

NEWS

BRIEF23 | Chandan Bagwe, C Com Digital: Love what you do, do what you love

By The News Desk - February 16, 2023



BRIEF23 brings you insights and inspiration from **Chandan Bagwe, Founder and Director, C Com Digital** – the full-service techno digital marketing agency with a global footprint.

Chandan writes on invitation and exclusively for our special series BRIEF23, which features industry stalwarts, thought leaders, industry captains, business heads, brand custodians and other C-suite heads from diverse companies across sectors, size and scale, sharing their learnings from 2022, and guidance and inspiration to help empower professionals for the upcoming FY 2023-24.

Chandan Bagwe, the Founder and Managing Director of C Com Digital, is one of the earliest Indian entrepreneurs to have believed in the power and scalability of online business and digital marketing. He founded his company two decades ago, in 1998.

Chandan has a graduate degree in engineering. After completing his engineering, he pursued a Master's in Computer Science in the USA. He further qualified his thirst for higher education with an MBA in Marketing from the prestigious Jamnalal Bajaj Institute of Management Studies, Mumbai.

Chandan is also an avid teacher – a visiting faculty member at the premier B-school, Welingkar's Institute of Management Studies, Mumbai.



BRIEF23 by Chandan Bagwe – C Com Digital

2022 delivered: 2023 is defined as Growth in service offerings, New client acquisition, New talent, New markets, and process improvements. After Covid, talent acquisition has become a challenge, but at the same time, digital marketing is growing by leaps and bounds.



On track, ahead of, or trailing the pack?: C Com Digital is a full-service techno digital marketing agency. We help our clients undertake digital transformation and maintain a robust and effective online presence. We create brand communication for modern businesses and help them in digital marketing to grow their business.

The vision behind C Com Digital was to build a globally renowned digital company that offers end-to-end digital marketing communication and technology support to its clients. We have steadily expanded our capabilities to fulfill that vision.

C Com has been rapidly expanding, and in the last two years, we have scaled our presence globally. We offer mandatory brand hygiene services like content-focused SEO and SMO services.

Apart from that, we also do brand awareness campaigns, PII-focused campaigns, conversational marketing campaigns, digital PR Campaigns, and advanced AI-PL integration for lead analysis and higher conversion. This delivers more significant ROI for the clients.

This year, we have entered the US markets intending to become an international provider of reliable and high-performance IT-enabled services, specifically Enterprise Mobility Solutions, Program Support, Cloud Computing, Customer Software Development, and Enterprise Data Management.

Under the hood: We leveraged our technological expertise and infrastructure to create the solutions the market needs. We have added various services to our portfolio to cater to the demand. Influencer marketing and Video Content development are growing in demand, along with increased advertising budgets.

Lessons learnt: It is important to keep ourselves abreast of changes in technology. We must keep adding new services and keep up with the new technologies to meet the market demand. It is also imperative to keep innovating and scout for the best talent in technology, creativity, content, and influencer marketing.

Who/What inspired you: Prime Minister Narendra Modi is an inspirational personality. He is showing great leadership capabilities and industriousness. As a marketing professional myself, promoting India on a world platform is challenging, and he is executing it brilliantly.

He is also digitally savvy. He is using social media effectively and pushing his entire team to use it efficiently. He can be safely said to be in the league of some of the biggest global politicians regarding social media presence. He is India's first prime minister who has effectively used his online presence to cultivate his image and dominate political influence over the last eight years.



Looking ahead: There is much potential today across different sectors since start-ups, SMEs, and large global enterprises are going for digital transformation and adoption of SaaS products and digital communication tools and capabilities. Beyond that, the growth opportunities are equally high in the domestic and world markets.

Indian companies have traditionally lagged in digitization, but currently, we are witnessing an unprecedented surge in demand for solutions. Western markets have had exposure to SaaS solutions and tech-driven operations, so there is a little more clarity about the need and how things should be.

And here's how we'll do it: C Com has been in the techno-digital space for more than two decades. Since the last few years, especially after the pandemic, the need for digital marketing and transformation across all industry segments has increased. We have all the right technologies and market understanding.

