestyles and enhance engagement and conversion rates.

As virtual influencers gain traction, FMCG brands recognise their value in creating personalised,



authentic experiences. By integrating predictive analytics, real-time data, and AI, brands can maximise the potential of virtual influencers to engage audiences with tailored, relevant content. In fact, studies show that personalised digital experiences can increase customer satisfaction by 40% and improve customer loyalty by 30%, underscoring the

importance of a data-driven approach to virtual influencer marketing.

For FMCG brands willing to adapt, virtual influencers offer a powerful tool for driving engagement, brand loyalty, and consumer trust. Virtual influencers are poised to redefine how FMCG brands communicate, interact, and build lasting relationships with their audiences in a landscape increasingly shaped by digital interactions and data-driven insights.



THE FUTURE OF FMCG: IN SOUTH EAST ASIA

-DR. ASHER T. GIANCHANDANI
CO-FOUNDER & CEO MOKSHA MEDIA GROUP

1. WHICH MAJOR CONCEPTS DO YOU BELIEVE WILL DEFINE FMCG IN INDIA AND SOUTHEAST ASIA GOING FORWARD?

In Southeast Asia and India, fast-moving consumer goods (FMCG) companies are undergoing very rapid transformation. 580 million Indians are predicted to reach middle class by 2030. 350 million is the estimated count in Southeast Asia. The burgeoning middle class is driving demand for luxury items and solutions for simplifying life. Urbanism is another crucial element. Forty percent of Indians are predicted to live in cities by 2030, which will present opportunities for quick-service cuisine and ready-made meals. Sustainability is no longer a choice; seventy-seven percent of Indian consumers and eighty-one percent of Southeast Asian consumers like to purchase environmentally friendly brands. In both spheres, e-commerce is altering consumer behaviour. The health and wellness sector is growing rapidly. Functional foods are becoming more and more sought for in Southeast Asia; the nutraceutical market in India is expected to rise by 21% annually.

2. OVER TIME, WHAT DO YOU SUPPOSE WILL HAPPEN TO THE FMCG BUYING BEHAVIOUR IN THESE REGIONS?

Customers in both India and South-east Asia are growing more discriminating and demand integrity. For products that claim where they come from, how they're created, and what ingredients they contain, Nielsen discovered that 66% of Southeast Asian customers and 70% of

Indian consumers are ready to spend more. Online contact is expanding rapidly. 60% of consumers in Southeast Asia choose what to buy based on internet reviews and recommendations from powerful individuals; in India, most consumers follow identical process. People seek goods that complement their values and way of life, so personalizing will become very crucial. Simultaneously, though, companies who are transparent about their social impact and environmental initiatives are growing more and more trustworthy.

3. HOW WILL ARTIFICIAL INTELLIGENCE AFFECT FMCG PRODUCTS' SALES STRATEGIES?

The FMCG marketing strategies of both sectors are fast including artificial intelligence as a major tech. Eighty percent of marketing campaigns worldwide are predicted to involve artificial intelligence. No different will be India and Southeast Asia. AI will allow companies to analyse real-time consumer behavior and preferences, thereby enabling them to create very custom made ads for every individual. Leading Indian FMCG firms employ artificial intelligence solutions to enhance ad targeting, hence improving conversion rates. Predictive analytics will allow companies to detect trends like the rising demand for plant-based products or diets that strengthen the immune system before they peak. By reducing answer times, artificial intelligence chatbots will also keep improving customer service. A dynamic pricing systems driven by artificial intelligence will guarantee competitive rates and simultaneously will boost profitability.

4. IN WHAT WAYS DO YOU SEE FRESH TECHNOLOGIES LIKE AR AND VR TRANSFORMING THE FMCG SECTOR?



In both spheres, AR and VR will modify consumer interaction with brands. Thanks to AR-enabled virtual try-ons, beauty companies such as Nykaa have already seen their conversion rates jump by thirty percent in India. In the same vein, Southeast Asian FMCG firms are using VR to demonstrate their environmental friendliness by displaying items like how goods move from the farm to the store shelf.

Interactive packaging that lets consumers scan QR codes to get gamified experiences or more product knowledge is increasingly found on more goods. For example, an Indian beverage company claimed that AR-enabled packaging piqued consumers' curiosity forty percent more. These technologies leave a long-lasting effect and make individuals brand loyal. Thus, they benefit not only sales.

5. WHEN FMCG FIRMS ATTEMPT TO INCORPORATE FRESH TECHNOLOGIES LIKE ARTIFICIAL INTELLIGENCE, WHAT ISSUES ARISE? HOW ARE THESE ISSUES RESOLVED?

The main issues are cost, a lack of trained labor, and data privacy. Using AI solutions in India might cost anywhere from ₹40 lakhs to ₹4 crores, some small firms might not be able to afford. In the same vein, 65% of Southeast Asian companies claim that a shortage of qualified personnel causes major issues.

Companies should start small and concentrate on things like demand prediction or personalizing marketing before they expand if they want to overcome these challenges. Working with AI solution providers and imparting new skills to employees can also help to close talent shortages. Building trust with consumers by being transparent about how data is used helps to guarantee that privacy regulations are respected.

6. HOW WILL E-COMMERCE AFFECT SALES OF FMCGS IN INDIA AND SOUTH-EAST ASIA?

In both spheres, e-commerce is poised to replace FMCG. More individuals having

smartphones and online businesses like Amazon, Flipkart, and Meesho would probably help India's online buying sector to reach \$200 billion by 2026. With Shopee and Lazada the most often used websites, Southeast Asia's e-commerce market is also rather vibrant.

Social business is seeing a lot of expansion. Nowadays, 50% of Indians and 60% of those living in Southeast Asia purchase goods straight from apps. Using subscription models—which are growing in popularity—people in cities are also registering for consistent delivery of groceries and personal care products.

7. HOW CREATIVELY SHOULD FMCG FIRMS MARKET THEIR GOODS TO REMAIN COMPETITIVE?

Personalizing is crucial; Indians and Southeast Asians are more likely to purchase from companies providing tailored experiences. AI-powered campaigns can target individuals depending on their preferences, therefore empowering them and making them feel significant.

Omnichannel marketing is another must-have since it ensures a seamless connection between your offline and online activities. When choosing a brand, 45% of customers in both areas consider its environmental pledges. This implies that the core of marketing narratives has to be sustainability. Material created by artificial intelligence and voice search optimization can help FMCG companies stand out in already crowded sectors.

8. FUTURE FMCG WILL RELY ON SUSTAINABILITY; HOW CAN BUSINESSES INCLUDE IT IN THEIR STRATEGIES?

People's purchases will mostly consist on sustainability. Of Indian consumers, 70% actively search for brands that clearly show how they respect the environment; of Southeast Asian consumers, 68% do so. Food and beverage firms must make ethical suppliers, utilize biodegradable packaging and containers that may be repeatedly used. Dealing with local communities and NGOs

helps to make things more realistic. ITC's "Mission Sunehra Kal," which helped India save water and boost its brand, is another instance. In the same vein, consumers of Southeast Asian companies supporting sustainable farming by means of local farmers are developing increasing trust and loyalty for these brands.

9. HOW MANY SMALL AND MEDIUM-SIZED FMCGS USE ARTIFICIAL INTELLIGENCE TO CHALLENGE LARGER BUSINESSES OR OUT-COMPETE LARGER CORPORATIONS?

Easy on the wallet, cloud-based AI solutions can help Indian and Southeast Asian small and medium-sized companies understand consumer behaviour and identify unique markets. Using artificial intelligence, one Indian snack company discovered that vegan snacks were in increasing demand and responded with a 40% increase in sales in just six months.

Small and medium-sized companies can use artificial intelligence to create fascinating, reasonably priced ads that persuade consumers to interact with and purchase from them on social media. By being swift to adapt and concentrating on unmet requirements, smaller fast-moving consumer goods (FMCG) companies can carve a sizable portion of the market.

AI is not only for large companies nowadays. Easy on the wallet cloud-based tools can enable smaller businesses determine consumer preferences. Also wise is concentrating on particular markets. AI can assist in locating particular holes bigger companies overlook. Social media is a terrific method to connect people, and artificial intelligence tools can enable you to create focused initiatives involving individuals without having to pay for a lot of work involved. It's about being smart and fast technologically to advance.

10. IN THE NEXT TEN YEARS, HOW WILL THE FAST-MOVING CONSUMER GOODS (FMCG) SECTORS IN INDIA AND SOUTHEAST ASIA DEVELOP?

Fast-moving consumer goods (FMCG) market is about to expand really rapidly in India and Southeast Asia. India's market is predicted to be valued ₹120 lakh crores (\$1.5 trillion) by 2030; Southeast Asia will be more than \$300 billion.

Brands will make increasing use of artificial intelligence, augmented reality, and virtual reality to produce unique, interesting consumer experiences. Sustainability will be the standard rather than a differentiator going forward. FMCG's future will be shaped by customer attention since data and technology let for stronger relationships with consumers.

