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## BRAND MARKETING AND MANAGEMENT- INDIAN SCENERIO

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**Abstract:** In globalization, Brand chemistry is creating new waves and thoughts in the minds of the consumers and creating bedrocks for the country's economy. In Brand India history, new era started i.e. Brand MODI. In changed scenario, consumers are giving high degree level importance for brand and depending on branded products and branded services. At the same time new age marketers also giving top priority for brands. In this juncture, Brand India is booted and seated for global market. The word India immediately brings to mind of kaleidoscope of colorful, vibrant, and form a brand context, uniquely different set of images. At world level, India create a unique brand identify for itself. Objectives of the paper: To understand the importance of brand marketing and management Indian scenario and To know the power of Indian brands .Research Methodology: The data is mostly collected from the secondary sources like books, magazines, Journals and internet etc, and researcher views and opinions are presented in this paper. The author is focusing Bharat Brand and its significance and how Bharat brands playing key role in modern age market. I Bharat market is vast virgin market and new age marketers eyeing on youth market moreover demographic dividend is more advantage for global brands. n Glocalized scenario, local or regional brand gaining popularity so author mentioned regional brands importance. Author emphasized on soft Bharat Brand and durable and non durable Bharat brands. New age marketers would be concentrated on Fidelity than loyalty. It means total loyalty and it is the highest quality of relationship between customer and brand Marketers especially new age marketers should follow; it's my product, my brand, my company, my country then happiness is a bonus for business, finally Brand Police is need in present market situations. This study is useful for researchers regarding future research.

**Keywords:** Bharat (India), Brand, Bharat brands, , Bharat regional brands, Re- branding.

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**Introduction:** “Generally we heard bread winners, but we have heard brand winners”. Good brands made by the marketers but great brands made by the markets. In globalization, Brand chemistry is creating new waves and thoughts in the minds of the consumers and creating bedrocks for the country's economy. In Brand India history, new era started i.e. Brand MODI. In changed scenario, consumers are giving high degree level importance for brand and depending on branded products and branded services. At the same time new age marketers also giving top priority for brands. In this juncture, Brand India is booted and seated for global market. African countries especially Ethiopian universities are

recruiting teaching Indian expatriates nearly five hundred people are working in various universities.

At the world level lot of things mixing and grinding by the marketers. So it is the time to discuss about the Brand India. The word India immediately brings to mind of kaleidoscope of colourful, vibrant, and form a brand context, uniquely different set of images. At world level, India create a unique brand identify for itself.

Incredible India. It is awesome brand. India is not one India it has three one is India, urban India and Rural India..India being describe d as luxury's new destination. India is a luxury market and brand India has become much more integrated with the world According to second

Indian Luxury Summit 2014, luxury retail in India, charting the new map of success, that the world needs to realize that we it come India we are like that only Today, luxury goods are necessity for the affluent segment in India., with a marked shift in mindset from “aspire to the acquirer” said, Nigel Harwood, CEO and President, inter glob established. Not only for Indians but world market is eyeing on the Brand India. Indian brand density rapidly increased in the recent years.. According to Kearrey report that pegs the Indian luxury market it \$ 5.8 billion and fore costs a scorching growth rate to reach \$14.7 billion by the 2015 and India will have over four lakh billion by 2015.

**Objectives of the paper:**

1. To understand the importance of brand marketing and management Indian scenario
2. To know the power of Indian brands.

**Research Methodology:** The data is mostly collected from the secondary sources like books, magazines, Journals and internet etc, and researcher views and opinions are presented in this paper.

**Significance of brand:** In the marketing space, customer- brand romance relationship have always been rocky.“At present a person’s day to day life is carried with brand complex.” Brands are able to powerfully and interestingly leverage the insights of the brand lovers. The word brand owes its origin to the Norwegian word brandr which means burn. At present, in the world market one virus is spreading i.e. brand war and brand rival. According to Stanford university and Lucile Packard children’s hospital study on Brand effect 3-5 years ‘ the branding effect is very strong, even at only 3-5 years age’.