After resuming work-from-office this year, we have expanded our service offerings and services to the US markets. This aligns with our vision to ensure that Indian techno-digital companies get visibility in international circles. We will collaborate with more western businesses to keep the growth trajectory going.

C Com is growing steadily, and our team base keeps increasing in proportion to business growth. C Com entered the US market this year by unveiling our IT-enabled services. Our goal is to steadily expand the spectrum of our services and become an international provider of trustworthy, efficient, and cost-effective IT-enabled services. We are an Indian company entering the US markets.

We are bringing about a transformation in the techno-digital space as earlier the trend used to be of American companies entering the Indian market. This will help us grow better in the times ahead and enable the entire ecosystem to evolve faster.

Advice: Change with technology is the only constant, like in any other field, even digital marketing. Ensure that you provide high-quality latest trending services to your client, along with consistent performance. This is critical for business success.



One big learning/realization: Save Soil is a global movement launched by Indian spiritual leader Sadhguru Jaggi Vasudev to address land degradation and advocate for healthy soil.

The Jaha Foundation, an IUCN Member, launched the "Journey to Save Soil" in London on 21 March, setting its founder Sadhguru off on a 100-day motorcycle journey through 26 countries to raise awareness about soil degradation and advocate for bringing organic matter back to agricultural processes.

I have followed this event for the entire period of 100 days. The enormity of this event was mind-boggling. The Jaha foundation has done marvelous work promoting this event on digital media very effectively.

It had a significant impact on me that a social awareness campaign can be done on a world stage by riding a bike to 100 countries by a spiritual guru without knowing the technology is a miracle.

The quote or thought that'll inspire you in 2023: Love what you do, do what you love.

Labels: Brief23, Brief23 Insights compiled by News18 India, C Com Digital, Chandan Bagwe - Founder and Director - C Com Digital, Chandan Bagwe Founder | Director C Com Digital, Mediabrief Special Feature BRIEF23



Previous article

DEEPDIP: Decoding GroupM India's This Year Next Year report

Next article

BRIEF23 | Pinal Dasgupta, Columbia Communities: There is no shortcut to learning a craft

The News Desk

News and knowledge updates plus podcasts from media, marketing, advertising and more. From HSDIABRIEF.COM, a media partner of the best industry events in the space, including those from FICCI, IAPM, Promax Asia, CEI, ACF - Global Customer Engagement Forum, BASC India, The Advertising Club, and others. Our Podcasts listed on top global directories

RELATED ARTICLES MORE FROM AUTHOR

- BRIEF23 | Pinal Dasgupta, Columbia Communities:** There is no shortcut to learning a craft
- BRIEF23 | MVS Murthy, Federal Bank:** If you have a one-in-a-million chance, take it. There are millions who don't have one.
- BRIEF23 | Jeevika Tyagi, Assety Stock:** In every little step while walking toward the end



POPULAR POSTS

- SW Dhangra** searched for the start-up space
January 6, 2023
- Nika, Tag Heuer, Porsche** – personal brands clamp Shanghai
March 12, 2023
- Mumbai** gets 'C' Young Indians' magazine
March 11, 2023

POPULAR CATEGORY

Marketing	8306
Digital	3313
Television	2307
News	2205
OTT	2087
Advertising	1721
Appointments	1619
Business & Finance	1508
Social	955

SEARCH MEDIABRIEF.COM

powered by Google

MVP - THE MASTERS VOICE PODCAST



MEDIABRIEF - Our second podcast series



to Follow

120k

HEALTHCARE - The BAAI Podcast



Follow us on Facebook



SEARCH MEDIABRIEF.COM

powered by Google

Follow Us



Top Posts

BRIEF23 | MVS Murthy, Federal Bank: If you have a one-in-a-million chance, take it. There are millions who don't have even one. Assemblage's Arjun Mathesan joins the board of upcoming Indian animation festival Animatek PR Purdit strengthens travel and hospitality vertical with 5 new hires. Comnetel appoints John Bertrand and Darin Cade as Senior Vice Presidents. Brands lineup wholesome initiatives, heartwarming campaigns for Valentine's Day 2023.

Vikas Gupta joins Wipro Technologies as Head of Finance for India Business.