11. IN A FAST CHANGING ENVIRONMENT, HOW CAN FMCG FIRMS MODIFY THEIR SUPPLY CHAINS TO GRAB MORE OF THE MARKET?

Fast-moving consumer products companies will have to build more flexible and robust supply networks. This implies employing AI technologies and real-time data to track supplies and forecast demand in real-time, so preventing running out of stock or having too much on hand. In order to reduce delivery times and expenses, they should also concentrate on localization—that is, acquiring supplies and bringing items closer to their intended sale sites. Having dependable logistics providers for the last mile of delivery will be very crucial as e-commerce keeps developing. Customers' trust and loyalty in the supply chain can also be strengthened by sharing with them knowledge regarding the origins of items.

12. HOW CAN FMCG FIRMS GAIN A LARGER PORTION OF THE MARKET BY MEANS OF BRAND CREDIBILITY?

Real is everything in the market of today. People—especially younger ones—can spot straight away when someone is lying.

Companies that produce fast-moving consumer items will increasingly have to offer actual tales about their roots, values, and efforts at change. This could be flaunting local food sources, fair trading, or environmental preservation initiatives.

Being real also entails being honest about faults and paying attention to client comments. If a brand keeps true to its story and owns it, people will believe and remain with it for a long period.

13. HOW CRUCIAL IS NEW PRODUCT DEVELOPMENT FOR FMCG FIRMS SEEKING A LARGER MARKET SHARE?

Maintaining competitiveness requires the constant development of fresh goods. Making items that fit particular consumer needs—such as those that satisfy your health, environmental conscience, or simple usability—should be the main priorities for FMCG firms.

For those who live in cities and are always on the go, for example, ready-to-eat items; for the rising vegan market, plant-based solutions. By use of artificial intelligence and data analytics, brands will be able to identify trends and new market gaps, so enabling faster and more efficient release of products. Not only may new products be innovative, but other things as well. Innovative formats, tastes, or packaging can also be new.

14. IN A COMPETITIVE MARKET, WHAT PRICE STRATEGIES MIGHT BUSINESSES MANUFACTURING CONSUMER GOODS APPLY TO ACQUIRE A LARGER PORTION OF THE MARKET?

Not only should superior options be utilized, but also less expensive ones. AI allows FMCG firms to examine consumer behaviour and create pricing that varies depending on demand, competition, and season of the year. Tiered pricing—which offers high-end, mid-range, low-cost options—allows you also to reach more individuals.

Value packs or monthly services can entice people to purchase from you repeatedly. Discounts, package offers, or loyalty programs can all help to increase short-term sales in fiercely competitive sectors. These strategies will also enable a clientele of devoted consumers to be developed.

15. TEN YEARS FROM NOW, WHAT DO YOU SUPPOSE THE GROCERY STORE BUSINESS IN SOUTHEAST ASIA WILL LOOK LIKE?

You should be monitoring FMCG in South-East Asia. Young, tech-savvy residents of the area and quickly expanding economies are allowing fresh ideas to surface. More companies are leveraging VR, AR, and artificial intelligence to provide engaging, tailored experiences.

Environmental-minded products will set the standard for how sustainability is achieved. Most of the companies will operate online, so social commerce will make it more difficult to distinguish purchasing from leisure.

It all will revolve on a consumer-first perspective. Technology and data will enable companies to engage in significant means of customer connection.



CRAFTING VISUAL STORIES: MASTERING MEDIA PRODUCTION AND BRAND

-AARTI THAKUR
VICE PRESIDENT BUSINESS RELATIONS
MOKSHA MEDIA GROUP

Continued from SAGA October Edition

our production strategies and sparking our creativity. These amazing tools are changing the way we deliver exciting, tailored experiences, opening up a world of innovative possibilities. To thrive in this ever-evolving landscape, it's essential to keep learning and stay on top of emerging trends. By experimenting with new tools, we can create immersive and interactive content, ensuring our brands remain relevant and impactful in this digital age.

Creating a collaborative and creative work environment is all about camaraderie, empathy, and open communication. These principles are the heart of a successful team, fostering mutual respect and a shared vision. When I think back on the challenging projects I've been a part of, it's clear that collective effort and ingenuity lead the way to success. While many specific moments may go untold, they remind us of the importance of resilience, creativity, and teamwork.

Storytelling is so vital in video production, especially for brand campaigns. It goes beyond just visuals—it's about creating emotional connections that help a brand's message resonate deeply with its audience. When we craft stories that reflect a brand's identity and values, we ensure that they align with the company's mission.

Stories that tap into the audience's feelings, dreams, or challenges leave a lasting impact. Effective storytelling can

turn brand campaigns into memorable and relatable experiences that really stick with people.

To all the young women looking to step into leadership roles in the media production and creative industries: go for it! There's so much to learn along the way, and you'll have the chance to make a real impact. Every interaction in every project is a new lesson, and embracing change is part of the journey. Facing challenges with determination will lead you to a truly rewarding experience.

Ethical and sustainable practices are key in media production. Holding ourselves to high work ethics is really important—we build our reputation over time, but it can be lost in an instant.

Partnering with trustworthy vendors and ensuring fair treatment for everyone involved is absolutely essential. Sustainability is a growing focus, too, as we work to reduce waste and embrace mindful production practices. Learning to optimize our resources has been one of the most valuable lessons I've taken away from my time in the industry.

Among the many fulfilling projects I've been part of, a recent campaign for Battery Smart stands out. It celebrated the first five drivers within the company's ecosystem, weaving their heartfelt stories into one narrative.

Connecting with these drivers and their families was so heartwarming, showcasing the incredible impact a company can have on people's lives. I felt a huge sense of pride—not just in the company's mission, but in our ability as humans to make a difference.

Post-production is such a crucial part of bringing a brand's vision to life. From

mood boards to executing the shoot, every little detail has to come together to create visuals that truly resonate with the intended message. It can be a challenge to juggle deadlines while maintaining high standards, but with experience and resilience, it becomes second nature.

As we move further into an increasingly digital world, the future of brand photoshoots and video production really hinges on content. With so much being consumed every day, finding ways to stand out is a top priority for brands. Personalized content and the humanization of brands—often led by the founders themselves—will become even more important.

Balancing innovation with a brand's core message is all about having a solid understanding of its values and identity. While many ideas have been explored, how we apply them can vary greatly from one brand to another. Creativity, strategy, and thorough research are the foundations of innovation, allowing brands to connect meaningfully with their audiences.

As a woman leader in the media production industry, I'm grateful for the incredible mentors and hands-on experiences that have shaped my journey.

Building relationships, maintaining professionalism, and bridging gaps between clients and teams are the skills that really define success. I love actively mentoring young women in this field, as it's a wonderful opportunity to inspire confidence and empower the next generation!



The journey in the media production industry is an exciting adventure filled with ups and downs, and I've learned so much along the way! Over the past nine years, I've had the privilege of working with a variety of clients and talented individuals. Each experience has helped me understand the importance of being adaptable and appreciating the little nuances of human interactions. This fast-paced industry demands that we flow with changes and draw on our past experiences to tackle new challenges. Every project and brand presents its own unique insights, which build our confidence for future endeavours.

Technological advancements like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are shaking up

FROM SMARTPHONES TO SHOPPING SPREES: INDIA'S ECOMMERCE BOOM

-PRAVEEN SINHA
CHAIRMAN - MOKSHA MEDIA GROUP

As I reflect on my journey in digital commerce and business strategy, it is clear that India's e-commerce sector is undergoing a remarkable transformation. The exponential growth in this area has firmly established the industry as a major player in the global digital marketplace. While this growth presents vast opportunities, it also introduces challenges that businesses must confront decisively to thrive in an increasingly competitive landscape.

One of the most pressing challenges we face in e-commerce is product returns. These returns not only undermine profitability but also erode customer trust. The reasons for returns vary: size and fit issues dominate the fashion sector, while discrepancies between product expectations and actual performance create dissatisfaction in electronics. Additionally, damages during transit, incorrect deliveries, and unmet customer expectations further exacerbate the problem.

To tackle these issues effectively, we must adopt a multi-faceted approach. Accurate product descriptions, high-quality visuals, and detailed sizing guides are essential for managing customer expectations. Technologies like augmented reality (AR) are game changers, providing virtual try-ons and immersive home décor visualizations that significantly reduce uncertainty. Strengthening logistics



through robust packaging and reliable delivery mechanisms will also help minimize damage.

Furthermore, flexible return policies, paired with consumer education on sustainable shopping practices, are crucial for instilling trust. AI-driven analytics will allow us to identify return patterns, refine our offerings, and address recurring issues head-on. Tools such as AI-based size recommendations and personalized shopping experiences will effectively lower return rates and enhance overall profitability.

Efficient logistics and supply chain management are non-negotiable for the success of e-commerce, especially in a diverse and dynamic country like India. Innovations in last-mile delivery, including the deployment of drones and AI-optimized routes, are bridging gaps and ensuring timely access even in remote areas.

Automation in warehousing, driven by robotics and predictive analytics,

is crucial for enhancing efficiency, while hyperlocal delivery models respond to urgent, localized needs. For perishable goods, advancements in cold-chain logistics are indispensable, and IoT-enabled real-time tracking must be employed to improve visibility and reliability across supply chains. These developments are not merely addressing existing logistical challenges; they are building a robust framework for sustained growth.

