

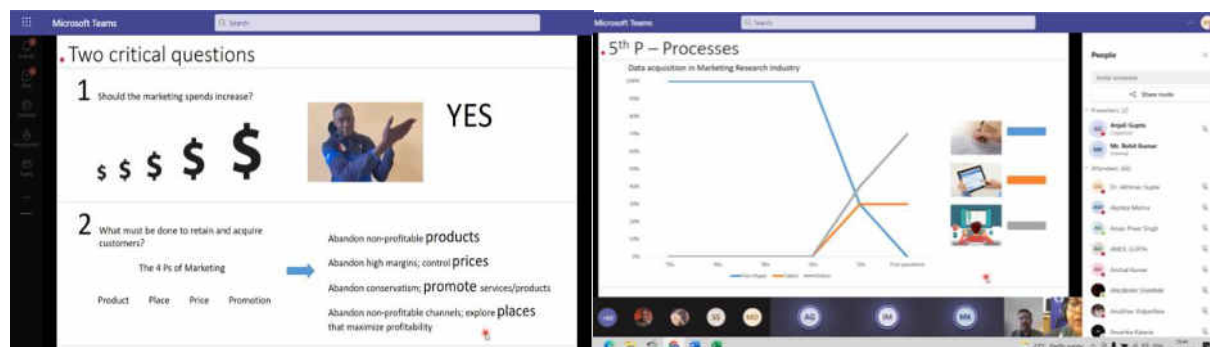
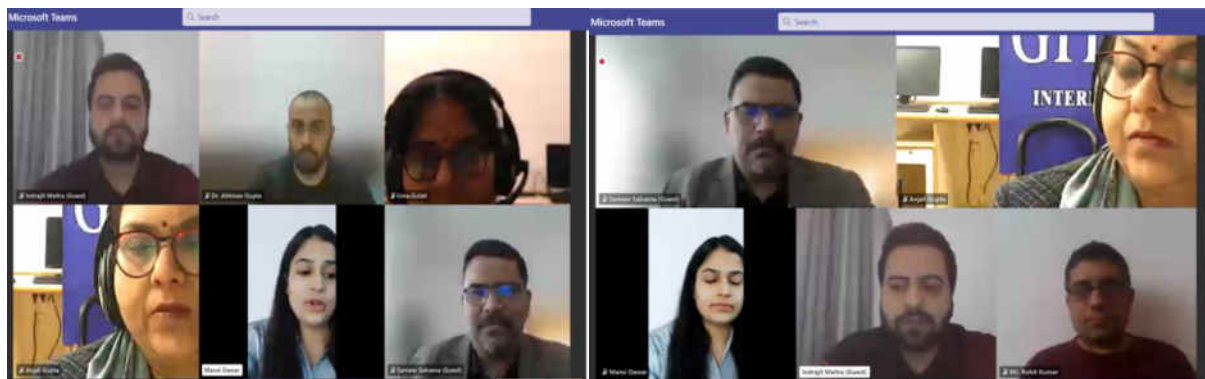
PANEL DISCUSSION

RE-IMAGINING MARKETING MIX IN THE COVID-19 ERA

31st JANUARY 2022

Gitarattan International Business School organized a Panel Discussion on the topic 'Reimagining Marketing Mix in the Covid-19 Era. This discussion focused on how different businesses and industries can modulate their marketing strategies to ensure survival and growth in the backdrop of COVID-19.

During the discussion, Mr. Sameer Saksena, Business Head, The Good Edge emphatically advised to re-invent marketing strategies during the pandemic. He remarked that continuing marketing along with re-inventing is important. He concluded by explaining the role of PR in marketing the changes.



The second expert Mr. Indrajit Maitra, Co-founder and COO, Delta Exchange, enlightened us by sharing the advantages of being customer centric during the Brand journey. His insights about understanding beliefs of customers and personalizing accordingly were illuminating. The discussion also included information about various approaches like Planet First Approach and Society First Approach. He briefly shared his views on the importance of technology in 4 Cs of Marketing. Lastly he criticized offensive marketing strategies being used by different brands.

Later on, Mr. Rohit Kumar, Co-Founder, White Canvases in his introductory remarks expressed his dismay over the havoc wreaked by the pandemic. He opined that in spite of all odds continuity of marketing is important in the long run. Organizations can ensure their survival by

pulling back non- profitable products from the portfolio. Mr. Kumar stressed upon the need to review the pricing strategies and make it more compassionate by forsaking high profit margins.

Discussion moderator Dr. Anjali Gupta, Associate Professor, GIBS summed up the session and asked question to all the panelists regarding Online PR, change in Supply Chain Management, Product Fit and Content Marketing. At the end students and attendees asked various questions. The array of questions asked by them reflected the enthusiasm and curiosity of the audience. The event concluded with a vote of thanks.

Prepared by: Dr. Abhinav Gupta, Assistant Professor, GIBS