Meaning of Brand: while a brand in its simplest form is a noun, it represents many more intangible aspect of a product or service.. B- Business, R- Reputation, A- Assets (intellectual) and N- Knowledge and D- definition (BRAND). Search for a brand name is like search for a wife. The scope of brand management is enormous.

There are lot more enquires regarding brands and its management. Brand is the life line of any business. Brand value is today play significant part of business. Brands are today very powerful strategic tool. The death of brand is a slow and lingering process. ‘Brands associated with 4 pillars they are QSC and V or Quality, Service, Cleanliness and Value.’

**Bharat (India) Brand:** Bharat Brands giving prestige, privilege, status, and modernity in the society. same time protect from five elements like earth, air, sky, water and fire especially green brands. Brand India is the king and the economic wheel moves around the brand India. Bharat Brands (India) tie-up with other emerging economies had made concentrated effort to build brand connectivity with the developing and least developing world..In purchasing power parity, India rank third largest in the world, after US and Chain (2012 figures). India is expected to become a bigger consumer market. Brand India is human capital. India was being seen as the new Promised Land and test bed for global brands, marketers and for their business. Global turmoil opened opportunity for Bharat Brands at world level .Brand India encouraged as a global hub in manufacturing. Now it is the time for thinking of Brand India. Brand India has evolved well since 1991. Marketers says, India’s share in world merchandise exports has been fast rising, Meera Harish said “India brand will be created by what we, Indians, are and buy what we do , she insists. India is what we bring it”. India is growing economy, favorable demographics, 300 million strong middle class. Brand India attracting global brands and global marketers are eyeing on brand India. Global brands like Italian coffee brand lavazza India its second largest market after Italy. Benz Auto Company created a BHARAT BENZ. In clunky goods and ponderous services scenario, customers wants prestige, privilege, status and modernity, in this scenario, Indian market dumped with Global malls, coffee

bars, franchised pubs and BMW the middle class was seduced by the meaning of brands.

**Vast virgin market:** India will see an accretion of consumers equaling the number of consumers in the US, every seven years. This is an existing opportunity and an enormous challenge for Indian brand markets. Surveys estimated that nearly two million Indian Households earn more than \$ 1, 00,000 annually and can spend about \$ 9,000 on premium goods and services. That itself translate into a potential market of \$ 16 billion, even as the number of such affluent Indian Households is believed to be growing by 12-2-15 per cent. The increasing number millionaires in India have caught the attention of the business world. According the world health report by Merrill Lynch / cap Gemini indicates that number if Indian millionaires stood about 83,000 in 2005, which growth of 19.3 per cent in the number of high net worth individuals in that year alone. By 2007, the number had grown to 1.23 lakh and it is expected that it will be touch 1.40 lakh by 2010. The report also said that India is expected to be the 8<sup>th</sup> largest market in the world in terms of overall net wealth. .India is such huge market no one or country or firm has guts to ignore Indian market.

### **Bharat (India) Brands;**

Defining brand India;

Brand India is very, very powerful today and very visible for intellectual and knowledge capital..India will rise as brand owners as brand creators. According to economist and former environment Minister, Jairam Ramesh, Brand India has five characteristics that come immediately to mind:

- Brand India is multilayered – by case, language, religion, region, income, which is very important as far as consumer goods are concerned.
- Brand India is an evolved brand.
- It is an aggregative brand, one that is composed of a large number of sub-brands.

- It's a brand in transition. It's not a settled brand. It's undergoing transformation daily, in various attributes.
- And finally, it's a brand, which has its own unique psychology.

Mr, mukesh Ambani believes, that India as a historic opportunity. It has all the ingredients to make greater advancements on global landscape. Mr. Kumar Mangalam Birla believes that the main reason why India can build a brand it that Indian products have already started leaving their mark on the global arena.