Looking ahead, several key trends will undeniably shape the Indian e-commerce landscape over the next decade. Hyperlocal e-commerce, which emphasizes rapid deliveries and tailored product offerings, is destined to thrive. Social commerce is a significant trend, as platforms like Instagram and WhatsApp seamlessly integrate shopping features, aligning perfectly with India's extensive social media landscape. Technologies such as AI, AR, and VR are revolutionizing shopping experiences, offering virtual try-ons, immersive browsing, and personalized recommendations. With a growing middle class boasting rising disposable incomes, these trends position e-commerce for unprecedented growth.

For aspiring entrepreneurs entering this dynamic market, the mandate is clear: stay customer-centric. Understand the diverse needs of Indian consumers and develop localized solutions that resonate with them. Building trust through reliable logistics, transparent delivery timelines, and exceptional customer service is vital. Agility is imperative—this industry evolves rapidly, and adapting to changing consumer expectations is essential.

Prioritizing logistics and fulfillment is critical, as even the best products necessitate efficient delivery to succeed.

Small and medium businesses (SMBs) are asserting themselves as powerful contributors to e-commerce growth. With access to digital tools and platforms like Amazon and Flipkart, SMBs can now reach expansive audiences. The "vocal for local" movement has further amplified their role, enabling them to compete effectively with larger players. Technology is indeed a great equalizer, empowering even the smallest businesses to scale and reach both national and international markets.

Despite the vast opportunities, challenges remain formidable. Inadequate logistics infrastructure, cybersecurity threats, and intense competition are hurdles we must address. Prioritizing seamless customer experiences and leveraging innovative solutions will be the key to navigating these challenges successfully.

Data privacy is another critical area as consumers become increasingly aware of their information's usage. E-commerce companies must invest in robust data protection systems to comply with regulations like the Personal Data Protection Bill and foster trust. Transparent data practices, secure payment gateways, and adherence to global standards like GDPR are essential components for achieving long-term success.

Moreover, fintech is revolutionizing the e-commerce landscape. The introduction of the Unified Payments Interface (UPI) has simplified transactions, making online shopping more accessible to a wider audience. Innovations such as voice payments and digital wallets are continuously enhancing the shopping experience. Now is the time to seize these opportunities and drive e-commerce forward.

MARTECH INNOVATIONS IN FMCG

-Akshata Shailendra Singh

For FMCG brands, reaching consumers quickly and effectively is essential yet increasingly challenging. As consumer expectations evolve, brands are turning to Marketing Technology, or MarTech, to drive efficiency and personalisation throughout the marketing funnel. MarTech solutions—from data analytics and AI-driven personalisation to automated ad placement—are helping FMCG companies engage with consumers more strategically. These tools not only automate repetitive tasks but also provide insights into consumer behaviour, allowing brands to craft relevant, timely interactions that resonate in a crowded marketplace. With MarTech, FMCG brands can optimise each stage of the consumer journey, from initial awareness to long-term loyalty, achieving a level of precision that traditional marketing methods often struggle to deliver.

MarTech is a collection of digital tools and software that enhances every stage of the marketing funnel. From attracting initial attention to nurturing long-term loyalty, MarTech solutions offer a data-driven approach that allows marketers to engage with consumers on a deeper, more personalised level. For FMCG brands, which often face the



“AUTOMATING AND OPTIMIZING THE MARKETING FUNNEL”

challenge of promoting products with limited differentiation and short purchase cycles, MarTech provides a powerful way to stay relevant. At its core, it leverages automation and data analytics to streamline decision-making, simplify processes, and reduce manual intervention, creating a smoother, more efficient marketing experience.

One of the most compelling aspects of MarTech in the FMCG space is the ability to leverage artificial intelligence (AI) and machine learning (ML) to predict consumer behaviour and preferences. These insights help brands optimise campaigns in real-time, adapting messages and offers based on changing consumer needs. For example, AI-powered recommendation engines can analyse a consumer’s shopping habits and suggest complementary products, creating a personalised shopping experience that is more likely to convert. According to a 2022 report by Grand View Research, the global MarTech market is expected to grow at a compound annual growth rate of 19.8% from 2023 to 2030, underscoring the increasing value of these innovations across industries, especially FMCG.

In automating aspects of the marketing funnel, MarTech tools such as customer relationship management (CRM) software, programmatic advertising, and content management systems (CMS) play a pivotal role. CRM software, for instance, enables FMCG brands to track and analyse customer data, from purchase history to engagement levels, allowing for targeted marketing efforts. This data becomes invaluable in segmenting audiences and personalising outreach. In fact, recent data from McKinsey & Company found that 78% of consumers are likely to make a repeat purchase from brands that personalise, which is crucial in a space where brand loyalty can be challenging to maintain. For FMCG companies, effective CRM use can mean the difference between a one-time buyer and a repeat customer.

Programmatic advertising, another MarTech innovation, automates the buying and placement of ads, enabling FMCG brands to reach highly targeted audiences across digital platforms. Through real-time bidding, programmatic advertising finds the best placement for an ad based on audience relevance, minimising ad spend wastage. In FMCG, where advertising budgets are often tight and must be strategically allocated, the ability of the programmatic to optimise costs while enhancing reach is transformative. A report from eMarketer shows that programmatic ad spending in the FMCG sector grew by 23% in 2023, signalling its rising importance for brands seeking efficient ways to engage specific demographics.

Moreover, MarTech innovations have opened up possibilities for FMCG brands to seamlessly bridge online and offline experiences. The use of data analytics to



track consumer interactions across channels—be it social media, in-store, or mobile apps—enables a cohesive, omnichannel strategy. A 2023 survey by Deloitte highlighted that 45% of consumers expect to switch seamlessly between online and offline shopping experiences. MarTech solutions make this possible by providing insights into consumer journeys, allowing brands to anticipate needs, tailor

offers, and boost engagement. In the FMCG market, where purchase decisions are often spontaneous, this ability to engage consumers across multiple touchpoints is invaluable.

One of the primary reasons MarTech is so critical to the FMCG industry is its capacity to optimise the entire marketing funnel, from awareness to conversion and loyalty. Automation tools handle routine tasks such as email marketing, social media posting, and data collection, freeing marketers to focus on creative strategy. In a dynamic market where the average consumer's attention span is limited, MarTech ensures that the right messages reach the right audience at precisely the right moment. McKinsey research shows that automated campaigns can result in a 25% increase in sales compared to manual methods, mainly because automation enhances responsiveness and personalisation.

Finally, as consumer expectations evolve, MarTech helps FMCG brands maintain relevance. Today's consumers value convenience, speed, and relevance in their brand interactions. For FMCG brands, MarTech makes it possible to deliver on these expectations, reinforcing customer trust and fostering loyalty. According to a Salesforce report, 76% of consumers now expect companies to understand their needs and expectations. This trend is particularly pronounced in FMCG, where brand loyalty can be fickle and margins slim; by leveraging MarTech, brands can foster closer relationships with their customers.

In conclusion, MarTech innovations are reshaping the FMCG landscape by automating the marketing funnel and optimising every stage of consumer engagement. With AI and machine learning driving personalised interactions, CRM and programmatic advertising enhancing targeting, and omnichannel strategies bridging online and offline worlds, MarTech offers a strategic edge in a highly competitive market. As the MarTech sector continues to grow, FMCG brands that adopt and adapt to these technologies will find themselves better equipped to meet consumer expectations, drive sales, and secure loyalty in an ever-evolving digital world.

Embracing MarTech is no longer a luxury but a necessity for FMCG brands looking to thrive in a digital-first economy.



Beat the Monsoon Hair Blues



From Data to Dinner Table: How FMCG Brands are Using Analytics for Product Innovation

-Akshata Shailendra Singh

Today, FMCG brands are using data to anticipate consumer needs, refine product development, and innovate with precision. The days are gone when brands relied solely on intuition and traditional market research; now, data-driven insights power decisions from concept to the dinner table.

Predictive analytics involves analysing vast amounts of historical and real-time data to forecast future consumer behaviours and preferences. This shift from reactive to proactive product innovation is proving crucial in a sector where trends change rapidly and consumer expectations are ever-increasing. The ability to predict what consumers will want before they know it themselves has become a game-changer.

Historically, FMCG brands relied on focus groups and market surveys to guide product development. While useful, these methods could have been faster and more precise. Predictive analytics, however, allows companies to tap into data in real-time, identifying trends and unmet needs much earlier in the product cycle.

Unilever uses predictive models to track consumer interest in plant-based products. By analysing market shifts, the company expanded its range of plant-based items in response to growing demand. This proactive approach has enabled Unilever to gain market share while catering to evolving consumer preferences.

Similarly, Coca-Cola utilises predictive analytics to determine which product formulations will resonate across different regions. By analysing sales data, social media conversations, and environmental factors, Coca-Cola successfully launched hybrid beverages like Coca-Cola Plus Coffee, driven by growing consumer interest in caffeine-rich drinks.

