
CEO Insights
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JADAVPUR UNIVERSITY ALUMNI LEADERS
JUNE, 2024
DIPANJAN CHAKRABORTY
CO-FOUNDER & CEO, RESELLME
A VISIONARY LEADER MAKING AN IMPACT IN THE INDIAN E-COMMERCE MARKET SPACE
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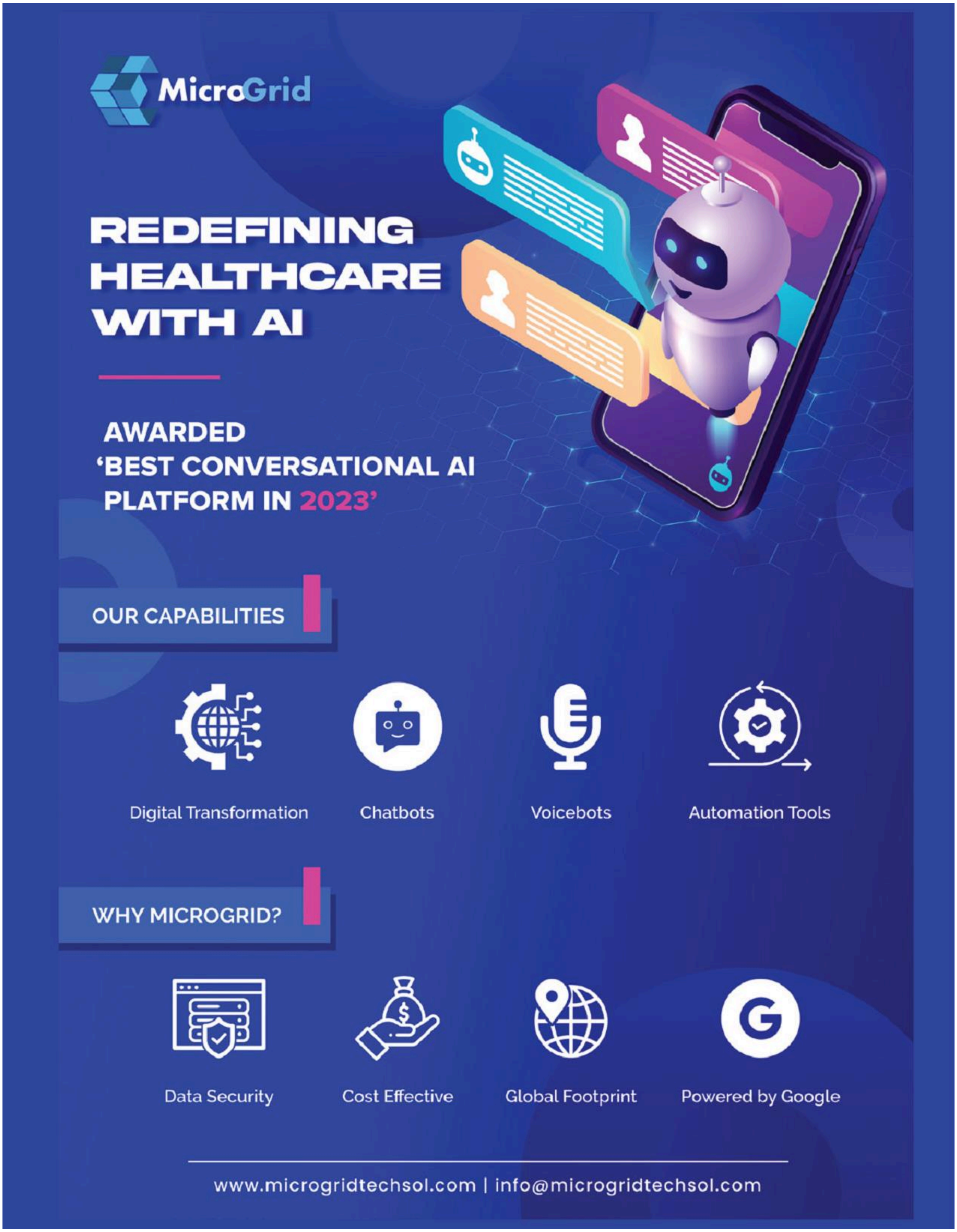
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Editorial

Students' Mental Health Need More Focus

The anti-ragging committee of Jadavpur University has recommended expulsion for four senior students who were allegedly involved in the ragging of a freshman leading to his death in August last year. It's no secret that the mental health of students worldwide is under pressure due to multiple reasons. The levels of anxiety and depression among students, especially college students, are starting to further deteriorate. Maybe more than ever, faculty members are talking to students about mental health. And it is effective too.

But something we leave out in the process is the mental health of the professors themselves. The pressure on them has grown multifold in the past months, testing their mental health limits. According to a COVID-19-era report from Boston University's School of Public Health, the Mary Christie Foundation, and the Healthy Minds Network, nearly 30 percent of surveyed professors report having two or more symptoms of depression. Many of them report suffering from the same health challenges their students face.

The recent years have been excellent in bringing to light the importance of mental health among students, employees, athletes, and more. It is a great omen to witness leading global universities applying more focus on mental health of students and faculties. Most importantly, all universities and campuses worldwide must follow this trajectory and ensure more attention to mental health of students.

Sujith Vasudevan
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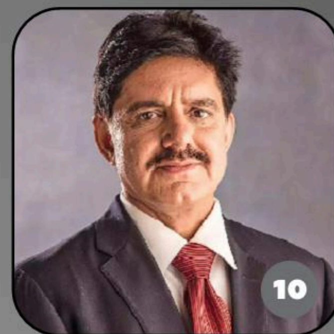

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IN FOCUS

INNOGRESS INTRODUCES 'BOSE QUBITS' FOR QUANTUM TECHNOLOGY

On completion of one hundred years of S.N. Bose's research on quantum, which was recognized by the eminent scientist Albert Einstein, advisory and technological ventures promotion firm Innogress is now promoting a Quantum Technology Park called 'GKQCTP'. A hundred years ago, on June 4th, 1924, the renowned Indian physicist and scientist, Late Satyendra Nath Bose, sent his quantum formulations to the German scientist Albert Einstein.

Without delay, Einstein recognized it as a significant discovery in quantum mechanics. In his 1924 paper, Bose documented his findings and named it "Planck's Law and the Hypothesis of Light Quanta." He then sent it to Albert Einstein, who promptly applied Bose's formula to a wide range of phenomena. Bose's theoretical paper became one of the most important findings in quantum theory.

In commemoration of the hundredth anniversary of SN Bose's groundbreaking research on Quantum, which was acknowledged by the renowned scientist Albert Einstein, Innogress, a firm dedicated to promoting tech ventures, has decided to use 'Bose Qubits' as the brand name for the Quantum Bits (Qubits) developed, engineered, manufactured, and deployed at its proposed Quantum Technology Park 'GKQCTP' and Quantum Data Center 'IQDC' in India. This marks the first branding initiative for Made In India in the Quantum Tech sector.

Sumant Parimal, Founding Partner of Innogress, mentioned that this year marks the centenary of the Bose-Einstein joint research on Quantum science. He expressed great pride in the work of the late SN Bose, an Indian scientist who taught physics at Calcutta University and Dhaka University over a hundred years ago. Bose's work on Quantum science laid the foundation for modern-day Quantum Technology, which encompasses everything from Quantum Computing to Quantum Sensing and Quantum Communication using Qubits.

Parimal stated that in honour of this great Indian scientist, who collaborated with Albert Einstein in advancing quantum science, Innogress has resolved to adopt the name Bose Qubits for the qubits to be developed, engineered, manufactured, and hosted at the upcoming Quantum Technology Park-GKQCTP and Quantum Data Center-IQDC. CEO

IN FOCUS

CASHFREE PAYMENTS NAMES ABHAYA HOTA AS THE INDEPENDENT DIRECTOR

Cashfree Payments, a prominent payment and API banking company has appointed Abhaya Hota, former Managing Director and CEO of the National Payments Corporation of India (NPCI), as an independent director. Hota, a seasoned expert in the Indian banking and payments sector, has dedicated nearly three decades to the Reserve Bank of India.

