



Industry Updates

C Com Digital secures digital mandate for Nitin's Premixes

As part of this partnership, the agency aims to amplify Nitin's Premixes' digital presence, enhance brand awareness, and drive business growth in India and globally.

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C Com Digital, a full-service techno-digital marketing agency announced its partnership with Nitin's Premixes, a manufacturer of food service solutions. This collaboration, backed by the agency's experience, aims to amplify Nitin's Premixes' digital presence, enhance brand awareness, and drive business growth in India and globally.

"We are excited to partner with Nitin's Premixes, a company that shares our passion for innovation and quality," said Chandan Bagwe, Founder and Director at C Com Digital. "Leveraging our digital expertise, we aim to enhance their visibility, reach a wider audience, and establish their position as a leading brand in the food industry."

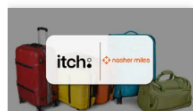
Kiran Mamania, Director at Nitin's Premixes, expressed enthusiasm for the collaboration and said, "This partnership aligns perfectly with our vision of growth and innovation. With C Com Digital's expertise, we are confident about elevating our digital presence and taking our brand to new heights. We look forward to a fruitful collaboration that benefits both our organisations."

As part of this partnership, the agency will provide a comprehensive range of digital marketing services, ensuring that the company has all the tools necessary:

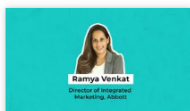
- **Website Development:** Designing an intuitive, visually appealing website to highlight products and brand ethos.
- **Social Media Management:** Activating dynamic campaigns to connect with target audiences and cultivate brand loyalty.
- **Search Engine Optimization (SEO):** Optimising the brand's digital presence to improve search rankings and attract organic traffic.
- **Online Advertising:** Strategising targeted campaigns to capture new markets and generate leads.
- **WhatsApp Marketing:** Utilising WhatsApp for direct customer engagement and timely updates.
- **Creative Content Development:** Crafting visual and written content to tell the story and drive engagement effectively.

digital mandate digital marketing mandate Nitin's Premixes

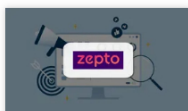
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Ramya Venkat joins Abbott as Director of Integrated Marketing



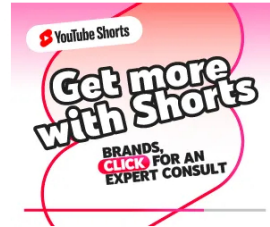
Zepto launches 'Jarvis', an ad service for brands and sellers on its platform

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itch bags digital mandate for Nasher Miles

The partnership will begin with their new digital media relaunch, leveraging creative content, influencer collaborations, and data-driven campaigns.

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Nasher Miles, the luggage and accessories brand, has awarded its digital mandate to itch. Following a multi-agency pitch, this partnership brings together the vision of both brands to build a stronger digital footprint and increase engagement.

As the newly appointed creative partner, itch will work closely with the brands to co-create and execute a digital strategy that fuses creativity with authenticity. Together, they aim to amplify the brands' presence within the online travel community, building influence and deeper

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Zepto launches 'Jarvis', an ad service for brands and sellers on its platform

Jarvis is designed to help sellers listed on Zepto Platform increase visibility and sales. It allows brands to directly connect with the platform users and build long term brand relationships.

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Zepto has announced the launch of 'Jarvis', an advertising service intended for its in-house advertising solutions for brands and sellers on the platform. The service helps small and large brands increase brand salience and platform sales by running optimised and focused campaigns to Zepto's users.

The service has served more than 15+ billion ad impressions generating over 4% of advertising income as a percentage of sales. The industry benchmark for ad revenues in quick commerce is

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Patanjali Ayurved increases ad spends by 9.28% to ₹422.33 crore in FY24

The FMCG brand also posted a significant increase in its profit, rising to ₹2,901.10 crore from ₹578.44 crore in the previous fiscal year.

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Patanjali Ayurved has reported a 23.15% rise in its total income, reaching ₹9,335.32 crore for FY 2024, according to documents from the Registrar of Companies. However, its revenue from operations declined by 14.25% to ₹6,460.03 crore, primarily due to the transfer of its food business to Patanjali Foods in July 2022. Notably, the company's other income surged to ₹2,875.29 crore, compared to ₹46.18 crore in FY 2023.

The FMCG brand also posted a significant increase in its profit, rising to ₹2,901.10 crore from ₹1,100.00 crore in FY 2023.

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Parle Agro spends ₹278.38 crore on ads in FY24

Despite the decline in profitability and revenue, Parle Agro increased its advertising expenditure significantly by 17.7% to ₹278.38 crore.

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Parle Agro, the maker of popular beverages such as Frooti, Appy Fizz, and SMOODH, reported a challenging FY24, with profit declining sharply by 89% to ₹17.29 crore from ₹158.78 crore in FY23. Its consolidated revenue fell 12.3% year-over-year to ₹8,126.06 crore, primarily attributed to decreased sales and higher operational challenges.

The company's domestic sales stood at ₹8,061 crore, while export revenue was ₹26.81 crore. Despite the decline in profitability and revenue, Parle Agro increased its advertising

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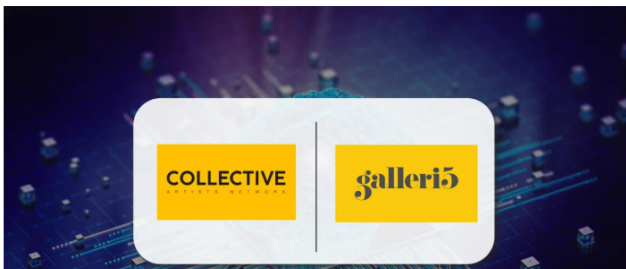
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Collective Artists Network launches Galleri5's AI suite

At the core of Galleri5's offering is its ability to generate hyper-realistic catalog visuals without the need for traditional photoshoots. By changing basic product images into ad-ready visuals, brands can reduce production time while cutting costs.

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and deliver real-time insights, enabling brands to connect with their audiences more effectively than ever.

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Collective Artists Network has introduced Galleri5's AI-powered suite. This platform combines technology with cultural intelligence to streamline content creation, uncover emerging trends, and deliver real-time insights, enabling brands to connect with their audiences more effectively than ever.

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