Predictive analytics isn't just about product innovation; it's also about risk mitigation and operational efficiency. In an unpredictable market, companies need to reduce the uncertainty surrounding product launches and improve their overall decision-making processes. According to a 2022 Gartner survey, 86% of FMCG brands that adopted predictive analytics reported improved decision-making and reduced product launch failures.

Moreover, it enables FMCG brands to optimise supply chains and reduce waste. PepsiCo, for example, uses it to anticipate demand for its snack products by analysing sales data, weather conditions, and events. This approach has resulted in a 12% reduction in overproduction since 2020, demonstrating how

data-driven insights can streamline operations.

Forecasting demand more accurately also allows brands to respond more swiftly to consumer needs. For perishable goods, this is critical, as poor inventory management can lead to significant financial losses. By predicting demand spikes, companies can better manage stock, ensuring timely delivery and reducing waste.

At its core, predictive analytics enables brands to get closer to their consumers. By mining vast amounts of data, FMCG brands can now understand what consumers are buying and why they are buying it. This granularity opens the door to hyper-personalised marketing and product experiences.

Nestlé has embraced this approach, using predictive analytics to deliver personalised product recommendations based on consumer preferences and purchase history. This not only enhances the shopping experience but also drives repeat purchases. According to McKinsey, brands that excel at personalisation see up to 40% higher revenue growth than those that don't.

Sustainability is another area where predictive analytics plays a key role. With eco-conscious consumers demanding more environmentally friendly products, brands like Procter & Gamble have introduced sustainable offerings like Tide Eco-Box, based on data

insights revealing shifting consumer values toward greener products. While predictive analytics' benefits are clear, implementing it effectively comes with challenges. FMCG companies must navigate the complexities of managing vast datasets and ensure the accuracy and relevance of their inputs. Faulty or



predictions, which can be costly.

Nonetheless, the potential for predictive analytics in FMCG is only growing. According to Statista, the market for predictive analytics software was valued at 5.29 billion U.S. dollars in 2020 and is forecasted to increase to 41.52 billion U.S. dollars by 2028.

Looking ahead, predictive analytics will become even more integral to the FMCG landscape. Companies harnessing its power will innovate faster, minimise risks, and create meaningful consumer connections. In a world where consumer demands constantly evolve, staying ahead through data is no longer optional—it's essential.



THE FMCG INDUSTRY'S ROLE IN TACKLING GLOBAL FOOD WASTE WITH TECH-ENABLED SOLUTIONS

-Venus Dsilva

The global food waste crisis demands urgent attention, with nearly one-third of all food produced worldwide either lost or discarded before it reaches consumers. This waste is not just unacceptable; it represents a critical missed opportunity to combat food insecurity and contributes significantly to environmental issues, including greenhouse gas emissions and the squandering of natural resources. As a powerhouse in food production and distribution, the fast-moving consumer goods (FMCG) industry is uniquely positioned to take decisive action to address this pressing issue. Through innovative, technology-driven strategies, FMCG companies will lead the way in reducing waste, enhancing sustainability, and streamlining operations, showcasing that business success and environmental responsibility can and must go hand in hand.

A GAME CHANGER IN THE FIGHT AGAINST FOOD WASTE

Predictive analytics is rapidly establishing itself as one of the FMCG sector's most

essential tools in the battle against food waste. Unlike outdated forecasting methods that rely solely on historical data, predictive analytics harnesses insights from a diverse range of inputs—real-time sales data, seasonal trends, and even social media signals—to create highly precise demand forecasts. Companies like Unilever are already optimizing their production schedules and drastically reducing surplus stock by anticipating exactly how much inventory is required.

A 2023 report from McKinsey underscores the impact of this technology: FMCG companies implementing advanced predictive analytics achieved a remarkable 20% reduction in surplus inventory, leading to significant cost savings and a reduced environmental footprint. As this technology continues to evolve, FMCG companies will master demand fluctuations with unprecedented accuracy, minimizing waste and maximizing sustainability.

SMART PACKAGING: THE ESSENTIAL KEY TO FRESHNESS

Smart packaging technologies are revolutionizing product preservation and enabling retailers and consumers to effectively prevent food spoilage. These innovations extend far beyond traditional storage methods; some employ sensors to monitor freshness, while others utilize materials designed to naturally prolong shelf life. Tetra Pak, a global leader in sustainable packaging, stands at the forefront with eco-friendly solutions that maintain freshness without artificial preservatives. Furthermore, smart packaging now includes freshness indicators that provide clear alerts to consumers and retailers when products near expiration.

These packaging advancements not only drive waste reduction but also align perfectly with the surging consumer demand for sustainable, eco-conscious choices. Market research indicates that the smart packaging industry will grow more than 6% annually, reflecting a decisive shift in both technology and consumer preferences. As packaging technology advances, FMCG brands will discover new pathways to keep food fresh longer while significantly minimizing their environmental impact.

THE BACKBONE OF AN EFFICIENT SUPPLY CHAIN

In the realm of waste reduction, supply chain management is paramount, with real-time data integration serving as its backbone. Companies such as PepsiCo are leveraging Internet of Things (IoT) sensors to monitor product conditions throughout the entire supply chain—from production facilities to retail store shelves. These sensors track critical factors like temperature, humidity, and location, empowering rapid responses to prevent spoilage.

In 2022, PepsiCo reported a significant 15% reduction in waste across its supply chain, a direct result of these IoT innovations. Real-time data not only curtails spoilage but also optimizes logistics, effectively reducing transportation emissions and resource consumption. Through robust real-time monitoring, FMCG companies are building resilient and sustainable supply chains that adapt swiftly and effectively to any changes.

AI-POWERED INVENTORY MANAGEMENT: MASTERING STOCK LEVELS

With AI-driven inventory management, FMCG companies are now equipped to balance supply and demand with unparalleled effectiveness. AI systems analyze an array of data points—from consumer buying patterns to local market trends and promotional schedules—to determine precisely how much stock is needed. This automation of inventory decisions not only eliminates overstock but also prevents waste, ensuring that consumers have access to fresh products when required.

For instance, Nestlé is at the forefront of embracing AI-powered inventory management across its operations, successfully preventing overstocking of perishable items. This technology delivers significant waste reduction while ensuring a consistent supply of products, yielding both economic and environmental benefits. As AI technology continues to advance, FMCG brands will gain even greater control over their supply chains, empowering them to make data-driven, waste-free decisions.

LEADING THE CHARGE FOR SUSTAINABLE HABITS

Consumer behaviour is a decisive factor in food waste, and FMCG brands are taking bold action to encourage more sustainable practices. Many companies are now actively providing storage tips, meal-planning guidance, and waste-reducing recipes through packaging and social media channels. By arming consumers with knowledge about proper food storage and usage, FMCG brands will play a pivotal role in significantly reducing food waste and fostering a culture of sustainability that is imperative for our future.



GAMIFICATION IN FMCG MARKETING

-Roopak Pathak

In the fiercely competitive world of fast-moving consumer goods (FMCG), brands constantly face the challenge of capturing consumer attention and fostering loyalty. Traditional advertising, while still valuable, increasingly falls short, especially among younger, digitally savvy



audiences who crave immersive and interactive experiences. Gamification—a strategy that applies game design elements in non-gaming environments—has emerged as a powerful approach for FMCG brands. It is a part of experiential marketing that increases the engage-

ment of the customers. By transforming routine brand interactions into enjoyable, rewarding experiences, these brands stand out and build lasting connections with consumers.

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experiences, these brands stand out and build lasting connections with consumers.

Gamification's effectiveness is rooted in human psychology, tapping into inherent desires for achievement, competition, and reward. Today's consumers, mostly Millennials and Gen Z, increasingly prefer brands that engage them through interactive, reward-driven experiences. A Deloitte study found that 75% of consumers are more likely to make purchases from brands that engage them through gamified experiences. This trend is particularly prominent among younger generations, whose purchasing power is only expected to grow. Their desire for dynamic, engaging brand interactions underscores a shift in consumer behaviour where experiential marketing becomes as critical as product quality. While initially developed for the gaming industry, these principles have successfully spread to sectors such as education, fitness, and corporate training and now have a significant presence in FMCG. FMCG brands

deepen consumer engagement and enhance brand perception by reimagining ordinary consumer interactions—such as product purchases, loyalty programs, or feedback surveys—as interactive and enjoyable experiences.

The research underscores the growing appeal of gamification. A report by MarketsandMarkets projects that the global gamification market will grow at a compound annual growth rate (CAGR) of 27.4%, reaching \$30.7 billion by 2026. This rapid expansion reflects gamification's ability to enhance user experiences across retail, healthcare, and education industries. For brands, mostly FMCG brands, gamification is not just a trendy marketing tactic; it is increasingly regarded as

TRANSFORMATIVE GAMIFICATION CAMPAIGNS IN FMCG

Numerous high-impact campaigns illustrate how FMCG brands successfully leverage

gamification to engage consumers. One notable example is the “Smile with Lay’s” campaign, which encouraged customers to share selfies with Lay’s packaging on social media. This initiative garnered millions of impressions and significantly boosted sales by transforming a simple purchase into a fun, shareable experience. Through the power of



social media integration, Lay’s succeeded in both increasing brand visibility and fostering loyalty among its audience.