During his tenure at NPCI, he played a pivotal role in the development and implementation of key payment systems and policies, including the introduction of MICR technology for cheque clearing, the Unified Payments Interface (UPI), and RuPay credit cards, India's proprietary card scheme.

In addition to his new role at Cashfree Payments, Hota serves as an independent director at the Federal Bank, NSE Clearing, Protean e-Gov Technologies, and the RBI Innovation Hub. Commenting on his new position, Hota expressed enthusiasm about joining Cashfree Payments and supporting its mission to enhance India's digital payments ecosystem.

Cashfree Payments, licensed by the RBI as a payment aggregator, processes transactions exceeding $80 billion annually and is relied upon by over 600,000 businesses for digital payment solutions. Since obtaining the payment aggregator license in December 2023, the company has experienced significant growth, with transaction volumes increasing by nearly 30 percent.

CEO and co-founder Akash Sinha highlighted this growth, noting that merchant leads have nearly doubled from December to March, with current leads around 35,000–36,000 per month and expectations to reach 50,000 by June. The company has also introduced innovative products such as FlowWise, KYC Link, and Risk Shield, further strengthening its market position. Additionally, Cashfree Payments is expanding internationally, particularly in the UAE, through its acquired partner, Telr. CEO

IN FOCUS

LENSKART SECURES $200 MILLION INVESTMENT FROM TEMASEK AND FIDELITY

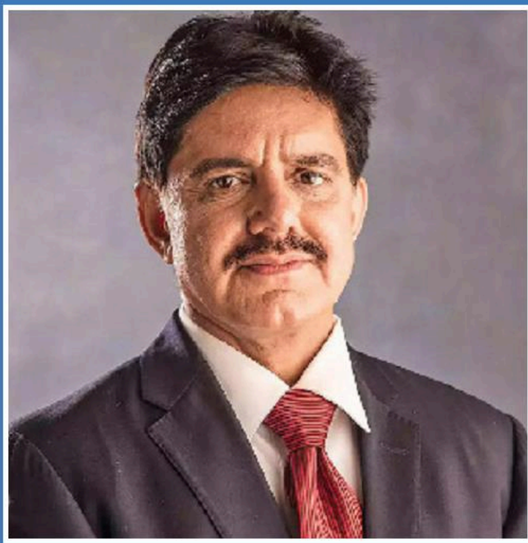
Lenskart has raised $200 million from Temasek and Fidelity Management & Research through a secondary investment, which has increased the company's valuation to approximately $5 billion, up from its previous valuation of $4.5 billion. In this secondary deal, some early investors sold parts of their stakes to Temasek and Fidelity, meaning the shares were transferred among investors without adding new funds to the company.

With this investment, Fidelity joins Lenskart's list of stakeholders. Market research firm Tracxn reports that Temasek already holds a 5.5% stake in the company, and this new investment from Fidelity does not significantly alter Temasek's ownership percentage. According to Avendus, Lenskart has raised close to $1 billion over the past 18 months, marking it as one of the largest growth-stage financings globally.

Over the past year, Lenskart secured $600 million from investors through two separate rounds of funding, which combined both primary and secondary transactions. This funding increased the company's valuation to $4.5 billion. A significant portion of this investment came from the Abu Dhabi Investment Authority (ADIA), which invested $500 million, primarily through secondary transactions. As part of ADIA's investment, SoftBank sold $60 million worth of its shares in the company.

Furthermore, private equity firm ChrysCapital recently invested an additional $100 million in Lenskart through a mix of primary and secondary funding. Lenskart is notable for attracting substantial investor interest, even amid generally subdued deal activity in the late-stage startup segment. SoftBank remains Lenskart's largest investor, holding a 16.5% stake in the company.

Lenskart continues to expand its presence both in India and internationally, rapidly extending its reach across Asia and the Middle East. This expansion, coupled with the significant investments, underscores the company's strong market position and growth potential. Despite the challenging environment for late-stage startups, Lenskart's ability to secure substantial funding highlights its attractiveness to investors and its promising outlook in the competitive eyewear market. CEO



Vineet Sahni
Chief Executive Officer & Director
Fiem Industries

Vineet is a veteran and an inspirational business leader in Automotive Industry with over 35 years of varied leadership experience, especially in 4-Wheel Automotive Lighting Industry. He holds a B.E. in Mechanical from Delhi College of Engineering and PG Diploma in Business Management from MSPI-Delhi.

RIGHT TECHNOLOGY & BRIGHT LEADERS: REFORMING THE AUTOMOBILE SECTOR

The Indian economy is largely shaped by the automobile sector. It significantly contributes to the country's GDP and job creation, especially in automotive engineering and technological breakthroughs. Moreover, India is now home to one of the world's biggest and fastest-growing vehicle marketplaces due to its expanding population, rising disposable incomes, and growing urbanization. The credit also goes to the advancements of the automotive technology ecosystem, the automotive supply chain segment for finding sustainable transportation methods, and novel automotive marketing paradigms.

With a profound background in the automotive industry, Vineet Sahni, chief executive officer and director of Fiem Industries Ltd, sheds light on how technology combined with effective leadership is revolutionizing the sector. Having worn several hats over 37 years in the automotive sector, he spent 10 years as the Group CEO of Lumax Group, 14 years with Minda Group of Industries, and two years with Xerox. Below are his insights on the new era that technology has brought to the automotive industry.

What are the driving factors catalyzing the growth of the Indian motor automotive industry?

Following the disruption caused by COVID, the automotive industry experienced downturns in the years that followed 2018. Now, after six years, the industry is back to normal. We are poised for better growth in almost all segments, and this is mainly driven by our government's focus on the manufacturing sector. The majority of tier-one suppliers currently meet international quality standards, which is an encouraging sign when it comes to industry expansion. The introduction of chips into the automotive industry is also aiding the growth, not to mention how EVs are penetrating the market. With the road infrastructure getting better, the industry could maintain a steady pace for a decade going forward.

How can effective leadership navigate and drive success in the evolving automotive landscape?

Leadership, in my opinion, absorbs trends, predicts them, and equips organizations to handle them in the future. At the moment, leaders are concentrating on strengthening their respective organization's human capital, supporting customers through emerging technologies, developing customer centricity within the organization, and, in the process, leveraging their efforts to maintain appropriate cost structures. This will undoubtedly be their winning long-term strategy.

What kinds of innovations are embraced by leaders today?

Let's take the example of a car or bike, and we can notice a big difference in technologies used in the vehicle—even in the basic aspects like lighting. The electronics-powered lighting features are widely used in vehicles.

From telematics, cybersecurity to data analysis, cars are getting more computer-like features that look after drivers' safety while providing guidance in driving the car. Ultimately, it is becoming an interactive experience. These are the kinds of innovations embraced by organizations currently and, accordingly, nurturing talent to make those innovations into remarkable achievements.

What has changed in the Indian automotive market today compared to the global market, and how does it impact the overall industry?

Twenty years ago, importing the technology from the US and Europe to India was challenging. Today, the same technology can be brought from Europe, the US, and Japan all at the same time, thanks to the collective efforts of government initiatives and leaders' knowledge of bringing those technologies to customers. Also, there has been a change in customers' behavior—they are willing to spend money on purchasing these technologies. Now, we can see the same cycle of change happening in the automotive industry.

Today, exports are growing quickly as the automotive industry has learned to overcome the challenge of supplying quality products to international markets. Although many companies still have quality concerns, aggressive measures are being taken to ensure that they can deliver global quality in the market.

> ***Indian roads will see new styles of cars with new looks and a different feel in aesthetics, especially from the Indian OEMs, which are very innovative and are bringing new looks to the SUV segmen***

What are the best practices for nurturing young talent and fostering commitment in the team?

Organizations must nurture the best talent. At the same time, these young talents must develop patience to implement what they have learned in their organization. Resources are abundant, but organizations must invest time and effort in cultivating these talents to stay stable in the growing market. As I mentioned before, young talents are hesitant to seek career opportunities in the manufacturing industry, which is considered to be a harder field than the software industry. I would say that only people who are actually interested can build a successful career in the manufacturing industry. People pursuing careers in the industry without sheer passion and inclination may lead to increasing attrition rates. As a result, the company's resources also get wasted. Hence, I suggest companies use psychometric tests or deeper analysis to filter the right talent and train them to better contribute to the organization.

