



**VIDYABHARTI TRUST COLLEGE OF  
BUSINESS, COMPUTER-SCIENCE AND RESEARCH, UMRAKH**

(Affiliated with Veer Narmad South Gujarat University, Surat)

**Department of Business Administration  
Newsletter**



# KNOW-WIZ

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## **AI and the New Rules of Brand Building**

As we look into the transformative effects of AI, it becomes evident that these advancements are not merely incremental, but rather seismic shifts that redefine the art and science of building great brands.

### **1. AI for innovation**

Traditionally, brand innovation has relied on methodical market analysis, siloed R&D teams and intuition-driven product development. AI has sped the process up considerably by providing real-time trend analysis, facilitating global knowledge sharing and rapidly generating and evaluating product formulations.

### **2. Rapid activation of insights**

AI-powered systems enable marketers to quickly identify emerging consumer preferences and spot opportunities earlier, significantly reducing time-to-market. PepsiCo used an AI tool to analyse millions of posts on social media, in addition to recipes and menus on the internet. The results led to ‘Off the Eaten Path’ seaweed snacks, a process that took less than a year. ‘The cycles of development have been reduced from years to months,’ commented Dr. Athina Kanioura, PepsiCo Chief Strategy and Transformation Officer.

### **3. Efficient resource allocation**

AI tools can do more than just spot new opportunities, of course. It can also help brands allocate R&D research more efficiently and help global teams collaborate and share with each other more easily.

### **4. Advanced product formulation**

AI can even help with product formulation by generating and then evaluating thousands of possible product formulations, with a view toward uncovering innovative combinations and proposing new efficiencies. Mars has partnered with AI startup PIPA to do just that, as part of a push to quickly introduce new plant-based ingredients into its food and Petcare brands.

### **5. AI for creative communications**

Creative communications have traditionally relied on slow, manual content development and broad-based advertising campaigns. AI has made it possible to deploy more personalised advertising, more quickly, at scale and at a fraction of the cost. Marketers and creative agencies have aspired to drive these actions at speed. But it’s only with the emergence of AI that these tools have been put in the hands of marketing and creative professionals in order to do just that.

## **6. Hyper-personalised end-to-end advertising**

The ability to create and deploy ‘hyper-personalised end-to end advertising’ leans heavily on AI’s ability to analyse vast amounts of consumer data to generate (and place) tailored content in real time.

## **7. Creative ideation**

AI tools assist human creativity by generating and iterating multiple streams of creative ideas. Coca-Cola’s AI tools have allowed its creative teams to explore a wider range of ideas quickly and efficiently. Coca-Cola recently used this kind of ‘AI ideation’ for its Y3000 Zero campaign – and earnt some 5.2 billion media impressions.

## **8. End-to-end creation and efficient localisation**

Post-ideation, AI tools now provide the ability to create and deploy in market an almost infinite number of edits and variations of the central creative idea through executions that are specifically tailored to the channel, platform and market. Health conglomerate Reckitt has used AI to explore how it could more efficiently localise global creative campaigns for its brands like Gaviscon and Finish. By using Gen AI to adapt assets for full funnel use and localise them between countries, Reckitt found an approximate 30% reduction in the time needed to adapt and localise ads, with increased consistency in asset quality.

In 2024 Toys ‘R’ Us used Sora to fully create a brand film that received much criticism and commentary since it was premiered in Cannes last year. We ran this Gen AI film through LINK AI, Kantar’s advanced creative development solution trained on hundreds of thousands of ads assessed by real people. It was fairly well-branded and scores okay in most creative metrics. As a brand that’s been liquidated and has come back to life, this is an opportunity for a phoenix-like execution and needs to make its mark. The fact that it’s AI-generated has itself led to lots of PR. The best edits were chosen (presumably by humans) so there may have been some real duds behind the scenes. Verdict: not as bad as you’d think but could be better. It’s clear that AI is getting there.

## **9. AI and media planning**

Media planning is another area experiencing rapid transformation due to AI. Traditionally, media strategies involved fixed plans and static post-campaign analysis. AI has once again introduced new tools for real-time optimisation and predictive analytics, which in the media planning realm, has

enabled a new kind of personalised omnichannel messaging to reach target audiences more effectively.

#### **10. Real-time media optimisation**

Today, media agencies can adjust spend and placement across diverse channels based on better synthesised performance signals from real-world consumers, as well as AI predictive analytics. Pedigree demonstrated just how powerful these tools could be with its ‘Adoptable’ campaign in New York City. Using an AI machine learning model, Pedigree took pictures of dogs available for adoption and refined them to look great across a variety of out-of-home and digital media formats. From there, Pedigree geotargeted people with ads featuring dogs from nearby shelters. The campaign resulted in six times more shelter visits, with 50% of dogs adopted in the first two weeks – and ultimately won four Cannes Lions.

