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MARKETING SPARKLEZ BULLETIN

Volume 03: October 2021

How Peloton builds a community around health and wellness to craft its brand

Peloton wants to be known as a health and wellness company, not a fitness business, according to its chief marketing executive.

“We definitely want to make sure that we are reflecting the communities that we serve,” Peloton’s Chief Marketing Officer Dara Treseder told Julia Boorstin....



To Read more, click on this link:

<https://www.cnbc.com/2021/10/07/how-peloton-builds-a-community-around-health-and-wellness.html>

Source: CNBC.com on October 07, 2021

Contributed By Miss. Rakhi Jaiswal Student, MBA 2nd Year

Mahindra names Manoj Bajpayee as brand ambassador for its farming advice app Krish-e

Krish-e, Mahindra’s new Farming as a Service (FaaS) business, today announced the release of Krish-e App & Krish-e Nidaan apps with the launch of its first ever digital video commercial (DVC) film The new DVC is focused on the unique benefits of the Krish-e ...



To Read more, click on this link:

<https://www.exchange4media.com/marketing-news/mahindra-names-manoj-bajpayee-as-brand-ambassador-for-its-farming-advice-app-krish-e-116250.html>

Source: Exchange 4 Media on October 12, 2021

Contributed By Mr. Lokesh Goinka, Student MBA 2nd Year

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Pizza Hut launches marketing campaign with actor-comedian Anuradha Menon

Pizza Hut unveiled its bold new brand platform called 'Dil Khol Ke Delivering' to let everyone know that Pizza Hut doesn't just deliver, it delivers 'Dil Khol ke'. And what do they deliver? Not just the best tasting pizzas in India, but also great value for money, warm....

To Read more, click on this link:

<https://www.exchange4media.com/marketing-news/pizza-hut-launches-marketing-campaign-with-actor-comedian-anuradha-menon-116321.html>



Source: Exchange 4 Media on October 18, 2021

Contributed By Mr. Aakash Mishra Student MBA 2nd Year



“Don't take too much advice. Most people who have a lot of advice to give — with a few exceptions — generalize whatever they did. Don't over-analyze everything. I myself have been guilty of over-thinking problems. Just build things and find out if they work.”

— Ben Silbermann, founder of Pinterest

Toyota, Suzuki tie-up may extend to EVs, green tech

For the first time ever, a Maruti car is expected to roll out of Toyota's factory in India as the two Japanese carmakers give finishing touches to a new premium SUV — a competitor to Hyundai Creta, Kia Seltos, and VW Taigun — strengthening their relationship which may now be extended to green vehicles, including hybrids and electrics....



To Read more, click on this link:

<https://economictimes.indiatimes.com/markets/stocks/news/toyota-suzuki-tie-up-may-extend-to-evs-green-tech/articleshow/87097413.cms>

Source: Economic Times on October 18, 2021

Contributed By Mr. Amit Chaubey, Student MBA 2nd Year

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Ayushmann Khurrana busts crypto myths in new CoinDCX campaign

CoinDCX has now launched a mega drive to address key concerns surrounding crypto investments amongst the Indian audience. Coined as 'Future Yahi Hai', this campaign will see leading Bollywood star Ayushmann Khurrana educate young Indians about ...



To Read more, click on this link:

<https://www.exchange4media.com/marketing-news/ayushmann-khurrana-busts-crypto-myths-in-new-coindcx-campaign-116341.html>

Source: Exchange 4 Media on October 18, 2021

Contributed By Mr. Shreyash Ahir, Student MBA 2nd Year

Ecommerce sales boom this festive month

Ola Electric has announced that the company has sold Ola S1 scooters worth more than ₹600 crore. The electric scooter company opened the sale on Wednesday for those who reserved it in advance.

Ola Electric claims that it has managed to sell 4 scooters every second of the first 24 hours....



To Read more, click on this link:

<https://economictimes.indiatimes.com/tech/technology/e-commerce-sales-boom-this-festive-month/articleshow/87095427.cms>

Source: Economic Times on October 18, 2021

Contributed By Mr. Akshay Nair, Student MBA 2nd Year

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“And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.”

– Anaïs Nin