Similarly, PepsiCo’s

“Pepsi Max House of Dare” campaign utilised augmented reality (AR) to create an immersive consumer experience. Customers could unlock unique challenges and rewards by scanning QR codes on Pepsi Max cans. This AR-driven campaign achieved a 30% higher engagement rate than traditional advertising



methods, highlighting the potential of gamification to amplify consumer interaction. The integration of AR made the experience more exciting, giving consumers a sense of accomplishment and excitement that strengthened their connection to the brand.

These campaigns exemplify gamification's ability to transform everyday purchases into memorable, emotionally engaging experiences. By

making routine transactions enjoyable, brands can establish stronger consumer relationships, encourage repeat engagement, and enhance brand recall.

GAMIFICATION AS A COMPETITIVE EDGE

In contrast to high-involvement industries like fashion and technology, FMCG products are often considered low-involvement purchases, making it more challenging to establish consumer loyalty. Gamification gives brands an edge by transforming these routine transactions into engaging, memorable experiences. Early adopters of gamification are likely to cultivate stronger customer loyalty and brand recall than competitors relying solely on traditional advertising methods.

Unilever's Dove brand offers a compelling example of gamification as a means to foster consumer loyalty while promoting brand values. The "Dove Self-Esteem Project" provides interactive online resources and educational games to encourage discussions on self-esteem, particularly among young people. By combining engaging content with socially relevant themes, Dove bolsters its brand values and forges a lasting emotional connection with consumers. This strategy elevates Dove's position in the FMCG landscape,

showcasing how gamification can differentiate a brand in a crowded market.

THE FUTURE OF AI AND VR INTEGRATION IN GAMIFICATION

The future of gamification appears especially promising with the integration of advanced technologies such as artificial intelligence (AI) and virtual reality (VR). AI enables brands to offer personalised gamified experiences tailored to individual consumer preferences, thereby making each interaction feel unique and meaningful. Conversely, VR offers immersive shopping experiences that allow consumers to "enter" virtual stores or interact with products from the comfort of their homes.

According to Gartner, by 2030, 40% of FMCG brands are expected to include AI-driven gamification as a core component of their digital strategies. The ability to create highly personalised, immersive experiences has the potential not only to meet but exceed consumer expectations. For instance, a brand could use AI to deliver customised challenges and rewards while employing VR to create a virtual environment where consumers can explore products in 3D, creating a profoundly engaging shopping experience that resonates with modern consumers.

GAMIFICATION'S POTENTIAL TO SHAPE FMCG MARKETING

Gamification reshapes marketing by transforming brand interactions into memorable, enjoyable experiences that resonate with consumers. As digital technologies continue to evolve, the potential for gamification in FMCG seems boundless, providing brands with innovative ways to deliver personalised and immersive experiences. For FMCG companies striving to stand out, gamification offers an invaluable opportunity to engage consumers as passive buyers and active participants in a shared brand journey.

By investing in gamification strategies, brands can enhance consumer loyalty, boost sales, and redefine consumer-brand interactions. As younger generations continue to demand engaging, interactive experiences, the brands that embrace gamification will likely enjoy a competitive advantage, forging stronger, more enduring relationships with their consumers. The future of FMCG marketing lies not only in products but in the experiences that surround them, and gamification is at the forefront of this transformation.



**WHILE WATCHING
MY FAVOURITE
MOVIE**



JOURNEY IN INDIA A TALE OF CHALLENGES, ADAPTATION, AND SUCCESS

-Roopak Pathak

Coca-Cola, a brand synonymous with refreshment and global presence, has a remarkable history in India, defined by initial triumph, a significant setback, and a powerful resurgence. From its entry in the 1950s to its return in the 1990s, Coca-Cola's trajectory in India illustrates not only the evolution of a multinational brand but also the shifting economic and regulatory landscape of the country. This case study imparts crucial insights into how Coca-Cola confronted challenges, adapted to local needs, and emerged even stronger in one of the world's largest beverage markets.

THE EARLY DAYS: COCA-COLA'S INITIAL SUCCESS (1950S - 1970S)

Coca-Cola entered India in the 1950s, during a pivotal time as the nation was transitioning into its post-independence era. With a strong desire to modernize and strengthen its economy, India presented a lucrative opportunity for multinational brands. Coca-Cola, already a globally recognized name, swiftly seized the moment, tapping into the burgeoning middle class and the increasing appetite for Western products. By the early 1970s, Coca-Cola had built a formidable presence in the Indian market. Capitalizing on its worldwide recognition, the company positioned itself as a symbol of modernity and global appeal, resonating deeply with consumers' aspirations. Its popularity swelled, and by the mid-1970s, Coca-Cola commanded a significant share of the soft drink market.

THE 1970S SETBACK: REGULATORY HURDLES AND EXIT

The 1970s, however, ushered in a shift in India's economic policies that posed substantial obstacles for foreign companies like Coca-Cola. Under Prime Minister Indira Gandhi, the government implemented the Foreign Exchange Regulation Act (FERA) in 1973. This legislation mandated that foreign companies reduce their equity stakes to below 40%, compelling them to partner with Indian firms to sustain operations. This move aimed to diminish dependency on foreign entities and promote domestic ownership in key sectors. For Coca-Cola, the implications of FERA were significant. The company's secret formula was

the bedrock of its brand identity and global operations. To comply with FERA, Coca-Cola would have to either share its proprietary recipe with local partners or dilute its equity stake—neither of which constituted an acceptable option. Rather than compromise its control over its product and brand, Coca-Cola made the decisive choice to exit the Indian market in 1977.

THE RISE OF INDIAN BRANDS: FILLING THE VOID

Coca-Cola's departure created a notable void in the Indian soft drink market, swiftly filled by local competitors. Brands like Thums Up, Campa Cola, and Gold Spot capitalized on this gap, with Thums Up emerging as the dominant market leader. By the mid-1980s, Thums Up captured nearly 85% of the cola market, establishing itself as a national favorite. This period also demonstrated the growing loyalty toward local brands. Consumers, previously eager for foreign products, fully embraced homegrown alternatives, proving that Indian companies could not just survive but thrive without the presence of multinational giants.

RE-ENTERING INDIA: A NEW ERA OF ECONOMIC LIBERALIZATION (1993)

The early 1990s introduced a transformative wave of economic reforms in India, paving the way for liberalization. Under Prime Minister P.V. Narasimha Rao and Finance Minister Manmohan Singh, India embraced market-driven policies, dismantling restrictions on foreign investment and

re-opening doors for multinational companies. This environment was ripe for Coca-Cola's triumphant return. In 1993, Coca-Cola re-entered India with a revitalized strategy and a keen understanding of the local market. Instead of starting from scratch, the company strategically acquired Parle's soft drink portfolio, which included well-established Indian brands like Thums Up, Limca, and Gold Spot. This acquisition empowered Coca-Cola to leverage the robust distribution networks and brand recognition of these local products. Thums Up, in particular, became an integral component of Coca-Cola's strategy in India. With its established consumer loyalty, Thums Up transformed into Coca-Cola's flagship cola brand in the country, enabling the company to quickly regain market share and reaffirm its dominance in India's competitive beverage market. Coca-Cola's journey in India serves as a powerful illustration of how multinational companies must effectively adapt to local markets and regulatory landscapes. The initial exit in 1977 under-

scored the challenges posed by stringent regulations and foreign ownership laws. However, Coca-Cola's re-entry in 1993 emphatically demonstrated the importance of flexibility and strategic acumen in navigating dynamic market conditions.

The acquisition of local brands like Thums Up not only facilitated Coca-Cola's re-establishment but also highlighted the necessity of understanding and respecting

local consumer preferences. By embracing these lessons, Coca-Cola strategically realigned its operations to thrive in the evolving market landscape of India, confirming its status as a major player in the beverage industry.

VIRTUAL TASTE TESTING

-Akshata Shailendra Singh

The landscape of consumer product trials has seen a dynamic shift with the adoption of Augmented Reality (AR) by Fast-Moving Consumer Goods (FMCG) brands. Virtual taste testing is at the forefront of this innovation, enabling companies to offer immersive experiences that allow consumers to engage with products before purchase without leaving the comfort of their homes. In the era of digital acceleration, this trend reflects not only technological advancement but also the evolving consumer expectations for convenience, safety, and enhanced brand interaction.

FMCG brands operate in a fiercely competitive marketplace where first impressions matter. Virtual taste testing is revolutionising how brands introduce new flavours and products, enabling consumers to “taste” and explore offerings digitally. With AR, users can visually experience textures, colours, and even the

packaging of food and beverages through their smartphones or AR glasses. The expectation is that this technology will create memorable, sensory-rich experiences that mirror the physical process of tasting, thereby increasing consumer engagement.

A study by Research and Markets predicts that the global augmented reality market will reach \$97.76 billion by 2028, up from \$15.3 billion in 2020, showcasing just how rapidly this sector is expanding. FMCG brands



see this as a lucrative opportunity to interact with tech-savvy consumers in new ways. This immersive approach caters to the modern consumer’s need for instant gratification, as virtual taste testing offers immediate interaction without the need for physical samples, which can be costly and logistically complex.