What key trends do you foresee in the Indian automotive industry in the next three to five years?

EV penetration will continue, putting many manufacturers back into the drawing board. Indian roads will see new styles of cars with new looks and a different feel in aesthetics, especially from the Indian OEMs (Original Equipment Manufacturers), which are very innovative and are bringing new looks to the SUV segment. Although the penetration of the SUV segment may remain a bit stagnant in rural areas, it will continue to grow in urban areas. Thanks to EV penetration, there will also be daily commuting and last-mile connectivity through the commercial vehicle segment. This could lead to a reduction in the logistics cost, as there are many new players, both big and small, coming into the industry. CEO

COVER STORY

> **EVEN BEFORE LEADING A TEAM, A LEADER FIRST SHOULD BE ABLE TO LEAD HIMSELF/HERSELF**

- **Hobbies:** *Watching Netflix, Knowing people*
- **Favorite Cuisine:** *Homemade food*
- **Favorite Book:** *No More Mr. Nice Guy by Robert A. Glover*
- **Favorite Travel Destination:** *Corfu, Greece*

A tech-researcher-turned-entrepreneur, Dipanjan is considered one of the top scientists in India in the field of Computer Science, contributing over 80 technical papers and 20 patents that have led to more than 6000 plus citations. Currently, he is working as the Co-Founder & CEO at the Delhi-based reseller network management and discovery platform for brands, RESELLME. An inspiring leader and a strong advocate of mental wellness, Dipanjan has done his B. Tech in Computer Science from Jadavpur University and his Master's and PhD from the University of Maryland, Baltimore County.

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DIPANJAN CHAKRABORTY

A VISIONARY LEADER MAKING AN IMPACT IN THE INDIAN E-COMMERCE MARKET SPACE

By Animesh Jena

A tech-researcher-turned-entrepreneur, Dipanjan Chakraborty started his career as a scientist and is considered one of the top Indian Computer Scientists, contributing over 80 technical papers and 20 patents that have led to more than 6000 plus citations. After his tenure of more than a decade at IBM, in his quest to find creative freedom, he decided to pursue entrepreneurship and co-founded his Delhi-based reseller network management and discovery platform for micro-brands, RESELLME. As a leading direct business platform, RESELLME stands out from the rest due to its innovative take on the e-commerce market. Under Dipanjan's inspiring leadership, the firm has experienced significant growth in a short period, while disrupting the Indian e-commerce landscape with a mission of empowering millions of women to work as resellers for various brands of their choice.

In an exclusive interview with CEO Insights, Dipanjan sheds light on his educational and professional background, his leadership approach and success mantra, and much more.

Could you give a brief account of your professional background and experiences?

I was never interested in studies during my childhood and even failed in class 11th. However, this failure made me work hard on my studies. I ranked 18th at the state level in the 12th standard board exams and even came in the top 100 in the West Bengal JEE. I have done my B. Tech in Computer Science from Jadavpur University and later, my Master's and PhD from the University of Maryland, Baltimore County. I always wanted to become a top scientist in computer science in India and contribute to the growth of my country. So, I returned and joined IBM Research in 2004.

During my tenure of more than a decade at IBM, I have written over 80 technical papers and 20 patents at various conferences that have led to more than 6000 plus citations, got several outstanding innovation awards, and even got funded to take the prestigious executive leadership curriculum at Cornell University, USA. However, I was not happy with my corporate job. In my quest to find creative freedom, I decided to pursue entrepreneurship. That's how RESELLME was born.

How would you define RESELLME as an organization and its current position in the market?

RESELLME was born out of my quest for freedom, to innovate, and to create a big impact in the Indian market space. We, At RESELLME, are using the e-commerce space to create jobs and empower women while solving an important problem for the large number of micro-brands and larger brands in India. The entire operation is a new take on e-commerce, where we are creating a D2C distribution network for millions of brands online by empowering homemakers and housewives, who have the aspiration to work and generate income. We are the only platform empowering women to directly operate as personal resellers of brands. Through these homemakers, brands try to sell their products while building their branding and online distribution network across their target geographies and customer segments. Currently, RESELLME is in its early stages and has the potential to create a huge impact in Indian e-commerce like Flipkart and Meesho.

Tell us about your leadership approach. How has been your path to success and what is your success mantra?

A fundamental focus that I apply to myself is that even before leading a team, first, a leader should be able to lead himself/herself. At RESELLME, we follow a mantra that says 'We are all CEOS at our own desks'. We don't follow the typical Indian top-down corporate hierarchy. Instead, we follow a flat hierarchy, where the CEO is at the center, with the employees and leadership spread around it. To come towards the center, you have to be more responsible, handle business pressure, and excel at leading others. As a leader, you also have to be consistently focused on self-growth. Be aware of your responsibilities towards yourself as well as others that are being led by you.

My success mantra has always been to try to be the best in whatever I try to do. This has been something that has driven me throughout my journey. Also, being aware of the fact that nothing comes easy has been one of my major driving forces. But at the same time, I try to be the best in whatever I do. The second aspect is being able to work with some of the greatest minds. I also had the luxury of working with, interacting with, and learning from some of the brightest minds in India.

How do you keep yourself up-to-date with ongoing industry trends to steer your organization towards the future?

I follow market reports but take them with a pinch of salt as they don't contain ground reality. Instead, I believe in having direct conversations with experts, which helps me gain maximum information regarding the ongoing industry trends. Having a top-down view of the latest market trends also helps you stay updated. Apart from that, being a part of one of the unique e-commerce platforms also helps me understand the market at the ground level. While working with brands as well as homemaker resellers, we try to understand these brands' demands, the various options these homemakers opt for to earn their target amount in a month, how we can help them adapt to reselling as a job, and so on. All of this information helps us stay abreast of current market trends.

Tell us about the unique experiences Jadavpur University offers and what you learned from the campus beyond academics. What is the future destination you are heading towards?

It was never about the courses per se. But on the soft skill side, having the confidence to take the world on came during Jadavpur University. I was one of those students who are not bookworms but take their learning seriously. Another important lesson I learned from all the bright students around me was always to take it easy while also working hard. Life is not just about working hard.

As a long-term driven guy, I have a vision of making a huge impact in India by impacting both lives and industries. Currently, I am working on disrupting the Indian e-commerce landscape where millions of women are empowered to work for brands. I also aspire to bring more focus to the mental health space by making the masses aware of the importance of mental health. Apart from that, I also want to build a brand identity for myself as an innovator. I want to be known as an innovator, creating impactful innovations in the country. CEO

EXPERTS TALK

Navin Bishnoi
Country Head (Marvell India) & AVP Engineering (Compute & Custom Solutions),
Marvell Technology

Navin has nearly 26 years of expertise in the semiconductor industry, including his stints at Texas Instruments, Freescale Semiconductor India Pvt Ltd (NXP), IBM, and Global Foundries.

BRIDGING THE SEMICONDUCTOR INDUSTRY SKILL GAP THROUGH EFFECTIVE LEADERSHIP

According to reports, the Indian semiconductor market is projected to reach $ 80.3 billion by 2028. Semiconductor industry growth in India is steered by a highly trained pool of semiconductor design engineers having made impressive advancements in the field through inspirational leadership. Indian semiconductor ecosystem is pooled with approximately one lakh VLSI Design Engineers working for both domestic and international design service organizations, making up 20 percent of the global workforce in semiconductor design. With deep-rooted knowledge in the semiconductor industry, Navin Bishnoi, Country Head (Marvell India) & AVP Engineering (Compute and Custom Solutions), Marvell Technology sheds light on how innovation in the semiconductor manufacturing and design sector can retain the talents and create growth opportunities. Below is an excerpt from the interview.

What kind of work environment have you established in Marvell India that nurtures employee growth?

