



NEHA JISHTU, 30

Asst. VP - Marketing (Forex Cards & Small Business Banking),

Axis Bank



When we asked Jishtu what's the one thing that she would like to change in the category's marketing, she said "the not-so customer friendly jargon in banking." Which, in this age of snappy tweets and brands feeling the pressure to banter like millennials, is a bit archaic for some consumers. While we may or may not be jargon-free anytime soon, for now Jishtu's role at Axis Bank involves growing the bank's forex card category and shaping a relevant brand positioning in a category facing low awareness and penetration. This she has achieved through a slew of things: "Targeting prospects within the bank's customer base using data analytics and forging strategic alliances and engagement with existing customers by pitching relevant offers."

Originally from Shimla, Himachal Pradesh, in 2015 she joined the bank which has Bollywood actor Deepika Padukone as its brand ambassador. Since joining the company Jishtu has been driving marketing efforts for diverse and emerging categories like small business banking, SME and business banking and forex cards. She's been praised for her strategic, insight driven and data centric approach to marketing problems. Not one to fall for vanity metrics, Jishtu - The Marketer lives by "If you're not measuring, you're not marketing." And she dismisses with a swipe people who say "marketing doesn't drive business!" In this case, the work even got the bank an Effie award win for business banking

and a nomination for the Forex Card campaign in 2017, even as she continues focusing on effective and impactful initiatives to drive business and brand objectives.



* ANANYA UKIL, 33

Insights and Innovation Manager -
Personal Care Products Business

ITC

There's certainly no dearth of "fempowered" campaigns in the current marketing age. Though few stand out for work that traverses the spectrum from social timelines to on-ground frontlines. Ukil takes particular pride in her work for brands at ITC for exactly this reason. She has been developing brand communications where the focus is on how brands like Vive! can become enablers and platforms for positive social change. She tells us, "Among all the campaigns, 'Ab Samjhauta Nahin' is close to my heart because the brand endeavours to catalyse social change by creating awareness around women's rights and the many challenges that are faced by women every day." For the campaign, the brand collaborated with Supreme Court advocate Karuna Nundy to create simple educational videos and designed a series of interactive workshops at colleges across India to raise awareness and enable conversation around women's rights. Her preference for socially relevant marketing campaigns also reflects in her pick of one campaign she wishes she could've have been a part of. It's Nike's recent 'Believe in something, even if it means sacrificing everything' featuring ex-NFL player Colin Kaepernick. "It takes courage to re-establish brand values and stand for what you believe in amidst raging controversy," she says. At ITC, Ukil has also worked on developing new business categories which are growth drivers for the FMCG major's personal care products business.



This Diwali is a term Sharma is all too familiar with, as 'Gifting' falls in her purview at the chocolate major. In just a few years there, Sharma has notched up a spate of successes. She extended the chocolate business into new territories like Cadbury Fuse and Cadbury Dairy Milk Lickables. Launching them in record time and establishing strong success stories, resulting in the initiatives now being rolled out in other emerging markets including China and South East Asia. Her team manages two of the strongest heritage brands - 5 Star and Celebrations and in the past she has worked on Silk, Bournville and Cadbury Dairy Milk. According to the company, she has executed high double digit growth in the Gifting business in 2018. When we asked Sharma what the most fulfilling part of her job was, the answer was, naturally, "chocolate". She says, "It's like a dream job to be able to work on chocolates. All these brands have very high level of awareness and 'brand love'. So if you do something

fun and surprising, the brand quickly gets acclaim that many other brands have to really struggle for." Her particular source of joy is seeing people trading *mithai* for Mondelez choc-blocks; "Years ago, the company took the lead in occupying traditional festivals like *Rakhi* and *Diwali* and urged Indians to switch from *mithai* to chocolate bars. In recent years, we have had a great time trying to make chocolate intrinsic to other modern occasions such as Friendship Day, New Years, Valentine's Day, and expand our role in consumer's lives. So it's absolutely exhilarating when you see ritualistic consumption behaviour on comparatively newer occasions." That's marketing speak for "Sweet!" Much like her counterparts from other major corporations in this edition of India's Hot Young Marketers, Sharma is also the face of multiple organizational actions in the areas of Diversity & Inclusion (DI). The one piece of advice she's never paid heed to: "This is so good. It will sell itself."



