

Brands look to earn their millennial credentials

Godrej Interio takes on rival Ikea on social media, shows how the medium is changing the message even for old and traditional brands

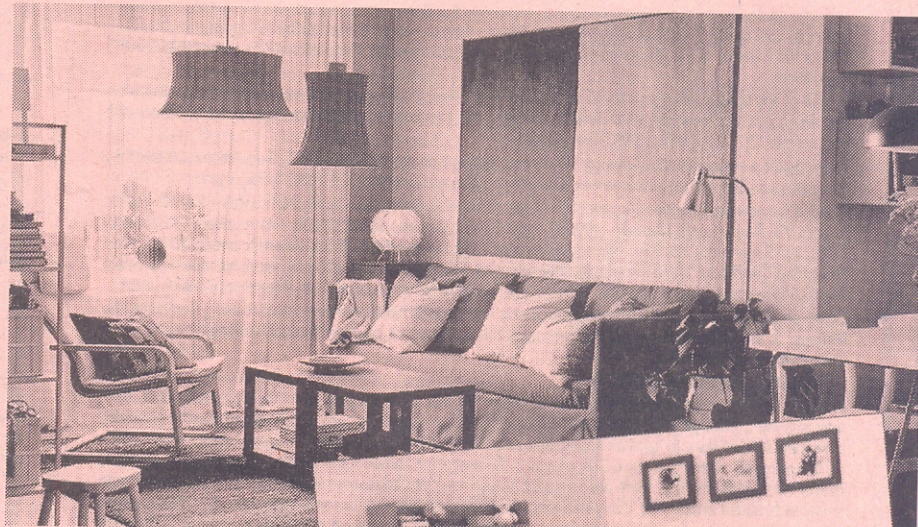
NIKHAT HETAVKAR
Mumbai, 8 October

By now it is well known that social media alters the way people behave, giving them a persona often at variance with their real-life characters. Now brands seem to be following in the footsteps of their human counterparts. Godrej Interio, counted as part of the pre-internet genteel set of brands, recently took on Ikea with uncharacteristic vim and vigour; with pithy tweets it aimed some friendly fire at the Swedish brand that has just opened its first store in India.

It is not just the new tone and approach of brands such as Godrej Interio that has people's attention, but also the shift in the nature of advertising by a category such as furniture. Conventionally an unorganised sector with a few branded players, furniture has undergone a big change in recent years with the entry of digital-first brands such as Pepperfry and Urban Ladder, the emergence of branded furniture rental services and most recently, with the entry of Ikea. Traditional branding strategies are being rapidly shelved. Instead of lavish spreads and television commercials, Godrej Interio took to digital and used a mix of Hindi and English to pun on the name Ikea. The target: millennial consumers.

In the past Coca-Cola and PepsiCo have indulged in such guerrilla warfare, major health drink brands occasionally did too and more recently e-commerce players and auto majors have followed similar tactics. However for furniture brands, this is uncharted territory and for Godrej Interio, a sharp detour from its old ways.

Experts said that in the increasingly digital world we live, it is no longer possible for any customer segment to exist in a time vacuum. The Indian



Top: Ikea advertises its living rooms, (right) Godrej Interio promotes its furniture

Rangachari, co-founder, Hypersonic Advisory.

Ashish Mishra, managing director of Interbrand India explains that we live in an era that's not digital and offline separated anymore. "We call it post digital. And this post digital marketing is essentially about optimising the experience at each touch point in the customer journey," he added.

Two major factors are driving change in the way furniture brands communicate with their customers. One is the medium, the digital format is impacting the message. And the second is the rapidly evolving nature of the category; the entry of new e-tailers and furniture rental marketplaces has changed customer perception about the category.

Experts also said that engaging in banter with other brands, being open about their rivalries in a way, allows the advertising to feel more authentic to the consumer. Product integration on digital channels is another means through which furniture advertisers are trying to connect with



IMAGE:ikea India, Godrej

SHOOTING FROM THE LIP

- Godrej Interio ran one-liner ads that said 'EMI pe kea? NaiKEA', 'Warranty ke saath kea? NaiKEA', 'Free installation kea? NaiKEA' and so on. Finally there was a rejoinder from an anonymous source that said 'Thank you God(rej) for thinking of us'. Ikea was not a part of the campaign
- When Britannia turned 100 early this year, rival Parle said, 'Hope you find the melody to many more little hearts'. Melody is a Parle brand of toffee and Little Hearts is a Britannia brand of biscuits
- Netflix and actor Radhika Apte were trolled for the huge number of shows the two had done together. While Netflix came back with funny rejoinders, Zomato, Ceat Tyres among others engaged in friendly banter with Netflix

furniture is also turning into a more personalised expression of oneself, the new brands have grasped that to an extent.

Kashyap Vadapalli, chief marketing officer, Pepperfry.com said, "We have two types of customers, tradi-

Pepperfry also tied up with Miss Malini for a web show.

"The power of this medium should not be ignored by anyone," said Aditi Shrivastava, co-founder Pocket Aces. Even within digital marketing, brands are

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NOTICE

Notice is hereby given that pursuant to Regulation 47 read with Regulation 29 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 a Meeting of the Board of Directors of the Company is convened on Tuesday, the 30th October, 2018 at the Registered office of the Company to consider and take on record the Unaudited Financial Results for the quarter ended 30 September, 2018.

The information will be made available on the website of the Company www.esabindia.com and the Stock Exchange website's BSE Limited www.bseindia.com and The National Stock Exchange of India Limited www.nseindia.com.

By order of the Board
S. Venkatakrishnan
Company Secretary

Chennai
9 October, 2018

POLYPLEX

POLYPLEX CORPORATION LIMITED
CIN: L25209UR1984PLC011596

Regd. Office: Lohia Head Road, Khatima-262308
District Udham Singh Nagar, Uttarakhand

Notice for Issue of Duplicate Share Certificate(s)

Notice is hereby given that the under-mentioned shares certificate(s) of the Company have been reported to be lost / mislaid and the Company has received a request from the holder(s) of these shares to issue duplicate Share Certificate(s).

Any person who has any interest or claim in these shares should lodge such a claim with the Company at its Registered Office within 15 days from the publication of this notice, failing which the Company shall proceed to issue duplicate Share Certificate(s).

Details of Equity Shares:

Name(s) of Shareholder(s): (i) Salim Ahmed Shahsroha Jt. With Shanti Shahsroha (Folio No.08064), No. of Equity Shares 100, Certificate No. 107592, Distinctive No. 32892100 to 32892199 (both inclusive). (ii) Raghuvendra Prasad Sinha (Folio No.022547), No. of Equity Shares 600, Certificate No. 22390 to 22392, Distinctive No. 4937021 to 4937320 (both inclusive) and Certificate No. 108265, Distinctive Nos. 33025900 to 33026199 (both inclusive)

For Polyplex Corporation Limited
Sd/-

Place : Noida Ashok Kumar Gurnani
Date : 05/10/2018 Company Secretary

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Corporate ID : L27401OR1961PLC000428

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