In particular, the pandemic has accelerated the shift towards digital-first experiences. Traditional in-store sampling was significantly curtailed due to health concerns, so virtual taste testing emerged as a safe and effective alternative. Major FMCG brands like PepsiCo, Nestlé, and Mondelez have already begun integrating AR into their marketing strategies. PepsiCo, for example, utilised AR for its LAY’S Crispy Chips campaign in China, allowing users to scan the packaging and

unlock interactive content, including virtual taste experiences. This has resulted in increased customer engagement and higher product recall, as these virtual experiences remain embedded in the consumer’s mind long after the interaction has ended.

What stands out in this movement is the ability to personalise experiences. AR technology can be tailored to individual preferences, leveraging data and AI to recommend products based on previous tastes or lifestyle choices. This personalisation adds an emotional layer to the interaction, making the consumer feel valued and understood by the brand. This deepens brand loyalty, a critical metric for FMCG brands where product differentiation can sometimes be minimal.

From a strategic perspective, implementing AR-based virtual taste testing also enables brands to gather valuable consumer data in real-time. As consumers interact with these digital platforms, companies can track preferences, purchasing behaviour, and even regional tastes. This data is invaluable for future product development, allowing brands to adapt their offerings and target campaigns more effectively. According to a 2022 report by Deloitte, FMCG brands that leverage AR technology in their marketing strategies have seen up to a 30% increase in customer engagement and 25% reduction in return rates, as virtual experiences provide more clarity about the product before purchase.

This trend is not only about creating extraordinary experiences but also about driving efficiency and sustainability. By reducing the need for physical samples, brands are

reducing waste and lowering their carbon footprint.

AR-based product trials offer a compelling solution for an industry that faces increasing pressure to demonstrate environmental responsibility. In fact, a 2023 McKinsey report indicated that consumers are 65% more likely to purchase from brands that align with their sustainability values, further underscoring the importance of these initiatives.

However, while AR-based virtual taste testing holds immense potential, brands must navigate challenges. The technology is still evolving, and achieving the fidelity of a real-world taste experience remains a work in progress. Additionally, there’s the question of accessibility — while smartphone penetration is high, not all consumers may have access to the latest AR-capable devices. Hence, it’s crucial for FMCG brands to strike a balance between technological innovation and inclusivity to ensure that these experiences are available to a broad audience.

In conclusion, virtual taste testing represents a convergence of technology and consumer marketing that holds transformative potential for FMCG brands. As consumer expectations continue to rise and as sustainability and convenience become top priorities, AR offers a path forward for brands looking to innovate. By delivering personalised, engaging, and eco-friendly product trials, FMCG brands are keeping pace with the digital age and shaping consumer engagement’s future.



20 YEARS OF CREATING SEAMLESS CUSTOMER JOURNEYS

-SARITA SINGH
HEAD OF DIGITAL MARKETING
MOKSHA MEDIA GROUP

“Digital marketing’s future will be defined by personalized storytelling and AI-driven insights, transforming consumer engagement into a seamless & meaningful connection. Brands that embrace this shift will move beyond mere reach-performance, creating experiences that resonate deeply, build trust and foster long-term loyalty in an increasingly crowded digital landscape.”

From my experience, FMCG brands can create seamless, end-to-end customer journeys by focusing on personalisation, timely engagement, and consistency across digital touchpoints. First, data-driven insights are key to tailoring messaging at every step—from awareness to post-purchase follow-up. This might include personalised product recommendations on the website or contextual retargeting ads that reflect prior customer interactions. Next, brands should optimise omnichannel experiences, ensuring a smooth handoff between social media engagement and website checkout. Finally, maintaining consistency in brand tone, offers, and customer support across all channels is crucial. When every touchpoint, from ads to emails, aligns with the brand’s promise, it fosters trust and keeps customers coming back.

Exploring New Digital Platforms for FMCG Promotion

Some of the most exciting new channels for FMCG

product promotions are short-form video platforms like YouTube Shorts, TikTok, and Instagram Reels. These platforms are ideal for FMCG because they allow brands to showcase products in authentic, quick snapshots that resonate well with younger audiences. For example, YouTube Shorts and Instagram Reels instantly connect with audiences and can significantly boost a brand’s CTR and ROAS. Additionally, WhatsApp Business offers promising personal customer engagement opportunities, providing updates, deals, and customer service directly in-app, strengthening customer connections. Shoppable content on social commerce platforms like Facebook Shops also enables seamless product discovery and purchases, making it easier to reach and convert a broad consumer base.

Boosting FMCG Engagement with Augmented Reality

Augmented reality (AR) can be a game-changer for FMCG brands in terms of customer engagement and product

discovery. With AR, customers can virtually “try” products—such as visualising food packaging or seeing how a product would look on their shelves before buying. This interactive approach not only creates a fun and engaging experience but also simplifies decision-making by offering instant product demos or real-time details. AR effectively connects with customers on a personal level, often leading to faster purchase decisions.

Personalisation That Respects Privacy

To balance targeted marketing with strict privacy practices, FMCG brands should use anonymised data and AI to create segments and predict preferences without identifying individuals. Transparent privacy settings that let customers control how their data is used build trust while allowing brands to tailor experiences. Engaging content, like quizzes or surveys, also encourages customers to voluntarily share preferences, which feels less invasive. Overall, respecting privacy through clear policies and opting for anonymised, consent-based data significantly enhances customer loyalty and trust.

Essential Digital KPIs for FMCG Growth

To drive both immediate impact and long-term growth, FMCG brands should prioritise KPIs like ROAS (Return on Ad Spend) to track campaign profitability and engagement

metrics like click-through rate (CTR) and time spent on pages to measure customer interest. For sustained growth, customer lifetime value (CLV) is invaluable, showing whether campaigns are fostering loyalty rather than one-time purchases. Conversion rates across key touchpoints are also essential for tracking the effectiveness of the digital journey in turning interest into action.

Staying Ahead with Innovative Digital Strategies

To stay competitive, FMCG brands should embrace a mindset of continuous learning and flexibility. The best-performing brands test new channels early, whether experimenting with platforms like YouTube Shorts and TikTok or exploring interactive elements like AR. A strong focus on customer feedback loops—monitoring and acting on real-time insights—enables quick strategy adjustments. Beyond adopting new technologies, the real edge lies in deeply understanding customer preferences and continuously adapting the digital experience to make it seamless and personalised. By combining agile experimentation with customer-centricity, brands can remain relevant and innovative even in highly competitive markets.

The Power of Digital-First DTC Models for FMCG

Digital-first DTC models allow FMCG brands to gain greater control over brand positioning and establish a direct connection with consumers, fostering closer, more personalised relationships. This approach often improves brand loyalty, as customers feel understood and connected.

DTC also accelerates feedback loops, making refining products based on customer insights easier—an invaluable advantage in fast-paced FMCG markets. With DTC, brands gain more flexibility in pricing and promotions, which can positively impact sales and help reposition the brand as more premium or innovative, depending on their strategy.

Building Brand Identity Through Digital Storytelling

Digital storytelling brings a brand to life, making it feel relatable and authentic. By sharing stories reflecting values, mission, or customer experiences, brands can create an emotional connection beyond the product itself. Stories highlighting a brand’s journey or impact resonate deeply, especially when they align with the audience’s values. This approach communicates not just what a brand sells but why it matters, fostering a sense of community and strengthening customer loyalty.

The Impact of User-Generated Content and Reviews

User-generated content (UGC) and customer reviews are invaluable for digital strategies as they build trust and authenticity. Showcasing real customers using and enjoying products creates a relatable and credible image that resonates with potential buyers. Reviews, in particular, address common questions or concerns, directly influencing purchasing decisions. Strategically integrating UGC and reviews across digital platforms strengthens brand credibility,



boosts engagement, and invites customers to become a part of the brand’s story, creating a genuine sense of community.

Redefining Loyalty Programs with Web3 Technologies

Web3 technologies like blockchain, NFTs, and decentralised apps (dApps) have the potential to revolutionise FMCG loyalty programs, making them more customer-centric, flexible, and engaging. Blockchain-based tokens allow brands to introduce loyalty points that are transparent, transferable, and even redeemable across partner brands, offering real value beyond traditional points. NFTs, for instance, can add an exclusive edge, allowing brands to reward top customers with unique digital assets or limited-time experiences. Decentralised apps empower customers by giving them control over their data and rewards, fostering trust and a stronger brand connection. Web3 opens up new loyalty programs for brands that feel less transactional and more about genuine engagement and empowerment.