Essentially, our organizational culture revolves around three core aspects. First, we prioritize cultivating technical proficiency and leadership skills. This involves consistently advancing up the value chain, solving problems, making impacts, and taking pride in our success. We actively promote innovation and collaboration to drive continuous improvements, creating opportunities for growth and equal access across all roles and skill levels.

Secondly, we embrace the ONE Marvell culture—a unifying force that symbolizes our shared values and beliefs. We not only celebrate positive developments but also address any challenges that arise. Additionally, we promote open two-way communication, sharing strategic roadmaps and engaging employees.

Lastly, we recognize that we are more than what we do at our desks. Each team member has their own


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set of individual beliefs, interests, and passions. To honor this individuality, we've established an ecosystem outreach program. It encourages pursuing diverse interests across university programs, government relations, conferences, trade shows, inclusion and diversity initiatives, community social responsibility, and hobbies clubs (including sports, art, music, photography, languages, and more). In summary, our culture centers around technical competencies and leadership, the ONE Marvell culture, and respecting individuality to enable proactive outreach.

In the semiconductor industry, what measures can leaders adopt while providing computing and custom solutions to uphold credibility and trust in the marketplace?

The semiconductor industry is undergoing a significant transformation driven by two key factors. First, the surge in interest in artificial intelligence (AI) is reshaping the landscape. Second, the unprecedented level of digitization is accelerating change. These combined forces are compelling us to explore custom silicon solutions across processors, connectivity, and storage.

These custom silicon use cases span various domains, including cloud and data centers for AI, home automation, security systems, seamless enterprise operations, sensor-equipped cars for safe driving and smart features, and computers optimized for creative work. Unlike a one-size-fits-all approach, we recognize the need to tailor solutions for different applications (workload).

However, this customized approach comes with challenges. We must continuously iterate to understand customer needs, devise effective solutions, and successfully bring products to market. Many of these use cases demand optimal power performance metrics, necessitating the adoption of the latest architecture, technology roadmaps, design techniques, and flexible business models.

How can we ensure an increase in the global demand for Indian products and services?

Semiconductors currently rank as the second highest import in India, and the country is poised to play a significant role in the global semiconductor landscape. This momentum is driven by the escalating demand for consumer electronics, automotive components, and the widespread adoption of artificial intelligence (AI). Here are a few steps that increase global demand for Indian semiconductor products and services. First - Invest in Research and Development (R&D) to foster innovation and develop cutting-edge semiconductor technologies, by collaborating with academic institutions, research centers, and industry experts to drive advancements in chip design, materials, and manufacturing processes. Second – Promote skill development (including educational programs) initiatives to create a skilled workforce across design and manufacturing. Third - Improve infrastructure related to power supply, water availability, and transportation, to establish state of the art manufacturing facilities. Fourth – Implement incentives and policies, incubation centers/hubs, and global ecosystem collaboration for joint venture, and market access.

What actions should leaders take to draw in and keep this talent?

The combined design and manufacturing talent in India comprises approximately 2.3 million individuals. Historically, Indian talent sought better opportunities abroad for product design and exposure to cutting-edge technology. However, over the past two decades, India has ascended the value chain. Large development centers of global technology companies, as well as Indian corporate startups in the Electronic System Design and Manufacturing (ESDM) sector, have contributed to this shift. Several other factors support this transformation including Positive Living Conditions, Recognition and incentives for talent, Effective Governance and Digitalization.

The establishment of a robust R&D ecosystem, successful startup stories, and career growth opportunities across various paths will help curb talent migration. Unlike the past, where growth was measured by moving from individual contributor to tech lead and then to managerial titles (such as Manager/Director/VP), today's corporate landscape offers multiple tracks. These include technical leadership roles and management positions, along with internal job rotations. Talented professionals can thrive by solving complex technical problems within the organization, shaping future products, roadmaps, and standards or nurturing the next generation of talent.

This environment encourages individuals to contribute to research, development, and innovation, fostering a culture that retains talent and prevents the new generation from seeking opportunities elsewhere.

What would be your advice to budding leaders in the industry?

When an individual steps into a leadership role within an organization, they transcend mere labels. Their responsibilities extend to overseeing a diverse array of stakeholders. As leaders, they must consistently prioritize what is best for the organization. Adopting a growth mindset—a CEO mindset—becomes essential. This mindset involves treating the company as their own and striving to make the most impactful contributions.

Effective leaders are adept at selling ideas. They take action, execute plans, and create a tribe—a community of like-minded individuals who share their growth-oriented perspective. Together, they set ambitious goals, assemble teams, and develop execution strategies. To all aspiring or young leaders, my advice is to embrace this holistic approach and foster a culture of growth and achievement. CEO


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BUSINESS INSIDE

HIRING MASTERY: HOW TO GET THE RIGHT TALENT FOR YOUR ORGANIZATION

BY ROOPALATHA H

Finding the ideal candidate in today's competitive job market has become challenging for employers. Companies are constantly looking for people who not only have the necessary skills and certifications but also fit the culture and values of the organization. Attracting and retaining top employees and the right candidates requires a comprehensive approach that includes expert hiring strategies—everything from writing engaging job descriptions to creating rigorous interview processes with hiring mastery techniques.

The Art of Strategic Sourcing

Finding the perfect candidate for an open position is like searching for a needle in a haystack. According to a study, 76 percent of hiring managers admit attracting the right job candidates is their greatest challenge.

All generations want career growth, so it's no surprise that it's also a top priority for Gen Z. However, they differ from their older peers in other areas. Generation Z focuses more on personal well-being and also needs to know their employer. They also see the workplace as a place of community, so it's important that your culture emphasizes both professional and social connections. As the workforce is infused with novel practices and expectations, with Gen Z projected to make up a third of the workforce by 2030, leaders should take time now to better understand how to work well with this new generation.

CEO Insights interacted with the top industry leaders. Here is what we learned about the qualities they look for in fresh candidates when they hire them for the company.

Sanjay Netrabile, Chief Technology Officer, Pepperfry, says, "As an IT leader, I look for strong problem-solving skills, the ability to work collaboratively in a team environment, creativity, and enthusiasm in fresh candidates. Coding skills come with experience, a hunger for learning, curiosity about the system ecosystem, and an innate ability to be not afraid of asking questions trumps experience in an environment where people work together towards a common goal. Additionally, knowledge of or interest in cutting-edge technologies that create better experiences is valued here, too."

Sanjay Vyas, EVP, Global SBU Head-Clinical Logistics & Global Safety Services & Managing Director India, Parexel, says, "For me, it's about more than just the skills. Of course, skills are critical for certain job roles that are of a core scientific nature. But what is more critical for me is aptitude and attitude. In my conversations with new candidates, I look for the passion that the person brings to the table and the commitment to learn new things. A candidate sitting opposite me might have the highest skill set, but if s/he doesn't have the right attitude or aptitude, they might not be the right match for us."

Rishi Chhabra, Head of Merchant, Cobrand and Acquiring for India & South Asia, Visa says, "As a leading technology company, we obviously look for technical skills. But beyond that, I look for the overarching aptitude. Are they in for the long run? Do they have the aptitude to be creative? Can they figure out ways to get the job done? Will they raise their hand at regular intervals and say I want to do more? Enthusiasm and excitement are of utmost importance. They should also be able to collaborate with the stakeholders, including different functional teams and clients, seamlessly."

Sunil Badesra, Country Head, Sungrow India, says, "The renewable energy industry is an extremely fast-growing industry. It's no wonder many youngsters opt for a career in this industry and are incredibly eager to participate in the renewable revolution. In the process, they often overcommit while joining a company and eventually end up in a position of not being able to honor those commitments. My suggestion to candidates enthusiastic about the renewable energy industry is to

> PEOPLE HAVING THE RIGHT ATTITUDE & APTITUDE, ABILITY TO UP-SKILL & UPSCALE THEMSELVES, THAT FINE BALANCE OF HEAD, HEART, AND GUTS. THIS IS ALSO ONE OF THE REASONS WHY I DON'T TALK MUCH ABOUT THE WORK ASPECT WHEN I TAKE AN INTERVIEW. I TALK MORE ABOUT THE PERSONAL ELEMENT, THEIR EXPERIENCES, THE CHALLENGES, AND HOW THEY TACKLED THEM," ADDS VYAS

have a mindset of learning and gradually growing by using those learnings. They should elaborately think about the commitments, which help eventually help them honor their commitments."