#### **11. Omnichannel orchestration**

AI also ensures consistent messaging across touchpoints based on individual consumer journeys, thus lifting engagement and effectiveness. For example, Omnicom’s ArtBotAI leverages LLMs to assemble clients’ digital assets and create personalised experiences. Paolo Yuvienco, Chief Technology Officer at Omnicom, says, ‘There’s never been a core product that could integrate their creative assets, templates, MarTech, AdTech, AI and first and third-party data. ArtBotAI replaces a messy ecosystem with something simple, beautiful and powerful to serve our client’s content needs.

***DR. SNEHAL MISTRY***

***(PRINCIPAL)***

***VTBCSR***

# Marketing in 2025

As we step deeper into the digital decade, marketing in India has transformed from traditional advertising into a real-time, tech-driven, and hyper-personalized experience. In 2025, Indian marketers are not just selling products—they're building ecosystems, nurturing communities, and solving hyperlocal challenges using global tools.

India, with its unique blend of linguistic diversity, regional nuances, and digital ambition, presents both a challenge and an opportunity. Here's how marketing in India has evolved in 2025—and what brands are doing to stay ahead.

## 1. Hyper-Personalization at Bharat Scale

**Trend:** In 2025, personalization isn't just about "Dear {First Name}"—it's about understanding micro-moments and regional behavior across India's vast and varied demographic.

### Example:

**JioMart** uses AI-driven personalization to offer product recommendations based on hyperlocal festivals and regional cuisines. A customer in Kolkata receives different grocery bundles during Durga Puja compared to a customer in Chennai during Pongal—both powered by the same backend AI, yet deeply localized.

Similarly, **Zomato's** push notifications now change tone and language based on user preferences, time of day, and weather—offering samosas on rainy days or cold coffee during heatwaves.

## 2. Vernacular and Voice are the New Frontiers

**Trend:** With over 500 million Indian internet users accessing content in regional languages, brands are shifting to vernacular-first strategies. Voice assistants in Hindi, Tamil, Bengali, and other languages are now key touchpoints.

### Example:

**Share Chat** and **Moj**, India's homegrown social platforms, have become crucial marketing channels for brands like **PepsiCo** and **Tata Tea**, who now create influencer-driven content in multiple Indian languages to reach Tier II and Tier III audiences.



**Google Pay India** now allows users to interact in their preferred Indian language, and even nudges offers via voice notifications tailored to the user's linguistic and cultural context.

### **3. AI + UGC = Scalable Authenticity**

**Trend:** Indian brands are using AI not just to automate tasks, but to enhance User-Generated Content (UGC), personalize ads, and create regional brand narratives.

**Example:**

**Mamaearth** uses AI to scan social media for skincare reviews and seamlessly integrates top-performing user videos into retargeting ads, dynamically changing the language and messaging based on geography. Brands like **Tanishq** and **CRED** combine studio-quality AI-generated content with real customer testimonials, ensuring campaigns feel both premium and personal.

### **4. Purpose-Driven Marketing Resonates with Gen Z India**

**Trend:** In 2025, younger Indian consumers expect brands to stand for something beyond products. Environmental, social, and cultural stances now influence purchase decisions.

**Example:**

**Dabur** launched a plastic-free packaging initiative with its shampoo sachets, positioning the move not just as eco-friendly but as part of its “India-first” sustainability campaign. The campaign, titled “Prakriti ke Saath,” was co-created with rural influencers and farmers, gaining massive traction in agrarian states.

**Flipkart's** “India Ki Udaan” campaign highlights small sellers and artisans from across India, celebrating their stories during festive sales—blending commerce with cause.

### **5. Commerce Meets Content in Shoppable Entertainment**

**Trend:** Entertainment and commerce have merged. Shoppable TV, live commerce, and creator-led storefronts are becoming mainstream in urban and rural India alike.

**Example:**

**Nykaa** now runs “Nykaa Live,” a daily livestream where beauty influencers demonstrate products in Hindi, Tamil, and Telugu, with direct purchase options. These sessions regularly drive 6-figure revenues per day.

**Amazon MiniTV** integrates clickable product placements within shows, allowing users to “watch and buy” directly from the screen—turning OTT into an active sales channel.

## 6. Phygital Experiences Are Redefining Retail

**Trend:** The integration of physical and digital (phygital) has become essential, especially post-pandemic, with QR codes, AR mirrors, and app-enhanced shopping experiences in offline stores.

### Example:

**Reliance Trends** stores allow customers to scan clothes in-store and view styling suggestions, reviews, and try-on simulations through AR—all from the app. Loyalty points update in real-time as they shop, gamifying the entire retail experience.