C.K. Prahalad has outlined six areas of opportunity for India;

1. A nation, which accounts for 10 per cent of the world's trade
2. Has the largest pool of trained manpower in the world
3. Have a substantial number of the world's leading companies
4. A crucible of innovation
5. A laboratory to the world
6. Can produce many Noble Prize winners.

Indian brands done us proud in the highly competitive and Technology- driven global market.. Demand for branded products in India is growing in a big way. Branded products have always magnetized customers with their charming appeals and aesthetics. Moreover Indian consumers are brand conscious and sensitive market and marketers understanding at line for Indian consumers. Government of India recognized the made in India brand in FTP and identified 26 courtiers (16 Latin American countries and 10 African countries). Brand India is very, very powerful today and very visible for intellectual and knowledge capital.

**Apparel Brands:** The made in India tag to increase its global visibility. The Indian brand has been showing spurts in growth. Indian apparel bands are focusing on foreign market like Arvind brands, Mudra garments, Spykar life style and Royal Classic polo. Arvind brands focusing on US and Europe, Spykar focusing on

London, Mudra focusing on East Asia, West Asia, South Asia and South east Asia, Royal Classic Polo focusing on Singapore, Hong kung, Malaysia and Dubai.

**Brand India-youth icon:** Brand India asset is “Demographic dividend. Demographic dividend seemed like a wide window of opportunity, reinforcing India’s image as a young, resurgent and inspirational nation. Young Indians actively participating in social media, hangout in branded cafes, by all their needs through online and young people joined in workforce. With increasing number of young confident Indian women and men in the work force today, pursuing excellent careers and possessing tremendous purchasing power, marketers need to actively speak to youth. According to 2011 census our population is 121 corers and average age is 28 years this is the key pillar for our economy. Brand India is icon for youth market because India occupied first place in the world regarding youth market. Asian tigers are suffering from ageing problem like Japan and china. Indian young intellectuals got the opportunity joined I the Frobes magazine 23 young intellectuals got the place in this magazine.

**Brand India-Private Brands:** In Indian modern FMCG sales of 5 percent share from private labels .According to Neelson survey, private labels share Rs 3,000 corer by the end of 2015.private brands business has grown 20-25 percent in the last six months, says Devendra Chawla, president Food bazaar, Future Group.

**Indian Food Brands:** In changed food culture scenario, Indian food makers, marketers, brands and bakeries are promoting global health and leveraging ‘back to nature’ trend. Somosa, Dosa and idly are traditional brands in India .Marketers to use and talk about whole wheat and whole grain products and multi grain products. Here, The author presenting some of the examples here. They are Britannia healthy start grains , multi grains, vegetables, pulse and

nuts, Saffola oats claim to offer “strong heart and fit body” , and Amul brands probiotic ince-creams “live beneficial culture”. Indian brand makers focus on vitamin water, smart water and fruit water, Dabur’s Real active Fiber+, TATA tea companies on Green Tea.

**Educational Institutions (Brands);** Indian Institute Technology ( IITs), Indian Institute of Management ( IIMs), Indian Business School ( IBS), Birla Institute of Technology and Sciences (BITS – Pilani), Indian Institute of Science (IISc).

**City Brands; Brand Bangalore** (Karnataka), ‘Silicon Valley of India’, brand Bangalore is a launch pad for FMCG.Marketers have used Bangalore as a test market center and at times even as a pressure test location for blobal brands, nstional and regional brands. Today Bangalore ‘true-blue big city of India. According to Rajadhni’s Nar “Bangalore offers different kind of people, it has everything form business to family crowd. All kinds of people coming and living. Finally brand Bangalore is ‘Silicon valley India”

**Brand Chennai:** It is Auto hub. In 2012, The Tamil Nadu Government signed investment deals Totaling Rs 8,350 corer with five global Auto companies – Daimler India Commercial vehicles (DICV), Yamaha, Ashokleyland-Nissan, Eicher motors and Phillips Carbon Black.