"On the other hand, transparency is critical. Young professionals should be able to maintain transparency, be it the engagement with clients or their leaders."

Manikandan Bala, Senior Vice President, Elekta, says, "People often immediately say that it's all about the knowledge about the industry. Make no mistake; for any candidate, knowledge is an excellent trait to have. But what I look for in a candidate is attitude and aptitude. Attitude to learn and adapt is crucial. I generally advocate cross-industry work if you have the right attitude. I have got people from the automobile and banking industries to work for the medical sector."

He continues, "On the other hand, the zest for continuous learning is also vital. It's beyond any reasonable doubt that you will become obsolete in no time if you don't constantly learn and adapt to the changes. Additionally, great communication skills are something I always look for in a candidate because good communication helps establish trust and good relationships with all the stakeholders, including clients."

What does the Current Generation Look for? Positive Work Environment?

Yes, not only the current generation, but people always look for a positive work culture that makes them feel valued and supported and where communication is open and honest. But here's the thing - what makes a good work environment can also vary greatly from person to person. For some, it may be about flexible working hours and the freedom to work from home. For others, it means a team supporting them and a boss listening to their ideas. Commitment is also an important issue. A healthy workplace is one where everyone has a fair chance and feels they belong, regardless of their background. It's about celebrating diversity and ensuring equal opportunities for all, as well as team lunches, office parties, or just the good old water coolers. These things may seem small, but they can help make the workplace feel like a community. The basics usually consist of respect, support, communication and opportunities for growth. It's about creating a non-toxic workplace where everyone is happy every day and can grow professionally and personally.

A healthy work environment benefits both employees and employers and can have a significant impact on employees' mental health. CEO

Guiding Tomorrow's Leaders, Honoring Yesterday's Legacy

Alumni leaders from Jadavpur University serve as indispensable pillars bridging the past, present, and future of the institution. Their significance resonates across various spheres, reflecting the university's ethos and fostering a vibrant community spirit. Their collective impact transcends individual achievements, shaping the trajectory of the institution and leaving an indelible mark on society. As custodians of tradition and champions of progress, alumni leaders epitomize the enduring legacy of Jadavpur University.

Empowering Visionaries, Inspiring Global Leadership

Alumni leaders contribute to the enrichment of educational standards through mentorship, guest lectures, and collaborative research endeavors. Their expertise and experience elevate the academic discourse, nurturing the next generation of scholars and professionals. Beyond academia, alumni leaders play pivotal roles in diverse sectors, ranging from entrepreneurship and industry to governance and public service. Their achievements inspire current students and fellow alumni, serving as beacons of success and possibility. Cultivating a culture of giving back, alumni leaders actively engage in philanthropic initiatives, endowments, and fundraisers, bolstering the university's infrastructure and supporting students in need. Their generosity ensures that the Jadavpur legacy thrives and remains accessible to all deserving individuals. Their accomplishments showcase the caliber of education and values instilled at Jadavpur University, attracting talent, partnerships, and opportunities. The influence of alumni leaders extends beyond tangible contributions, shaping the ethos and identity of the university. Their passion, commitment, and camaraderie foster a sense of belonging and pride among the extended Jadavpur community, strengthening bonds that transcend generations and geographical boundaries.

CEO Insights in this issue presents a list of 'Top 10 Jadavpur University Alumni leaders - 2024' who have leveraged their extensive industry expertise and experience in offering effective skills to the market. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board. We recognize their valuable contribution to the ever expanding and competitive market and their ability to sustain themselves and emerge as top contestants through their reliable knowledge.

TOP 10 JADAVPUR UNIVERSITY ALUMNI LEADERS - 2024

ABHISHEK MAITY
PARTNER

ColorTokens
Bangalore
colortokens.com

He focuses on implementing data- driven and comprehensive e-commerce strategies aimed at boosting revenue and assisting direct- to-consumer brands in reaching their objectives

DEBASHIS CHATTERJEE
CEO & MANAGING DIRECTOR

LTIMindtree
Mumbai
ltimindtree.com

A seasoned professional has experience in the IT industry, also proficient in leadership development, business analysis, banking, strategic planning, project management and other skills

ISHAN BANDYOPADHYAY
CO-FOUNDER

Samparka Welfare Trust
Hooghly
samparkawelfare.org

Having a proven track record of break-through leadership in driving business strategy, growth and operational excellence with deep expertise in marketing and business administratio

RAJIT BHATTACHARYA
CEO

Data Sutram
Mumbai
datasutram.com

He possesses a wealth of expertise in the data science, customer service, project management, finance and strategy, sales, marketing, communication and leadership

SATYAJIT NEOGI
FOUNDER & CTO

Sapience Automata
Bangalore
sapienceautomata.com

He has specializes in product development, business analysis, team management, business planning, operation management, edge computing, marketing, change management and so on

ARUNDHATI BHATTACHARYA
CHAIRPERSON & CEO

Salesforce
California
salesforce.com

Experience in financial sector working across varied roles and diverse national & international locations, also excels in team management, financial reporting, financial planning and so on

DIPANJAN CHAKRABORTY
CO-FOUNDER & CEO

ResellMe
Noida
resellme.in

An inspiring leader using his inspiring leadership skillsets to guide the firm to make an impact in the Indian e-commerce market space, also excels in e-commerce & business management

PARTHA SEN
CO-FOUNDER & CTO

Legalkart
Gurgaon
legalkart.com

With vast tech experience and a track record of successful entrepreneurship, he adeptly leads product development towards innovative goals, excelling in both startup and growth phases

RITTIK CHANDRA
CHAIRMAN & CEO

Dreamwin
Kolkata
dreamwin.com

With a wealth of experience in the healthcare sector, also excels in the team management, branding, business administration, commerce, drugs, leadership and communication

TAPAS CHAKRABORTY
CO-FOUNDER & CEO

Vixplor Analytics
Kolkata
vixplor.com

By leveraging his extensive experience in soft-ware industry, his focus areas include business intelligence, data analytics, machine learning, customer relationship and GenAI

ABHISHEK MAITY

TRAVERSING THE DIGITAL MARKETING FRONTIER BY FORGING THE FUTURE

ABHISHEK MAITY
PARTNER
ADBUFFS

As a Co-Founder and Partner at Adbuffs, Abhishek Maity focuses on implementing data-driven and comprehensive e-commerce strategies aimed at boosting revenue and assisting direct-to-consumer brands in reaching their objectives. With more than 7 years of expertise in digital marketing, Abhishek has demonstrated a consistent ability to deliver outstanding outcomes for clients across various sectors including jewellery, fashion, and beauty.

> Our constant focus on anticipating future challenges enables us to stay ahead of industry trends

Advertising services are vital for businesses as they contribute to boosting sales, enhancing brand visibility, and influencing consumer behaviour. Through advertising, companies can stimulate demand for their products or services, resulting in increased production, investment, and overall output. Adbuffs operates as a contemporary media buying agency specializing in performance-based strategies tailored to maximize brands' marketing ROI. With a focus on enhancing memorability, impact, and profitability, Adbuffs assists businesses in navigating the evolving landscape of digital advertising to achieve lasting success. Since the inception of Adbuffs, Abhishek Maity, as a Partner, has been instrumental in driving the organization's success and continues to play a pivotal role in its achievements.

During an interview, Abhishek provided insight into Adbuffs' journey from its humble beginnings to its current success, offering valuable perspectives and lessons learned along the way.

Can you provide a summary of your professional history and accomplishments, as well as the driving force behind your daily activities?