## 7. Marketing Operations Go Agile and Modular

**Trend:** Indian marketing teams now operate more like tech startups—cross-functional pods, rapid A/B testing, and no-code tools enable speed and scale.

### Example:

**Dunzo** tests creative variations and local promotions weekly using tools like WebEngage and MoEngage, optimizing everything from notification timing to banner copy within hours, not weeks.

Their "Dunzo It!" campaign, originally localized for Bengaluru traffic, has been modularly adapted across cities using templates and local cultural hooks.

## Conclusion: Marketing in India, by India, for India

The Indian marketing landscape in 2025 is bold, diverse, and deeply rooted in cultural intelligence. While global tools like AI, programmatic advertising, and AR have become foundational, it is the *desi adaptation* of these technologies—infused with language, empathy, and purpose—that defines success.

**Dr. Viral Chauhan**

**Asst. Professor, BBA**

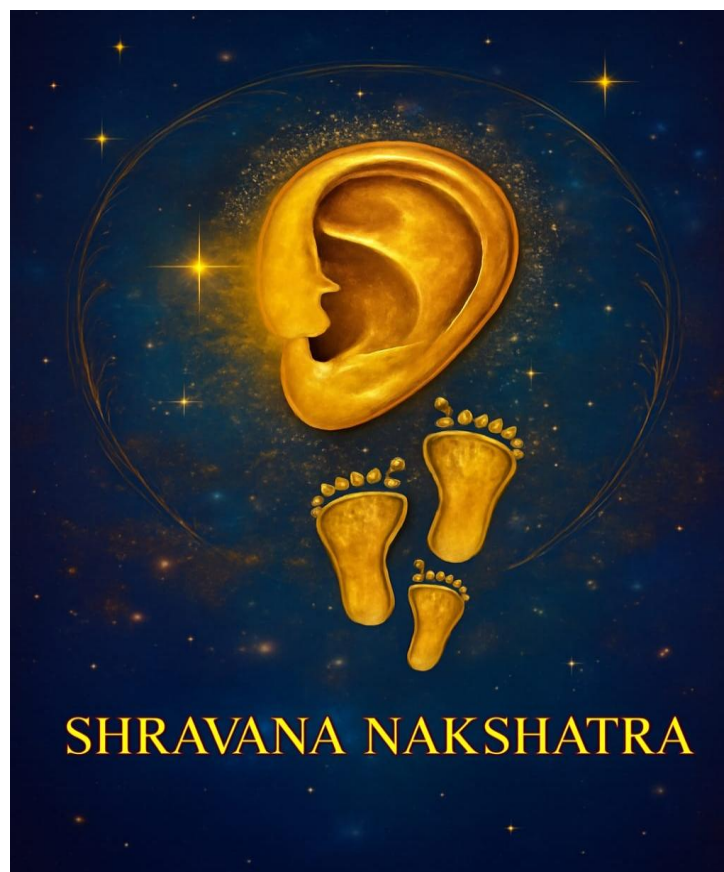
**VTBCSR**



## Shravan Nakshatra: The Sacred Art of Listening in Vedic Astrology

In the rich world of Vedic astrology, Shravan Nakshatra—the 22nd among the 27 nakshatras (lunar constellations)—holds special importance. Located in the sign of Capricorn (Makara Rashi) and ruled by the Moon (Chandra), Shravan is symbolized by an ear and governed by Lord Vishnu, the preserver of the universe.

But what makes this nakshatra truly unique is its deep association with “hearing” or “listening”, not just through the ears—but through the soul.



### What Does Shravan Nakshatra Represent?

The word *Shravan* comes from the Sanskrit root *śru*, meaning *to hear*. This idea of listening is far more than a sense—it's a sacred act of receiving wisdom. In spiritual traditions of India, it's believed that real wisdom begins with *listening*—to scriptures, to inner truth, and to one's higher self.

Shravan Nakshatra's symbol, the ear, beautifully captures this. Another symbol linked with it is three footprints, representing the steps of Lord Vishnu as Vamana, who measured the universe. These

footprints are said to represent three states of consciousness: waking (Jāgrat), dreaming (Svapna), and deep sleep (Suṣupti), symbolizing our journey through life and beyond.

### **Personality Traits and Strengths**

People born under Shravan Nakshatra usually have:

- A deep sense of concentration and attentiveness
- Excellent listening and communication skills
- A love for learning, storytelling, or teaching
- A calm yet powerful presence, shaped by both emotional depth (Moon) and discipline (Capricorn)

They tend to succeed in professions where understanding, empathy, and sharing knowledge matter—such as teachers, counselors, diplomats, and spiritual guides.

