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Industry Updates

C Com Digital wins HealZen's digital marketing & creative mandate

The agency will be responsible for HealZen's website development, social media management, SEO, online advertising, WhatsApp marketing, packaging design, and all creative content, ensuring brand presence across multiple platforms.

Social Samosa
15 Oct 2024 15:30 IST

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C Com Digital has won the mandate to manage the complete digital presence and creative services for HealZen Quantum Cure Private Ltd. The agency will be responsible for HealZen's website development, website development, SEO, online advertising, WhatsApp marketing, packaging design, and all creative content, ensuring brand presence across multiple platforms.

Speaking about this, [Chandan Bagwe](#), Founder & Director of C Com Digital, said, "We are thrilled to partner with HealZen, a forward-thinking healthcare brand that is redefining patient care. Our extensive experience driving brand visibility through integrated digital marketing strategies will help HealZen connect with patients seeking more than just conventional treatments. This collaboration will enable us to support their growth as they embark on this exciting journey."

Adding further, [Dr. Apurva Ahirrao](#), Managing Director, HealZen Quantum Cure Private Ltd., said, "We are excited to collaborate with C Com Digital as we launch our first clinic in Pune. Their expertise in building strong digital footprints and innovative marketing approaches aligns perfectly with our vision of delivering holistic healthcare solutions. With C Com Digital's help, we aim to reach a wider audience and significantly impact healthcare delivery in India."

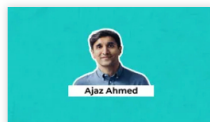
This partnership represents a significant step in the company's objective to integrate modern and natural therapies in healthcare. C Com Digital's marketing initiatives are aimed at helping the company establish recognition in the Indian healthcare sector, with a focus on increasing brand awareness and patient engagement.

[creative mandate](#) [marketing mandate](#) [website development](#) [whatsapp marketing](#)
[pro-therapeutic therapy](#)

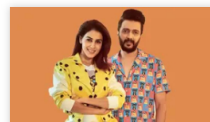
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Google's Prabhakar Raghavan steps down

Raghavan, who led the company's search engine and ads products, is stepping down from his role and will

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Google's Prabhakar Raghavan steps down



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become Chief Technologist at Google. Nick Fox, a long-time executive at the company, will replace Raghavan.

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18 Oct 2024 12:45 IST

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Sundar Pichai, CEO of Google, announced that Prabhakar Raghavan, who led the company's search engine and ads products, is stepping down from his role and will become Chief Technologist at Google. Nick Fox, a long-time executive at the company, will replace Raghavan.

Pichai said, "Prabhakar has decided it's time to make a big leap in his own career. After 12 years leading teams across Google, he'll return to his computer science roots and take on the role of Chief Technologist. In this role, he'll partner closely with me and Google leads to provide

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Industry Updates

Pokemon GO announces Riteish & Genelia Deshmukh as brand ambassadors

As part of their ambassadorship, fans can look forward to special videos featuring Riteish and Genelia sharing their experiences with Pokemon GO.

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17 Oct 2024 18:43 IST

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Pokemon GO, the mobile game by Niantic, announced actors, Riteish Deshmukh and Genelia Deshmukh, as the brand ambassadors for India.

Genelia, also a Pokemon GO player made a special appearance at the 'Pokemon Festivities' celebrations in Mumbai where Pikachu wearing a saree made its first appearance, to highlight the cultural collaboration and her connection to the game.

"As a mom and a proud Indian, the 'Festival of Light' event is a beautiful blend of tradition and

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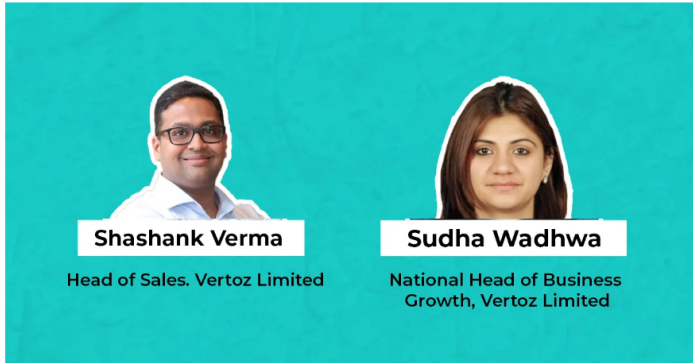
Industry Updates

Vertoz strengthens its leadership team with key appointments

Vertoz appoints Shashank Verma as Head of Sales and Sudha Wadhwa as National Head of Business Growth. Both executives will be based out of the company's Delhi NCR offices.

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17 Oct 2024 15:49 IST

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Vertoz Limited, an AI-powered Madtech and CloudTech Platform announced two key appointments, as part of its strategy to strengthen its leadership team and enhance media representation business growth. Both executives will be based out of the company's Delhi NCR offices.

Shashank Verma, a professional with over 14 years of experience across sectors including Media Publishing, Internet, and Banking, has joined Vertoz as Head of Sales. With more than a decade of experience in the field, he brings a wealth of knowledge and expertise to the role.

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Industry Updates

Team Pumpkin bags marketing mandate for SKG Investments & Advisory

Team Pumpkin will work closely with SKG Group to enhance its online visibility, drive targeted traffic to its website, generate qualified leads, and optimise its return on investment.

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