I initially pursued a career in chemical engineering during my university days before transitioning to a technology service provider company, where I gained five years of valuable experience. Around 2013, during the boom of startups like Flipkart, I became intrigued by the startup ecosystem and felt compelled to explore entrepreneurial ventures. Despite facing initial setbacks, I made the bold decision to quit my job in 2018, shortly after getting married, much to the dismay of my family. With the guidance of a mentor, I delved into digital marketing and discovered the potential of performance marketing services, recognizing its significance in an evolving online market. Joining forces with my Co-founder, Ramasish, we ventured into the digital marketing space, serving clients both in India and abroad. Through this journey, we identified the gap in creative-driven marketing strategies among Indian companies compared to their international counterparts, which inspired the founding of Adbuffs in 2019. Starting as a two-person team, we have since expanded to a team of around 120 individuals, and our journey thus far has been promising and fulfilling.

Please share insights into the distinctive experiences provided by Jadavpur University and the valuable lessons gained outside of academic pursuits during your time on campus.

Jadavpur University offers a rich array of extracurricular learning opportunities. One notable event is Sanskriti, where esteemed alumni share their experiences and achievements, inspiring me to explore entrepreneurship. Witnessing their pride in running successful ventures, particularly in areas like organic food production, ignited my own aspirations to embark on a similar path in my career journey.

How would you characterize Adbuffs and its current standing within the market?

As we began our journey at Adbuffs, numerous marketing agencies already existed in the market. Starting with just a two-person team, we have now grown to over 120 members. Presently, we hold a prominent position as a leading tier-one agency specializing in performance marketing. Our reputation is built on our unwavering commitment to excellence, evidenced by our clients' success rates after availing our services. We continuously strive to maintain high standards both internally and externally, setting benchmarks for the industry. Our innovative approach and continuous evolution in service offerings have positioned us as the premier performance auditing agency in India. Other agencies often look to us for inspiration, frequently adopting our strategies and structures to enhance their own growth prospects.

Describe your leadership style and the principles or methods you adhere to as a leader.

In terms of leadership, I prioritize direct communication without sugarcoating, delivering feedback to teammates personally and celebrating successes publicly. Accountability is crucial, especially in performance marketing where we manage client funds, as it ensures responsible spending and client satisfaction. Mental stability and consistent daily routines are emphasized to maintain focus and handle financial responsibilities effectively. Traits like patience and going the extra mile for clients are valued, and we've implemented internal KPIs to track progress and support team members in areas where improvement is needed.

How do you ensure you stay abreast of current industry trends to guide your organization's trajectory forward?

As our organization continues to expand, my focus is divided between client servicing and agency building. I primarily oversee operations and administration, which helps us prioritize tasks effectively. For instance, while the current buzz in digital marketing revolves around the importance of creativity, we introduced this concept to our clients back in 2020 before it became widespread. By consistently setting high standards and seeking innovative solutions to reduce costs for our clients, we continuously explore new avenues for service optimization and client satisfaction.

What is the ultimate goal or direction you envision for the future?

Currently, my main focus is on Adbuffs, where we currently have around 120 employees. We aim to expand our team to approximately 800 or 900 individuals within the next five to six years. Additionally, while our headquarters are in Kolkata, we aspire to establish offices in cities like Pune, Mumbai, Delhi, and Bangalore, and potentially even internationally in locations such as Singapore or Dubai. These are the aspirations and goals that I am personally working towards.

EXPERTS TALK

Sumit Bidani
CEO
Knauf India

Having completed his B.Tech degree from IIT Madras and PG Diploma in Marketing & Finance from XLRI Jamshedpur, Sumit brings to the table an enriched 28 years long career. He has successfully handled key roles across diverse companies such as Colgate, General Mills, Mother Dairy, Shell and Fletcher Building, prior to joining Knauf in 2018.

To ensure adoption of few new construction practices compared to the traditional materials that are currently being used with a set of existing practices is one of the key challenges

LATEST TRENDS SHAPING THE BUILDING MATERIALS INDUSTRY

In a recent interaction with CEO Insights, Sumit shared his insights on various aspects pertaining to the current construction materials industry. Below are a few select extracts from the exclusive interview –

Throw some light on the recent trends in the construction materials market in India.

Green Buildings is one of the major trends that have been gaining widespread prominence in the real estate and construction industry today. Green buildings mainly relate to various certifications such as LEED, EPD and many others, which every major player in the industry owns. Another major aspect that almost every company is investing a lot of time and money on is sustainability. Sustainability is primarily about how you adapt your processes and embrace new technologies to reduce your carbon footprint. Industries are working to optimize not only Scope 1 Carbon dioxide generation but also on Scope 2 & Scope 3 generations. Focus on green technology is helping in alignment with the sustainability goals set by the organization along with ensuring that standards set by the government and other regulatory bodies are complied.

Recent trends towards usage of material which can contribute to the energy savings, involves having lower embodied energy and contribute to lowering the overall energy of the building after completion. This is not only limited to drywalls but also for floors, building facades, false ceilings, windows, lift shaft walls, plastering's etc.

It is a noticeable fact that India will need construction materials which can contribute towards saving of water, arresting noise pollution, fire protection and more usage of recyclable materials resulting in higher productivity. New trend will not be limited to the product usage or its properties but great emphasis shall be laid on its use as a system or whole assembly resulting in performance parameters.

Tell us about the key challenges currently prevailing in the construction materials industry.

One of the key challenges when you come-up with a new construction material is that you are required to ensure adoption of few new construction practices compared to the traditional materials that are currently being used with a set of existing practices. Also, you need to have a clear engagement with various stakeholders about the various advantages of adopting this new materials and the practices that need to be followed.

Another major challenge that the construction companies face here is the lack of skill sets among the people on how to use the new materials. Through effective training programs, practical demos, and engaging with various training programs imparted by the authorized bodies, companies can train people in this regard to ensure that they reap the maximum benefits from these new materials. Unlike other industries where the product is light weight and can have one single manufacturing plant to supply across various regions, construction materials are heavy and the distance which you can transport the materials viably is limited. Hence, it is important for building material companies to have adequate scale within a certain radius from the manufacturing location.

How is the construction industry adapting to ensure resilience and growth amidst economic, social, and environmental factors?

Since one company will not have all the materials that are required for the building construction process, we are witnessing a lot of collaboration and partnerships among various companies in this domain in recent times. Also, the construction industry is putting-in a lot of efforts to understand their clients' exact requirements in terms of performance, appearance of the end product and various other aspects and accordingly developing the end product and being a solution provider. Companies are also making sure that the required certifications are in place, efforts are being put into making materials available in short period of time and with no compromise on quality. A lot of energy is being put into recycling and up-scaling as well. The building materials companies should work with the relevant authorities towards upgrading the building codes & its implementation. This will help in creating knowledge on subjects like Fire, Acoustics, Thermal etc., not only with the specifiers but for a larger audience in the constriction community.

Suggest a few ways construction companies can strengthen their relationship with the clients.

The key factor that acts as the foundation of a client's relationship with a company in our industry is trust. Thus, it is necessary for every construction company to maintain complete transparency throughout the project lifecycle and make sure to finish the project within the pre-determined timeline. Most importantly, due to the extremely serious nature of our industry, it is paramount for all the departments involved in the construction process to collaborate with each other and work as a team to make sure that the projected is delivered on time, within the specified budget and at par with the industry standards and without any compromise on quality. The organizations should collaborate with the new age materials & system providers to upgrade their knowledge, skills resulting in improved productivity. They should provide innovative solutions in the overall construction techniques which are proven tested & provide optimum performance.

How do you expect the construction and building materials industry to evolve in the days to come?