THE FMCG INFLUENCE ECONOMY

The Fast-Moving Consumer Goods (FMCG) industry is evolving rapidly, with brands shifting away from traditional advertising methods and embracing a more direct, personal approach to marketing. At the forefront of this transformation are micro-influencers—individuals with smaller but highly engaged audiences—helping FMCG brands make more authentic connections with consumers. Unlike traditional celebrities, micro-influencers build trust through relatable, everyday content, offering engagement that resonates deeply with their followers. Micro-influencer marketing is proving to be a game-changer, with research showing that 83% of consumers trust micro-influencer recommendations over traditional advertisements (Influencer Marketing Hub, 2023). This preference for authenticity has shifted how FMCG brands engage with their audiences, making micro-influencers an essential

part of modern marketing strategies. Here's a closer look at how micro-influencers are reshaping the FMCG sector, offering valuable insights and predictive analysis for the future.

WHY MICRO-INFLUENCERS MATTER IN FMCG MARKETING

Micro-influencers are defined by their smaller but highly loyal and engaged

followings—typically between 1,000 and 100,000 followers. Their influence is rooted in their ability to connect with audiences personally, creating content that feels organic and relatable. Unlike larger influencers or celebrities, micro-influencers maintain closer relationships with their followers, often resulting in higher trust and engagement. A study by McKinsey & Company found that micro-influencers deliver up to 60% higher engagement rates than macro-influencers. Additionally, brands partnering with influencers who have fewer followers often see better ROI. The key to their effectiveness lies in their relationship with their audience, as followers are likelier to take their recommendations seriously and act on them. This level of trust is especially

-Venus Dsilva

critical in the FMCG sector, where impulse buying is common, and consumer behaviour is highly influenced by relatable content.

REAL-WORLD SUCCESS STORIES

FMCG brands have quickly embraced micro-influencer marketing with notable success. Coca-Cola's #ShareACoke campaign is a prime example. The brand leveraged micro-influencers to showcase personalized Coke bottles, creating a viral trend that resonated with audiences. The campaign's ability to connect with consumers on a personal level led to an increase in both sales and brand engagement. Similarly, Unilever's Dove campaign, #RealBeauty, utilized micro-influencers to promote messages of inclusivity and body positivity. These influencers helped reshape beauty standards and connected with a wider audience, particularly through platforms like Instagram. The success of both campaigns demonstrates how micro-influencers can help FMCG brands enhance credibility, build emotional connections with consumers, and drive purchasing behaviour.

MICRO-INFLUENCERS OFFER HIGH ROI: A COST-EFFECTIVE SOLUTION

In addition to boosting

brand engagement, micro-influencers are an attractive alternative to costly celebrity endorsements. According to data from Traackr, micro-influencers offer a higher engagement-to-cost ratio than larger influencers. Brands partnering with micro-influencers typically see a more favourable return on investment, as the costs are lower, but the engagement rates remain high.

Micro-influencers are particularly valuable in the FMCG industry, where marketing budgets often must be stretched across various campaigns. Research shows that influencers with fewer than 10,000 followers generate higher engagement rates than those with larger audiences. This provides an excellent opportunity for FMCG brands to work with multiple influencers at once, ensuring a broader reach while maintaining a personal connection with each audience segment.

FACTORS IN SELECTING THE RIGHT MICRO-INFLUENCERS

For FMCG brands to make the most out of their micro-influencer marketing efforts, selecting influencers who align with the brand's values and target audience



is crucial. Factors like engagement rates, audience demographics, and content relevance should precede simple follower count. In fact, a survey by BuzzSumo found that brands that focus on engagement over reach tend to see better results in sales and brand loyalty. Tools like Upfluence, HypeAuditor, and BuzzSumo allow brands to track key metrics, ensuring that influencers fit the brand's goals well. Metrics such as audience demographics, engagement rates, and past campaign performance can help brands choose influencers who will deliver the most value. Tracking these data points in real-time allows for optimising influencer campaigns, ensuring the highest possible ROI.

CROSS-PLATFORM STRATEGIES FOR MAXIMUM REACH

While the advantages of micro-influencer marketing are clear, there are

challenges to consider. Influencer burnout is one risk, as influencers can become constantly overwhelmed by the pressure to produce content. Furthermore, the oversaturation of sponsored content can lead to scepticism among followers, potentially diminishing the authenticity of the brand message.

FMCG brands should focus on long-term partnerships with micro-influencers rather than one-off engagements to mitigate these risks. This fosters a more genuine relationship between the influencer and the brand, which in turn helps maintain audience trust. Transparency in sponsored content is also crucial—research shows that 91% of consumers are more likely to engage with influencers who disclose paid promotions. By ensuring clear communication about brand partnerships, companies can maintain the authenticity of their campaigns.

FMCG brands can leverage cross-platform strategies to maximize the impact of their influencer marketing. Platforms like Instagram, TikTok, and YouTube each offer unique advantages, and tailoring content to each platform can help boost reach and engagement.

For example, Instagram is ideal for visual content and short-form storytelling, while TikTok excels at viral challenges and product demonstrations. Conversely, YouTube allows for longer, more in-depth content like product reviews and

tutorials. By working with influencers across these platforms, FMCG brands can engage with consumers in various contexts, ensuring a more comprehensive and effective marketing strategy.

THE FUTURE OF MICRO-INFLUENCERS IN FMCG: TRENDS TO WATCH

The role of micro-influencers in FMCG marketing will continue to grow. One emerging trend is the rise of nano-influencers—individuals with fewer than 5,000 followers—who offer hyper-localized, niche engagement. As consumers increasingly seek out products that reflect their values, nano-influencers can drive highly targeted campaigns that resonate on a community level.

Furthermore, AI-driven analytics will be integral in shaping influencer marketing strategies. Advanced tools will enable brands to monitor real-time influencer performance, predict trends, and optimize campaigns for maximum impact. As AI technology becomes more sophisticated, FMCG brands will have access to more precise data, allowing for data-backed decisions and greater campaign efficiency.

Micro-influencers are reshaping the way FMCG brands approach consumer engagement. With their ability to build authentic connections, drive purchasing behaviour, and offer a high ROI,

they have become an indispensable part of modern marketing strategies. As consumers continue to demand more transparency and authenticity, micro-influencers will remain an essential tool for FMCG brands looking to foster deeper relationships with their audiences.

For brands ready to embrace this change, investing in long-term, data-driven partnerships with micro-influencers offers a strategic path to success. The future of FMCG marketing lies in the hands of influencers who can bridge the gap between brands and consumers, creating genuine, lasting connections beyond mere transactions.





SUSTAINABILITY **BEYOND** **THE** **SHELF**

-Akshata Shailendra Singh

In today's consumer landscape, packaging has become more than just a protective layer for products—it reflects a brand's commitment to sustainability and environmental responsibility. As awareness of the ecological impact of waste increases, businesses are embracing more eco-friendly practices, with biodegradable packaging emerging as an essential solution. This innovation goes beyond traditional recycling efforts, offering a faster, more effective way to manage waste. Driven by consumer demand and regulatory pressure, biodegradable packaging is quickly becoming essential in building more sustainable supply chains.

Biodegradable packaging is made from natural materials like corn starch, sugarcane, or other plant-based resources that break down into natural elements under specific conditions. Unlike conventional plastic, which can take hundreds of years to decompose, biodegradable packaging disintegrates within months, leaving minimal or no harmful residue. With over 300 million tons of plastic waste produced globally every year and only 9% of it recycled, this innovation holds the potential to transform how companies manage waste throughout the supply chain.

The expectations surrounding biodegradable packaging in the FMCG sector are high. Consumers are more informed than ever about the

environmental consequences of their purchases, and their demand for sustainable packaging is surging. In a 2022 survey by Trivium Packaging, 86% of consumers among younger generations (<45) indicated they were willing to pay more for sustainable packaging, especially in categories like food, beverages, and personal care products. This heightened awareness has forced FMCG companies to reevaluate their supply chain processes and ensure sustainability goes beyond the shelf.

What's particularly noteworthy about biodegradable packaging is its integration across various touchpoints in the supply chain. From procurement to disposal, it provides a holistic approach to sustainability. It reduces the carbon footprint during production, as these materials typically require less energy and resources than traditional plastics. For example, research by the Ellen MacArthur Foundation estimates that switching to biodegradable packaging could reduce global carbon emissions by 25%. Additionally, because these materials decompose faster and more efficiently, they lower the burden on landfills and waste management systems. This ease of disposal adds a new layer of convenience, appealing to environmentally conscious consumers and businesses

seeking to streamline operations.

Another key driver of the shift toward biodegradable packaging is legislation. Governments worldwide are introducing strict regulations aimed at reducing plastic waste. The European Union's Single-Use Plastics Directive, which came into effect in 2021, is one example. It requires member states to limit plastic consumption and promote the use of sustainable alternatives like biodegradable materials. FMCG companies are now compelled to innovate, not just to satisfy consumer demand but to comply with these evolving legal frameworks.

However, the journey to adopting biodegradable packaging comes with its challenges. While the benefits are undeniable, there are concerns about the cost and scalability of producing biodegradable materials. Many businesses, notably smaller FMCG players, need help to justify the higher cost of these materials. Furthermore, biodegradation requires specific conditions, such as industrial composting facilities, which are only widely available in some regions. Without proper disposal systems, biodegradable packaging might not break down as efficiently as intended, underlining the importance of resilient waste management infrastructure.