Senior Brand Manager – Cocoa Beverages Equity & Innovation

Mondelez India

If we had to sum up Shetty's achievements in as much time as it takes for a spoonful of Bournvita to dissolve in a cup of milk, here's how it would go: A brand leader who has executed some of the best performing campaigns for the chocolate drink brand and has led Cadbury Bournvita to its best performance in recent years. At one of the country's biggest advertisers, where competition even from within is tough, the fact that he delivered brand and business results says something about Shetty the marketer. He is one of the youngest marketers at Mondelez, with experience across multiple categories and segments. He's been credited with leading award winning campaigns for Bournvita India and establishing the Bournvita '*Tayyari Jeet Ki*' proposition in other emerging markets in MEA (Nigeria). Shetty has also played a key role in launching new innovations, most notably Bournvita for Women. The most interesting and successful campaigns he's led in recent times is 'The Exam Sale 2018'. He breaks down

the campaign's genesis for us; "The brand has always advocated all round development. In the last couple of years, we also ran a few specific campaigns that focused on the need for 'learning' rather than just looking at 'scoring marks' in an examination." Taking this philosophy forward, in 2018 the brand conducted a social experiment by setting up a stall inside a mall, where kids gave away their prized belongings like musical instruments, sports equipment, etc. All free of cost. Shetty tells us, "The campaign asked parents to #lookbeyondmarks and received a tremendous response on social media. It spread through WhatsApp groups and was shared by influential personalities and school principals." In an age where job and career switches happen faster than matches on Tinder, Shetty firmly believes a career in marketing is not a sprint. "It's a marathon," he says. The rule he lives by is to absorb and learn as much as you can, because this knowledge becomes fuel for future growth. That, in a nutshell, is his *tayyari jeet ki*.

A mechanical engineer and certified designer, Baid counts the 'Great overLand Adventure' drive from Stuttgart in Germany to Pune in India as one of his personal great marketing initiatives at the auto major. He tells us, "In 2014, when we were going to launch the new GLA in India, compact SUV were one of the most fiercely competed segment in the luxury industry. In order to position the new GLA as a sporty luxury SUV, we planned a massive drive for the product (first time by an OEM) from Stuttgart (Global HQ) to Pune (India HQ). The unique challenge was to ensure that a car from India with an Indian number plate is being driven across continents and the toughest terrains possible." The drive was completed in a record 28 days and covered close to 20000 kms across 2 continents and over 10 countries. The content that was created during this epic drive helped promote the GLA across media platforms including print, TV, digital and social. "The mesmerizing and credible stories not only became a part of all dealer POS material but also was part of the sales pitch," he says. That according to Baid is one of hallmarks of a solid auto marketing campaign; "If the sales consultant who is selling the car to a customer is talking about the campaign in his sales pitch you have done a good job." He adds, "Once someone told me to be practical and not emotional about work. I personally think that if we do marketing without emotions it will be hollow. Unlike sales function wherein tangible results in the form of number of cars sold can give you satisfaction about your work, marketing is completely intangible and emotions are what add substance to the work."



AMRIT BAID, 30

Head - Brand Management,
Mercedes-Benz, AMG & Maybach

Mercedes-Benz India





AASTHA BHASIN, 33

Senior Manager-Brand Marketing, Quaker

PepsiCo India

At PepsiCo, Bhasin is known as a “marketer with the Midas Touch” and is recognised “as a stellar business and marketing professional”. Over the past five years, she has worked on projects in India, Bangladesh, Sri Lanka and Nepal, and also led large scale cross-functional global projects with US and UK markets. She is currently the brand manager for Quaker, leading brand planning from paper to shelf. In her previous roles, Bhasin has been credited with setting up PepsiCo India’s beverage innovation pipeline, launch of Kurkure and leadership of 7UP in Bangladesh. She also led its successful foray into functional fortified juices with Tropicana Essentials and juice drinks with Tropicana Frutz, which according to the company is one of the best beverage innovations at PepsiCo. Bhasin cites the re-positioning Quaker as one of the top three initiatives she’s spearheaded at PepsiCo. She tells us, “It is not every day that a young brand manager gets the opportunity to be part of a brand’s transformation journey, to redefine brand strategy, re-establish the target and communication for an established brand.” When she took up her present role with Quaker, “it was already well-hinged on the promise of ‘Heart Health’. However, new consumers weren’t entering the fold for fuel growth. An expansive demand space study on the nutrition helped us identify millennials and retarget the brand to this emerging health cohort looking for proactive, targeted nutrition. It was exciting to lead that repositioning work, and land the new ‘Fuel for the Real Fit’ proposition.” According to the company, the new thematic resonated strongly with consumers, resulting in improved salience and significant growth in key equity measures. It reflected in business performance and helped expand the category. What helped Bhasin get there was a “guru-mantra” courtesy her category lead Deepika Warriar, who said “Keep consumer at the centre of everything you do. There is no short-cut to being relevant.”

Bhasin is also part of the Y-Com, which is the elected Gen Y Board at PepsiCo India, and actively champions Diversity & Inclusion (D&I) initiatives at the company and outside.