Today, the rate at which construction companies are implementing sustainable practices is at an all-time high and this is only expected to grow even further in the coming years. Right from the sourcing of raw materials to the manufacturing process of the final product, sustainability has already become a core focus area of every construction company and is no longer a mere option. Also, companies are expected to increase their investments in terms of adopting latest technologies to better understand the market dynamics and customer requirements. This will also enable them to optimize their overall process, maintain high quality at affordable rates and thus cut-down the overall building costs for the owners. This will no doubt be a welcome factor given the price-sensitive market that our country is. Lastly, companies are expected to engage more closely with their customers by leveraging digital technologies. Digitization at the manufacturing end and customer end will only make us ready for the times to come. Digitization will minimize errors and maximize output. With a great emphasis on energy savings, lightweight & dry construction the building material industry must partner with government & private stakeholders to provide fully certified performance solutions right from the design stages. The organizations will have to impart knowledge & training to the construction community on new age materials & its usage which also involves the young & budding specifiers, engineers. CEO

PARTHA SEN

A VISIONARY LEADER SHAPING TOMORROW'S LEGAL LANDSCAPE

Access to professional legal services is crucial for businesses aiming to succeed in today's competitive market landscape. Leading in the legal field requires showcasing expertise, sharing valuable insights, and offering perspectives within a particular industry. These actions contribute to establishing credibility, setting oneself apart, and attracting esteemed clients. Legalkart offers a mobile application providing users access to a legal practice management platform and assistance with legal matters. Partha Sen, a Co-Founder and CTO of the organization, has been actively involved in providing essential legal assistance to their clients.

During our exclusive interview, Partha provided valuable industry insights and offered illuminating details about internal operations.

Can you guide us through your career path and share the inspiration that led to the creation of Legalkart?

My professional odyssey began at Jadavpur University in 1992, where the enchantment of physics intertwined with my fascination for computer applications, culminating in a graduation ripe with curiosity. Initially drawn towards unravelling the enigmas of liquid crystals, my trajectory pivoted towards the allure of software development, navigating the labyrinthine depths of technology at Unisource. The transition from Visual C++ to the dynamic realm of web development heralded a transformative phase, sculpting me into a seasoned system engineer and software virtuoso. Assuming leadership roles in the corporate arena, I orchestrated global ventures with finesse, yet a yearning for unrestrained innovation kindled the inception of Radiance Software Technologies in 2003. Over a decade, our endeavours expanded across borders, unveiling pioneering projects like a revolutionary social network for Rugby clubs under Club Wireless Europe's aegis. Returning to India in 2009, WRC Technologies

PARTHA SEN
CO-FOUNDER & CTO
LEGALKART

Partha, a veteran in technology and serial entrepreneurship, boasts two decades of global industry experience. Renowned for his innovation and strategic acumen, he adeptly steers product development towards futuristic goals, excelling in both startup and growth phases.

> I foresee a surge in AI-driven solutions aiding lawyers in case analysis, judgment assessment, & citation retrieval

emerged in 2011, heralding an era of groundbreaking software solutions, epitomized by a cutting-edge bike rental application for a discerning European clientele. In 2017, Legalkart was born in collaboration with a legal luminary, aiming to democratize legal access. Today, it stands as a beacon, hosting verified legal minds and offering multilingual services nationwide, embodying our mission.

Could you discuss your academic journey at Jadavpur University and share any valuable lessons or experiences gained outside of the classroom?

My time at Jadavpur University fills me with pride, and as an alumnus, I cherish the fond memories. Living nearby allowed me to fully immerse myself in campus life, enriching my journey from initial uncertainty about admission to becoming an integral part of the community. I engaged in diverse activities, including playing table tennis and participating in the drama club, where we received recognition, winning awards at Gemini in 1994. Interactions with peers and professors were always welcoming, fostering a strong sense of belonging in the campus environment. Jadavpur University's rich cultural heritage has produced renowned talents in directing, acting, singing, and media. Participating in cultural festivals taught me valuable event management and networking skills, inspiring me to pursue entrepreneurship despite societal expectations. My family's encouragement, particularly from my father and wife, played a pivotal role, supporting me even as I embarked on my first venture shortly after marriage. The university's emphasis on innovation and research further fueled my aspirations, aligning with the encouragement I received from my family.

As a Co-Founder, what considerations do you prioritize when formulating strategies for sustained digital evolution?

Upon graduation and entering our careers, we witnessed the internet's rapid expansion. Simply obtaining an email address, like Gmail or Yahoo Mail, was a notable milestone. Digital landscapes have evolved significantly since then, with concerns arising from extensive data exposure. Applications like Google inadvertently gather personal information, while GPS tracking in smartphones accumulates detailed profiles. Despite promising advancements in artificial intelligence, the implications of our data remain uncertain. Unlike Europe, India lacks stringent data privacy regulations, necessitating proactive measures to protect digital identities. Without robust cyber laws, the risks of cybercrime and data breaches persist, impacting individuals and businesses.

How do you nurture innovation in your team? What practices do you use to bring out their best potential?

I hadn't worked with smaller teams for quite some time, stretching back to 1999. Many members of my team have been with me for over a decade, despite receiving tempting offers from MNCs. Retaining such dedicated individuals and inspiring them to innovate presents a significant challenge. Today's generation tends to switch companies frequently, with high attrition rates. To counter this, I've fostered a familial culture within our team. Everyone participates equally in discussions and contributes ideas. We don't just dictate tasks; instead, we collaboratively identify problems and develop solutions. Even newcomers are encouraged to engage and contribute to our vision of becoming leaders in the legal tech industry. Our journey has just begun, and we're working on creating an ecosystem that serves all stakeholders through a unified platform. Looking ahead, we're planning to introduce AI-based solutions for both lawyers and consumers, further solidifying our position as a leading tech provider.

What are your expectations regarding the future direction of the market?

As the government digitizes case records dating back to post-independence, comprehensive case information will become readily accessible. Using natural language processing, lawyers can input case details, and AI systems will offer guidance on contesting the case, highlighting merits, demerits, past judgments, and even predicting potential outcomes based on judges' histories. Additionally, there's a lack of comprehensive legal management systems for corporations, presenting an opportunity for development. I aim to address this gap by creating a platform that enables corporations to manage legal matters seamlessly, ensuring continuity even when employees leave. In summary, extensive digitization in the legal tech industry, facilitated by AI, will provide accessible legal services via mobile apps. CEO

EXPERTS TALK

Amit Mathur
President – Sales and Marketing
Finolex Cables Ltd

At Finolex Cables, Amit Mathur serves as President of Sales and Marketing. He is a brand strategist and high impact leader who builds high performance teams and streamlines procedures. He has taken on a number of difficulties along the way that have helped him become a more analytical worker. Leading by example, Amit has a strong sense of team spirit and trust in his team members. Amit has worked with reputable electrical equipment manufacturers including Havells, Bajaj Electrical, and Usha International for more than 20 years. He is a ambitious, extroverted customer-focused sales and marketing expert with a knack for starting new companies.

DATA DOESN'T LIE: UNLEASHING POWER OF INSIGHTS FOR MARKETING SUCCESS

Over the years, marketers and interns have witnessed a shift in the approach toward brand-customer interaction. Previously, there was a belief in the 'Seven' adage, emphasizing the importance of interacting with customers at least seven times for brand success. In today's era, with the advent of affordable internet, social media platforms, and increased brand awareness, achieving this milestone has become more accessible for brands.

However, recent experiences have shown that simply reaching this numerical target does not always guarantee significant benefits. Some incidents involving prominent brands have underscored the risks of miscommunication or misinterpretation in brand messaging, stressing the importance of careful and strategic communication strategies.

Beyond the message or frequency, there are multiple parameters to attract the consumers which eventually help in sales conversion. According to SalesForce, 80 percent of customers consider the experience with a brand more important than the product or service itself. A PwC study also confirmed it by stating that 32 percent of customers preferred to move on than continue after a bad experience. In the digital era, a seven-time milestone may seem elusive, but marketers have some respite. Targeting the right customer and delivering a personalized message is an ideal approach despite the myriad challenges – digital noise, rapidly evolving consumer preferences, intensifying competition, and zeroing in on customer segmentation. To overcome these challenges, marketers are implementing various innovative strategies for better conversions.

Use Of Data For Kyc

'Knowing Your Customer' isn't just beneficial— it's essential. Buyer personas, fictional representations of ideal customers, are the heart of effective targeting strategies. These personas encapsulate the diverse

demographics, psychographics, and online behaviours of the target audience, providing invaluable insights for crafting tailored messages and experiences. And, harnessing real customer data is the cornerstone of persona development.