Despite these challenges,

the importance of biodegradable packaging in FMCG supply chains cannot be overstated. The global sustainable packaging market size was valued at \$93.6 billion in 2021, and the sustainable packaging industry is projected to reach \$190.6 billion by 2031, growing at a compound annual growth rate (CAGR) of 7.4% from 2022 to 2031. This indicates a clear and growing commitment from businesses worldwide to integrate sustainable practices into their supply chains. In conclusion, biodegradable packaging is much more than a trend; it's a fundamental shift in how FMCG companies approach sustainability.



“With consumers demanding transparency and responsibility, governments enforcing stricter regulations, and environmental impacts being scrutinised more than ever, biodegradable packaging is a vital piece of the puzzle. While there are obstacles to overcome, the benefits of reducing waste, lowering carbon footprints, and building a more sustainable future make this an essential element in the evolution of FMCG supply chains. As businesses continue to navigate the complexities of sustainability, biodegradable packaging is poised to play a transformative role beyond the shelf.”



10 WAYS TO SHAPE THE FUTURE OF CONSUMER EXPERIENCE

-VATSALA DHA-
HEAD OF BRAND SOLUTIONS
MOKSHA MEDIA GROUP

management and sustainable production methods. The booming middle class in emerging markets like India presents significant growth opportunities, especially in Tier 2 and Tier 3 cities, where rising disposable incomes are fueling demand for FMCG products. These trends are creating new avenues for growth and competitive advantage in the industry.

“UNIFIED VISION: COLLABORATING FOR SEAMLESS BRAND STRATEGIES.”

The approach to collaborating with other departments for cohesive brand strategies starts with understanding who the key stakeholders are and how their roles align with the brand’s objectives. Taking time to learn about their goals, challenges, and expectations, ensuring that everyone has a clear understanding of each other’s priorities, is necessary. This insight helps craft strategies that are not only aligned with the brand’s vision but also support broader business objectives.

Moreover, it is important to involve stakeholders in the planning process, inviting them to brainstorming sessions and feedback loops. This collaborative environment fosters creativity and ensures all perspectives are considered. Communication is vital, so one should maintain regular and transparent updates through project management tools, chat apps, or shared platforms - ensuring everyone is on the same page. Finally, sharing the results and insights to demonstrate the impact of the collective efforts and learning from both successes and areas for

“EMERGING TRENDS: SHAPING TOMORROW’S FMCG SOLUTIONS.”

The FMCG industry is evolving rapidly in response to emerging trends that prioritize sustainability, digitalization, and enhanced customer experiences. A key shift is the growing demand for eco-friendly packaging and sustainable product development, driven by increased climate awareness among consumers. Companies are adopting recyclable, compostable materials and using cruelty-free ingredients to meet these preferences. Additionally, digitization is transforming the industry, with AI tools like recommendation engines and chatbots enhancing personalized customer interactions and improving operational efficiency.

The rise of e-commerce, accelerated by the pandemic, is reshaping distribution strategies, with social media platforms and direct-to-consumer channels becoming essential sales drivers. IoT and 3D printing are further revolutionizing the sector by enabling better inventory

improvement helps in keeping the stakeholders driven.

“CREATIVE INNOVATION, PRACTICAL EXECUTION: THE PERFECT BRAND BALANCE.”

Excelling in brand solutions lies in balancing creativity and practicality. Creativity keeps the brand fresh, edgy, and distinct in a crowded market, while practicality ensures you reach the right audience and drive business results. Without innovation, your brand risks blending in; without practicality, it struggles to thrive. Effective brand solutions require managing both internal and external stakeholders, aligning their insights, and collaborating to craft strategies that are both innovative and executable. It’s this blend of creative vision and practical execution that creates impactful, sustainable brand strategies.

“TURNING SKEPTICISM INTO TRUST: CRAFTING CREDIBLE PRODUCT LAUNCHES.”

Handling consumer scepticism around new product launches requires a strategic, customer-focused approach. First, it’s crucial to understand the market segment you’re targeting, as different groups have varying levels of openness to innovation. Innovators and early adopters are more willing to take risks, while the early and late majority may need more convincing. Tailoring your messaging to address these differences helps build trust.

To overcome scepticism, establish credibility by showcasing testimonials, endorsements, and real-life case studies that demonstrate your product’s effectiveness. Highlight how your product addresses specific pain points and how it offers clear benefits over existing alternatives.

Anticipating objections is key—acknowledge concerns upfront, provide clear explanations, and offer comparisons to reassure customers. Finally, reduce perceived risks by offering incentives, promotions, or guarantees. This can help ease doubts and encourage trial, ultimately building confidence in your new product.

“SUBSCRIPTION MODELS: THE FUTURE OF FMCG CONVENIENCE AND LOYALTY.”

Yes, the FMCG industry is likely to see more subscription-based services in the future. Consumers are increasingly looking for value for money, which subscription models can offer through cost-effective pricing and product quality. Convenience plays a big role too, as subscriptions save time and effort by delivering products directly to consumers’ doors.

Additionally, the rise in customization options, where customers can tailor their subscriptions to suit specific needs, enhances the appeal. Subscription boxes also offer a sense of discovery and excitement, with many consumers enjoying the surprise element.

For eco-conscious shoppers, subscription models focused on sustainability, such as eco-friendly packaging and responsibly sourced products, are becoming more attractive. As these consumer preferences continue to evolve, subscription services in FMCG will likely thrive, offering both convenience and a personalized, sustainable shopping experience.

“SENSORY TECHNOLOGY: DEEPENING EMOTIONAL CONNECTIONS THROUGH EXPERIENCE.”

Sensory technology will revolutionize how brands emotionally connect with consumers by tapping into the five senses—sight, sound, smell, touch, and taste—to create immersive, memorable experiences. By appealing to sensory stimuli, brands can trigger emotional responses and positive associations, fostering deeper connections with consumers. Technologies like virtual reality (VR) and augmented reality (AR) open new opportunities for brands to offer interactive, multisensory experiences, engaging customers in ways that align with their values and preferences. This creates not only stronger brand loyalty but also increases the likelihood of repeat purchases as customers emotionally invest in these

rich, sensory-driven experiences.

“ROBOTIC RETAIL ASSISTANTS: REVOLUTIONIZING CONVENIENCE AND PERSONALIZATION IN FMCG.”

Robotic retail assistants could significantly enhance the FMCG shopping experience by improving customer convenience and satisfaction. These robots can offer real-time assistance, providing product information, guiding customers, and even making personalized recommendations, all of which can elevate the shopping journey. With 24/7 availability, robots ensure that customers receive support outside of regular store hours, further enhancing accessibility and reducing wait times. Moreover, robotic assistants can collect valuable data on customer preferences and behaviours, helping retailers tailor experiences and improve loyalty. However, challenges remain, such as limited adaptability and customer resistance, as some shoppers may prefer human interaction over technology. Additionally, security concerns, including data privacy and cybersecurity risks, must be addressed.

Balancing the benefits of enhanced customer service with these potential drawbacks will be key to successfully integrating robotic assistants in the FMCG sector. Done right, these assistants could transform how brands engage with customers, making shopping more efficient and personalized.

“CROWD-SOURCED FEEDBACK: SHAPING FMCG INNOVATION IN REAL-TIME.”

FMCG brands can leverage real-time crowd-sourced feedback to accelerate product development by tapping into a broad range of consumer insights. Crowdsourcing allows brands to gather valuable data on customer preferences, expectations, and behaviours, including aspects like product quality, sustainability (ESG), and media engagement. This feedback can inform everything from product formulation to marketing strategies, ensuring offerings align with consumer desires. Involving consumers in the development process fosters brand loyalty, as they feel more connected and valued. Additionally, real-time store checks by crowds of shoppers can help brands monitor product placement and marketing effectiveness, providing instant insights to refine strategies.

“REAL-TIME DATA: SHAPING THE FUTURE OF FMCG PRODUCT INNOVATION.”

The future of FMCG will likely see brands creating products based on real-time consumer data. As consumer preferences rapidly evolve, data analytics will enable brands to adapt quickly, optimizing product development, packaging, and

marketing strategies. By analyzing real-time purchasing patterns, behaviours, and trends across both direct sales and e-commerce, brands can tailor products that better align with consumer needs. This dynamic approach not only enhances innovation but also improves supply chain management and inventory forecasting. Ultimately, leveraging real-time data will allow FMCG companies to stay ahead in a competitive market by making smarter, faster decisions and driving better customer satisfaction.

“HYPER-PERSONALIZED FMCG: TAILORING PRODUCTS TO EVERY CONSUMER’S NEEDS.”

Hyper-personalized FMCG solutions are becoming increasingly attainable as brands leverage customer data, AI, and analytics to tailor every aspect of the consumer journey. This approach allows brands to anticipate customer needs, offering tailored products, services, and marketing at the right moment. While we’re not fully there yet, advancements in automation and real-time data are rapidly bringing us closer to this reality. Hyper-personalization will not only enhance customer satisfaction but also foster deeper emotional connections, driving loyalty and boosting sales. The future of FMCG will rely heavily on hyper-personalization to stand out in a crowded market and create meaningful consumer experiences.



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