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## C Com Digital and Nitin's Premixes: Crafting a Recipe for Success Together

BY ADMIN 📅 NOVEMBER 25, 2024 ⌚ 2 MINUTES READ 👤 1 DAY AGO



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**Mumbai, 25/11/24:** C Com Digital, a leading full-service techno-digital marketing agency with a global footprint and a proven track record of success, is proud to announce its partnership with Nitin's Premixes, a renowned manufacturer of high-quality food service solutions. This strategic collaboration, backed by C Com Digital's expertise, aims to amplify Nitin's Premixes' digital presence, enhance brand awareness, and drive business growth in India and globally.

Nitin's Premixes, with its unique portfolio of 74+ innovative products, is the secret ingredient for the success of over 10,000 restaurants, cafes, and ice cream parlors across India. Its offerings, including Waffle Cone Mixes, Waffle, Pancakes, Churros Mixes, Lava Cake Mixes and Beverage Mixes are shipped to 15+ countries worldwide, making it a global leader in the food service industry.

*"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 organizations."*

Nitin's Premixes' high-quality solutions serve a wide array of food service needs, including Waffle Cone Mix; Waffle and Stroopwafel Mixes; Crepes, Pancakes & Churros Mixes; Ice Cream Raw Materials; Lava Cake Mix; Flavoring Syrups and Concentrates and Instant Beverage Mixes. By consistently delivering innovative and reliable products, Nitin's Premixes has built a reputation as a trusted partner for leading food and beverage retail brands like Baskin & Robbins, Arun Ice Cream (Hatsun Agro Products), Natural Ice Cream, Top N Town, Gian's Ice Cream, Haagen-Dazs and other leading HoReCa cloud kitchens.

This partnership with C Com Digital signals a new chapter for Nitin's Premixes, leveraging the power of digital marketing to achieve its mission of empowering businesses worldwide to craft exceptional food experiences.

As part of this partnership, C Com Digital will provide a comprehensive range of cutting-edge digital marketing services, ensuring that Nitin's Premixes has all the tools necessary for success:

- **Website Development:** Designing an intuitive, visually appealing website to highlight Nitin's Premixes' diverse product range and brand ethos.
- **Social Media Management:** Activating dynamic campaigns to connect with target audiences and cultivate brand loyalty.
- **Search Engine Optimization (SEO):** Optimizing the brand's digital presence to improve search rankings and attract organic traffic.
- **Online Advertising:** Strategizing targeted campaigns to capture new markets and generate leads.
- **WhatsApp Marketing:** Utilizing WhatsApp for direct customer engagement and timely updates.

**Creative Content Development:** Crafting compelling visual and written content to tell Nitin's Premixes' story and drive engagement effectively.

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## Franchise Batao's Ashish Aggarwal and Rising Star Communication's Durvesh Yadav launch their Podcast to inspire

BY ADMIN NOVEMBER 26, 2024 3 MINUTES READ 38 MINUTES AGO



*Ashish and Durvesh have launched a transformational podcast called The Ashish and Durvesh Talk Show, which brings answers to everyday curiosities of Indians and a wealth of knowledge around a range of topics related to life through the journey of celebrated people.*

**New Delhi, 26th November 2024**– Durvesh Yadav and Ashish Kumar Aggarwal recently launched their podcast, which inspires Indians to think big and dream about achieving greatness, just like the guests featured on the show. The motivational and uplifting podcast digs deep into personal and professional challenges shaping the careers of India's most renowned and influential personalities. With the 4 episodes already being cherished by the audience, this show promises to deliver an honest peek into the challenges that shape the successful journeys of the most adored personalities in the country.

Starting the podcast with eminent guests like Ram Verma, Vaastu Naresh, Shashish Kumar Tiwari, and Ved Prakash this show certainly sets the bar high for future episodes. The upcoming episodes will surely inspire the viewers with guests like Suresh Mansharamani, Kunwer Sachdev, and many more. Such an exciting lineup will keep listeners engaged with mind-probing themes and interesting stories, keeping them hooked and curious about what's next.