### **Mythology and Spiritual Connection**

Shravan is linked to Lord Vishnu, the force of preservation in Hindu cosmology. His presence gives this nakshatra a calm and protective energy. Many sages and saints are believed to have shared or received divine teachings when the Moon passed through Shravan.

Some traditions also consider Shravan as the birth star of Goddess Saraswati, the goddess of wisdom and learning. This adds to its importance as a star connected to higher knowledge and divine teachings.

### **Special Significance During the Shravan Month**

The month of Shravan (July–August), sacred to Lord Shiva, often resonates strongly with the energy of this Nakshatra. It's a time when many people focus on:

- Listening to spiritual discourses
- Fasting and meditation
- Reciting Vishnu Sahasranama and chanting mantras
- Deepening their understanding of dharma (righteous living)

### **Deeper Meaning: Listening as a Path to Self-Realization**

In the spiritual path known as *Jnana Yoga* (the path of wisdom), the journey begins with three steps:

1. **Shravana** – Listening
2. **Manana** – Reflecting
3. **Nididhyasana** – Meditating

Shravan Nakshatra stands at the gateway of this process. It reminds us that true knowledge doesn't come only from speaking or reading—it comes from silence, stillness, and deep listening.

### **Conclusion: The Star That Hears the Soul**

Shravan Nakshatra reminds us that in a world full of noise, the power to listen is sacred. Whether through prayer, study, or quiet reflection, this nakshatra invites us to tune in—to divine truth, to our inner guide, and to the deeper rhythm of life.

It teaches us something timeless:

*“When we truly listen, we begin to understand. And when we understand, we transform.”*

*Prof. Siddharth Thakkar*  
*Assistant Professor, BBA*  
*VTBCSR.*

## Staff Achievement



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**Mrs. Maitri Bhatt**

*Congratulations*

**For qualifying UGC NET 2025 Exam**

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## Events and Cultural Activities

**FIRE-LESS (ફરાળી) COOKING COPETITION, VTCBCSR ઉમરાખ દ્વારા વિદ્યાર્થીઓમાં કુશળતા અને ઉદ્યમિતા વિકાસનો સુંદર પ્રયોગ**



ઉમરાખ, ૧૦ જુલાઈ, ૨૦૨૫ —

VTCBCSR કોલેજના BBA અને BCA વિભાગ દ્વારા JCI બારડોલીના સહયોગથી **FIRELESS (ફરાળી)**

**COOKING COPETITION** નું આયોજન ૧૦ જુલાઈ ૨૦૨૫ ના રોજ કરવામાં આવ્યું હતું. સ્પર્ધામાં

વિદ્યાર્થીઓએ ઉત્સાહભરે ભાગ લીધો અને ઉપવાસ દરમિયાન ખવાતી પરંપરાગત વાનગીઓના આધારે પોતાની રસોઈ અને સર્જનાત્મકતાનો પરિચય આપ્યો.

વિખ્યાત શેફ રવિ જોશી (**RAVI'S KITCHEN**) સ્પર્ધાના નિર્ધારક તરીકે હાજર રહ્યા. તેમણે એક **LIVE DEMO** પણ આપ્યો અને વિદ્યાર્થીઓ સાથે પોતાના વ્યાવસાયિક અનુભવ અને કૌશલ્ય વહેંચ્યાં.

વિદ્યાર્થીઓએ અલગ અને પોષણયુક્ત વાનગીઓ તૈયાર કરી જેમાં સાબુદાણા, શિંગોડા નો લોટ, દૂધ, દહીં, ફળો વગેરેનો ઉપયોગ કર્યો હતો અને કાંદો, લસણ, ઘઉંનો લોટ તથા સામાન્ય મીઠું ટાળવામાં આવ્યું હતું. દરેક વિદ્યાર્થીએ ૪૫ મિનિટના સમયગાળામાં વાનગીઓ તૈયાર કરી અને પેનલ સામે તેની રૂપરેખા પણ રજૂ કરી.

આ સ્પર્ધાનું મુખ્ય ઉદ્દેશ પરંપરાગત અને આરોગ્યદાયક ફરાળી ખોરાકના પ્રચાર સાથે વિદ્યાર્થીઓમાં રસોઈપ્રતિની રુચિ અને જાગૃતિ લાવવાનું હતું.

આ યશસ્વી કાર્યક્રમ માટે સ્પર્ધાના મુખ્ય અતિથિ શેફ રવિ જોશી, **JCI Bardoli**, તેમજ તમામ શિક્ષકો, સ્વયંસેવકો અને વિદ્યાર્થીઓનો હાર્દિક આભાર માનવામાં આવે છે.