Statistics highlight the staggering impact of segmentation on marketing performance. According to research by Campaign Monitor, segmented email campaigns can generate up to 760 percent more revenue than non-segmented campaigns. This eye-opening statistic underscores the undeniable power of segmentation in driving tangible results and underscores why tailoring your message for maximum impact is paramount in today's marketing landscape. More importantly, it proves that the one-size-fits-all messaging approach is a relic of the past. By dividing their target market into distinct groups based on relevant criteria such as age, interests, and purchase history, marketers can unlock a treasure trove of opportunities for engagement and conversion.

Beyond demographic information, such as age, gender, and location, psychographic details such as interests, preferences, and pain points can help marketers paint a vivid picture of audience segments. Delving into online behaviour—such as browsing habits, social media interactions, and purchase history—adds depth and precision to these personas. According to research by the Aberdeen Group, companies that use buyer personas experience a remarkable 73 percent higher return on their marketing investment. This indicates the tangible

benefits of leveraging real customer data to inform targeting strategies. It also reinforces the notion that precision targeting matters more than monetary investment in achieving marketing success.

Connecting With Emotion & Storytelling

Marketing in 2024 dictates that storytelling is much more than just a tool—it's a superpower. By tapping into the emotional core of their audience, brands can forge deep connections that transcend transactions, building lasting loyalty and trust. Emotional storytelling humanizes brands, resonating with consumers on a visceral level and fostering authentic relationships.

Crafting compelling narratives requires a delicate balance of authenticity, empathy, and creativity. Brands have realized that it is the messages that tug at the heart that loosen one's wallet. These brands understand their audience's values, aspirations, and pain points to the perfect. They then weave insights into narratives that evoke genuine emotion. Whether it's through heartfelt testimonials, inspiring anecdotes, or captivating visuals, every element contributes to a cohesive story that captivates and inspires.

Statistics affirm the potency of emotional storytelling in driving engagement and amplifying brand reach. Research shows that people remember facts and advertisements with a central plot. This underscores the ability to spark conversations and foster a community lifestyle. By harnessing the power of storytelling, marketers can elevate their brands from mere products to powerful narratives that resonate with audiences worldwide.

CONTENT IS CURRENCY

Prioritizing the creation of valuable, relevant content, marketers can establish themselves as trusted authorities in their respective industries while simultaneously catering to the needs and interests of their audience. Whether through informative blogs, captivating videos, or visually appealing info graphics, content serves as the currency through which brands cultivate meaningful relationships with customers.

Effective content creation hinges on a deep understanding of customer interests, pain points, and aspirations. By conducting thorough research and leveraging data insights, marketers can tailor their content to address specific customer needs and preferences, positioning themselves as valuable resources rather than mere advertisers. Research indicates that content marketing generates three times more leads compared to traditional outbound marketing efforts, highlighting its unparalleled effectiveness in driving customer engagement and ROI. By investing in content that educates, entertains, and empowers, marketers can leverage the power of storytelling to reignite their ROI revolution.

What Metrics Matter?

Although ROI is less articulated but tracking key performance indicators (KPIs) is paramount for evaluating the effectiveness of campaigns. Choosing the right metrics to measure campaign effectiveness requires a strategic approach. Metrics such as website traffic, conversion rates, and engagement provide invaluable insights into customer behavior, campaign performance, and overall marketing impact. Whether crafting a compelling YouTube message or driving organic ways to boost web traffic, marketers must align KPIs with specific campaign objectives.

Focusing on metrics that directly correlate with measurable goals helps brands turn actionable insights into informed decisions. Marketers face the challenge of achieving the elusive seven-time philosophy of marketing, yet with dedication and strategic planning, it's within reach.

As we forge ahead, it's crucial to remember that successful marketing isn't just about numbers; it's about building connections, resonating emotionally, and delivering value at every touch point. By staying attuned to customer needs, marketers can understand their customers' needs which can drive engagement, ROI, and lasting loyalty, transcending mere transactions. CEO


FLEXILE
Transforming Your Thoughts
WELCOME TO FLEXILE SOLUTIONS.
YOUR PERSONALIZED AGILE TRANSFORMATION PARTNER
We take pride in ourselves to be one of the first organizations to offer curated, boutique, and end-to-end solutions under one roof for agile transformation, adoption, and scaling needs of enterprises, right from training & orientation to customized software implementation and establishing the Agile CoE.
Flexile's aim is to create an agile mindset holistically among all the stakeholders across the organization and help address key challenges to successfully transform leading to higher adoption and thereby improved RoI.
OUR SERVICES
Agile Consulting & Coaching
Atlassian Techstack Customization
Atlassian Managed Services
Scrum Training & Certification
Establish Agile Centre of Excellence (ACE)
WHY FLEXILE
Improvement in initial project setup time
Faster Onboarding of projects and teams
Improvement in cycle time
Predictable delivery timeline
Frequent high quality releases
Standardized Performance Measurement
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LAST WORD

THE ADVANTAGES OF BRANDS UTILIZING MULTIPLE WAREHOUSES

By Dr. Ashvini Jakhar, Founder & CEO, Prozo

With over two decades of experience in the supply chain tech industry, Ashvini, a former Indian Navy and McKinsey professional, holds a strong belief in curing the complexities of supply chains. He isan alumnus of ISB and Armed Forces Medical College, Pune.

As brands continue to grow and expand their operations, one crucial question often arises: When should they consider operating from multiple warehouses? This question becomes increasingly prominent as brands evolve from handling 500 orders a day to managing 1500 orders a day and beyond. The decision to expand to multiple warehouses is significant, influenced by various factors that can shape a brand's long-term success. Let us examine the key considerations that brands should contemplate when making this strategic move:

The Threshold for Expansion

While there is no one-size-fits-all answer, my experience suggests that once a brand reaches around a thousand orders a day, it is a prime opportunity to consider expanding to multiple warehouses. The first crucial decision to consider after this is, how many additional warehouses to establish? Brands must weigh the options carefully, deciding whether to extend operations by just one additional warehouse, or expand across multiple geographic regions, such as east, west, north, and south. The choice depends on various factors that include product diversity, customer distribution, and the potential for business growth in those regions.

Key Decision-Making Parameters

1. SKU Diversity: Brands should assess whether their products are concentrated around a few 'hero' SKUs or distributed evenly across their catalog. This evaluation can influence the choice of warehouse locations.
2. Supply Chain Partners: Compatibility with supply chain partners and the adaptability of existing tech systems are critical factors. Choosing a new geographic region with inadequate support can complicate expansion efforts.
3. Clear Objectives: Brands should define their objectives for expanding to new territories. Is the goal to offer faster deliveries to customers, tap into strategic markets, or both? Clear objectives help in evaluating the success of the expansion.
4. Cost Savings: Expanding to multiple warehouses can lead to cost savings. Brands must consider the potential reduction in logistics costs due to increased local and regional deliveries, which can boost profitability.

Inventory Planning

Effective inventory planning is crucial when operating multiple warehouses. Brands typically begin with 30 to 60 days of inventory, depending on SKU distribution. Intelligent inventory replenishment tools can help determine the optimal inventory levels for each warehouse. This process should be ongoing, with regular adjustments based on demand patterns.

Reverse Logistics

Brands must also address the reverse logistics journey, considering returns and product movements from customers to the warehouse and between regional warehouses. Addressing this early in the growth journey is essential to maintaining operational efficiency.

Multi-Channel Operations

Last but not the least, successful brands leverage multi-channel operations from their regional warehouses. This means processing not only D2C orders but also B2B and marketplace orders from a single inventory pool. Making this strategic decision can enhance operational flexibility and revenue potential.

Conclusion

Expanding to multiple warehouses is a crucial decision for brands experiencing growth. When executed strategically, it can lead to improved customer service, cost savings, and enhanced revenue opportunities. Brands should carefully evaluate their circumstances, considering factors such as SKU diversity, supply chain partnerships, and have clear objectives. Effective inventory planning, reverse logistics management, and the implementation of multi-channel operations are essential elements of a successful expansion strategy. As you embark on your journey to expand to new warehouses, consider partnering with a provider that has warehouses across the country and a comprehensive technology stack to streamline your operations. This will ensure you have a successful growth journey as you explore the potential of operating multiple warehouses in today's dynamic business landscape. CEO


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