**Brand Hyderabad:** Hyderabad is meant for the medical toruism. Global hospitals are there and attracted number of foreigners regarding medical treatment. At the same time, Brand Hyderabad is entertainment center for tourists like Ramoji Film city. Brand Hyderabad has ‘HITECH CITY’ and finally Hyderabad Biriyani.

**Brand Mumbai** is now all about youth power and marketers need make a note. Brand Mumbai is its people the demographic just changed. It is now in re-invented it self.

**Social Organizations brands:** Tirumala Tirupati devasthanam (TTD), ISCON and so many social organizations are there in Indian

and giving tremendous services for down trodden people. Similarly, social, charitable Institutions, NGOs have embarked on brand building activity in suitable way.

**Brand India -Global Gods:** Sri Venkateswara swamy (Tirumala Tirupati), Satya Sai Baba, and Shiridi Sai.

**Brand India destination:** Brand India attracted foreign tourists and per year 30 lakhs foreign tourists visited India. Government of India earning resources through foreign tourists, the worth is in August 2012, Rs 7,260 corer to Rs 8,139 corer this year only, it means 12.1 percent growth. UNISECO recognized 30 world Heritage paces in India. Rome of the orient in Goa.

**Durable and non-durable brands:** Dabur brands, 4<sup>th</sup> largest FMGC Company in India. It has more than 100 year's history. Its brands Dabur Amla, Dabur Vatika, Dabur Chywan Prash. I Love you Rasna for Indians and Indian company.

**Bharat Brands- Auto Makers:** TATA nano car is outstanding designed and exported. Hindustan Motors Ambassador car like Pushpak, Maruti Small is beautiful and it is giving strong threat to global auto makers especially in small car segmentation. These auto makers have adopted global smart, energy management system, car-cloud connectivity and integrated climate system.

**Brand India on the Rise:** Indian origin companies are taking over global companies. The world is ours, and we have been top places few have dared venture into; Reliance - FLAG Telecom, US, TATA Motors - Daewoo, South Korea. Tata's rides on Jaguar and its sister, the Land Rover. Infosys - expert Information Services, Australia. Services offshoring to India-IT, BPO, Call centers.

**Role of 'India Soft Brand or e brand':** Infosys, Wipro, Satyam, others become globally recognized. Indian business sharks are 'night in India and day in America'. India has been obtaining soft money through IT industry. IT related exports from India are expected to touch

US \$ 87 billion in 2014. By the year of 2010, IT had given employment over 2.5 million Indians and brought in US \$50 billion. It contributes about 7 percent of India's Gross Domestic Product

**Re-branding new impact:** Bharat Brand makers focusing on brand structuring exercise to enter the upscale category and good example is Indian Hotels Company. Brand communication has to be very relevant to the stakeholders and customers. The brand attributes need to connect to the stakeholders on an emotional and intellectual level should be in Sync with their lifestyle. Re-branding helps for their new identity and give status for the consumers.

The thinking consumers new cap is a re-brand promiscuous one. There is new society and new market place. In this new society, brand makers offer big incentives for the consumers to move from brand to brand. Brand makers are following the money as the younger population is getting wealthier and companies realize the need to take their brands to where the money is. The surveys say that consumers felt that the brand values were stagnant. Brand makers don't want to lose brand relevance with the potential consumers. If brand marketers did not take action now, they may have faced some troubles in future market. So companies go for a re-branding.

Makeover is all about a need, want, desire and aspiration for an existing image to look different and deliver different. Brand promise is a perennial trait. Good brands hold on to the original brand promise and yet contemporize. The brand never loses touch with customers. In modern marketing consumers change faster than brands do. So go for re-branding. This is a react step. Re-branding has been exploring alternative avenues to connect with its consumers at various touch points.

Some of the Indian companies following the re-branding strategies, such companies are Ceat Tyres change its logo. Logos are changed and brands are given a new identity and new look.