One of the hosts, Ashish Kumar Aggarwal, is the founder of Franchise Batao. He is a dynamic entrepreneur who has vowed to empower businesses and aspiring franchise owners. His expertise bridges the gap between brands and people to achieve growth and innovation in the franchise business. Another co-host, Durvesh Yadav, is a marketer, consultant, and CEO of Rising Star Communication. He likes to develop impactful branding and marketing ideas and is known for his innovative approach to unlocking a business's true potential and answering more-than-just-transformational growth.

This show is a perfect blend of inspiration and practical wisdom for the audience. It promises to take the listener on exciting conversations with visionaries to help them grow better. The podcast will cover topics ranging from personal development to entrepreneurship, social change, and great new technologies.

**Speaking of the venture, Durvesh Yadav, Marketer, Business Consultant, and the CEO of Rising Star**

**Communication, said,** *"We want to bring stories that can be a guiding light to the viewers—stories that connect deeply with them. Growing up, I often felt limited because asking questions wasn't always encouraged. With this platform, I now have the chance to question every basic thing."*

**Ashish Kumar Aggarwal, Founder of Franchise Batao said,** *"Through this platform, we are looking to deal with actual issues our audience faces- be it lack of direction, insights, or inspiration in personal and professional life. After interacting with so many people, I see the problems they face seeking the right guidance or solutions to their specific problems. It's our effort to bridge that gap by bringing some powerful stories, expert advice, and actionable strategies in the form of a podcast."*

The podcast will combine raw and honest conversation. The Ashish and Durvesh Talk Show is available to listen to on YouTube [@AshishandDurvesh](#) and Spotify. It will soon be available on platforms like Amazon Music, Apple Podcasts, and six more.

**About the show:**

The Ashish and Durvesh Talk show promises to deliver every episode with an insightful discussion with experts and change-makers from different walks of life. From startup journeys and tech innovations to mindfulness and wellness, the show covers a wide range of topics. The talk show majorly focuses on sparking curiosity and delivering actionable insights for personal and professional growth. One thing we can vouch for is that the podcast is specially crafted for an immersive and enjoyable listening experience and will not only be a good listening experience but will also give you a new aspect of life.

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## L&T Finance Limited and Amazon forge strategic partnership to revolutionize consumer lending

BY ADMIN | NOVEMBER 26, 2024 | 1 MINUTE READ | 44 MINUTES AGO



**New Delhi, November 26, 2024:** L&T Finance Limited (LTF), a leading Non-Banking Financial Company (NBFC), today announced a strategic partnership with Amazon Finance India to develop innovative credit solutions aimed at enhancing affordability for Amazon's eligible customers and merchants. The fintech partnership was announced at India's premier Artificial Intelligence (AI)-themed event in the Banking, Financial Services, and Insurance (BFSI) sector, 'RAISE 2024', organised by LTF in Mumbai. This partnership will enhance LTF's product diversification strategy and improve credit availability for consumers in a fast and seamless manner.

**Mr. Sudipta Roy, Managing Director & CEO at LTF**, emphasized the strategic importance of the partnership and said, "We are thrilled to join forces with Amazon, marking a significant milestone in our commitment to delivering innovative financial services to customers nationwide. Enhancing customer acquisition is the first pillar of our five-pillar strategy to achieve our Lakshya goals, and this partnership will help us deepen our market integration."

"At LTF, we have transitioned from a product-focused approach to a customer-centric one. We aim to innovate and offer relevant products tailored to our customers' needs. Our partnership will enhance the customer experience through Amazon's agile technology capabilities, reflecting our shared synergies in providing great value and convenience. It will also significantly impact the way responsible financing is accessed and utilised by consumers in emerging India," added Mr. Roy.

**Mr. Vikas Bansal, Director, Amazon Finance India** said, "We are committed to fostering innovation and building collaborations that deliver exceptional value to our customers, providing them with a convenient, trusted, and affordable experience; while encouraging responsible credit behaviour. Our collaboration with LTF will aim to empower eligible customers to fulfill their consumption aspirations. By leveraging a cloud-native architecture, we aim to set new standards in availability, speed, and overall experience ensuring that we continue to simplify lives and meet the evolving needs of our customers."

Both LTF and Amazon express confidence that this partnership will not only benefit their respective businesses but also contribute significantly to the broader goal of financial inclusion and responsible lending in India's rapidly evolving digital economy.

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