Mother Dairy initiated a re-branding exercised. Godrej rejuvenate the 110 year old brand, brand re-launches and change in logos. UTI re-branding is Axis. Air India re-branding is Konarak chakra. The branding exercise will encompass areas, which as the look and feel the re-brand has to be updated and not out dated.

**Bharat regional brands:** In new age market, localization power is increasing and local brands focusing on globe. A regional brand makes the need specific and unique to a particular region. This however, should be confused with a national brand that makes. A regional brands lead is culturally diverse and consumers feel the need for offering that leads regional performance. Regional brand can offer the promise of values and some regional brands boost a legacy that runs back several decades. The regional brands significantly increased their focus on local markets. For example Priya pickles in Andhra Pradesh and Patak's pickles. Paobhaji from Mumbai it is very popular food in this region.

**Handicraft market:** it includes toys, bamboo baskets, puppets, etc. Handicraft is broad term that also includes special types of clothes made in particular region. For example, Chanderi sarees in Chenderi Madhya Pradesh, Kosa Silk sarees in Jagadapur, Chhattisgrah, and Khadi clothes etc. State owned bodies like Marignayami in Madhya Pradesh, Cauveri Karnataka, Poompher Tamil Nadu and Kairali Kerala. Lepakashi handicraft reaping the gains of its brand building profits has been ob the rise for the store owned by the Andhra Pradesh (Andhra Pradesh Handicraft Development Corporation. Andhra Pradesh Handloom Labour Cooperative Society, very shortly going to be launched Dhoties on the name of the cine actors like NTR and ANR. Haleem – this word is very popular in Andhra Pradesh, particularly in Hyderabad city especially in Ramjajn. This term belongs to faith. But marketers are using like brand i.e. HALEEM.

**Bharat- Rural Brand:** Bharat rural market is

scattered market and geographical advantage for global marketers and fit for global brands. The consumer in rural India demand and argues and represents latent. Moreover, Indian rural consumer purchasing capacity is day by day increasing. They want mall culture experience and modern shopping experience. The size of rural market comprising agri-products, FMCG, consumer durables and services was pegged at Rs1.75 lakh crore per annum in the year of 2008. Ti is the CII report. Indian rural consumer saving potentiality is increasing because the Government of India introduced 'food for work' programme. At the same time decision making capacity also increasing Especially, rural women playing key role in all dimensions The Tea Board has joined hands with Hindustan Unilever to launch an 'Indian Rural market' strategy to promote the beverage in interior parts of the country.

**Suggestions:** According to our Prime Minister, "For creating good brand India we nurture Five Ts – Talent, Tradition, Tourism, Trade and Technology, if we nurtured properly definitely we become top in the world.

- New age marketers would be concentrated on Fidelity than loyalty. It means total loyalty and it is the highest quality of relationship between customer and brand.
- Marketers should give the importance for a positive brand image and it is essential in present conditions
- Marketers especially new age marketers should follow; it's my product, my brand, my company, my country then happiness is a bonus for business.
- New marketers must learn to treat their brands as time machines and focus on brand quality, unless improve the brand quality, cannot survive in the modern market.
- As the consumers needs and wants change, the Brand marketing is changing too, so marketers must play leading role in all dimensions.

**Conclusion:** Brands need to; Continuous investments in brand marketing. So a strong brand can serve in recession also, New brands high on 'drool value', understand key consumer needs and buying seasons and devise topical offers suitability. Brand name always simple, sweet and easy to pronounce and easy seat in consumer mind. Business demand is driven by brand. Branded prospects are reaching even hard - to- reach group (Working group and slum people) so marketers develop a low cost brands. Brands need to be careful about the credentials

and relevance of their endorsers. So, you take little more careful on brand strategy. In present scenario *Brand police* is badly need "every organization have brand logo. This logo appeared in all vehicles its machines. These have some designs and colors for this need some plays. Continuously watch the logos and clouse by these employees. These are called Brand Police. so today's customer is discerning and seeks transparency, innovation, sophisticated and differentiation.

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