



FINAL REPORT ON
SUMMER INTERNSHIP AT KESTONE LIMITED

SUBMITTED BY:

Komal Sharma (191122)

MBA-FT (2019-2021)

SECTION- A

SUBMITTED TO:

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Institute of Management, Nirma University

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ACKNOWLEDGEMENT

I would like to express my gratitude to all the people who inspired, guided and mentored me while I was doing my project.

To begin with, I would like to thank **Institute of Management, NIRMA University** for giving me an opportunity to link and supplement my experiences with practical learning. I would also like to thank **Prof. Praneti Shah** for mentoring me and guiding me throughout my internship period.

I am grateful to **Kestone limited** for providing me this internship opportunity which gave me a great chance to improve my skills and learn new things for my professional development. I would like to express my deepest and sincere gratitude towards my guides and my fellow interns who helped me on my internship period.

Their suggestions were very helpful to me as it opened up new horizons for my work and helped me to diversify my knowledge spectrum. I perceive this opportunity as a big milestone in my career development.

Sincerely,

Komal Sharma

191122

MBA FT 2019-21

DECLARATION

I, Komal Sharma, hereby declare that the Project entitled “**Report on summer internship at Kestone limited**” submitted under the guidance of my mentor is my original work and the interpretations drawn herein are based on information collected and observed by myself.

Komal Sharma

191122

MBA FT 2019-21

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EXECUTIVE SUMMARY

Kestone Marketing is an Integrated Marketing Company spread across 250+ Indian cities and 15+ International destinations. They provide lead generation, marketing research, event management and advertising services to 150+ big clients. Acquired by Career Launcher, Kestone is now a big company with more than 5,000 employees.

This report encapsulates the work done for Kestone Integrated Marketing as a part of our Summer Internship Program, from April to June, 2020.

The objective of the internship was to gain practical experience in the marketing industry and better understand the currently prevalent marketing practices and dynamics. Also, to develop industry readiness by working in a corporate setting and understanding what is expected out of a marketer in the real world. How to make connections and expand the networking potential of a company or an individual.

PHASE 1:

Name of the organization- **Kestone** (Data Driven Integrated Sales & Marketing Company)



The company was established in 1997 and is currently headed by Mr. Piyush Gupta.

The company headquarter is in Delhi. It also has various offices in Bangalore, Mumbai, United States and Singapore. The company has a workforce of around 5000 people. The company comes under marketing and advertising industry. The company is good in marketing but better in integrated marketing.

The company offers services such as:

- **Lead Generation:** Acquisition focused, marketing automation driven, demand generation campaign management. Expertise in project implementation with HubSpot, Lead Squared and ZoHo CRM.
- **Social Media Marketing & PPC Campaigns:** Social Media strategists and certified Google Partner Media Marketing agency with expertise in performance marketing including Affiliate, Influencer and Programmatic Campaigns.
- **Marketing Communications:** Content marketing specialists with proven results in branding and corporate identity development, video production and content curation including blogging, case studies and 3D modelling
- **Audience Generation:** Database profiling with campaigns optimized for maximum conversions. Create opportunities, organize leads and run analytics driven inside sales programs leveraging data bank of C-Level executives across Industries.

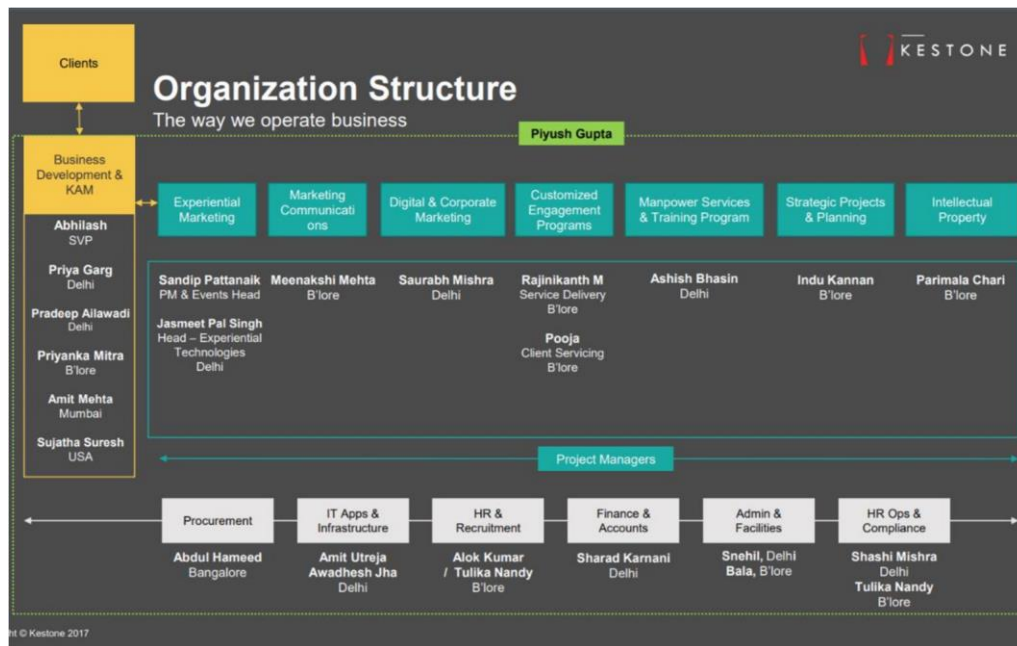
- Experiential Marketing: Customized, creative and inspiring solutions to deliver path breaking customer engagement experiences for various event management needs including product launches, corporate seminars and MICE activities.
- Managed Manpower and Training: Delivering paradigm shift in exploring resources using power of artificial intelligence and machine learning to help HR fully automate their recruitment processes while reducing their net cost-per-hire.

Some of the clients of the company are:

- Snapdeal
- Acer
- Apple
- Britannia
- HCL
- Google
- Amazon
- Cisco
- Nvidia
- Standard Chartered

Kestone has a global presence: The company have footprints across 250+ Indian Cities and 15+ International destinations.

The organization structure of the company:



Some of the awards that the company has received over past years:

- EEMAX Global awards 2019- Best product launch event for Britannia.
- SEAC Singapore customer engagement awards- Excellence in innovation for HCL.
- BW MICE Conclave and awards 2018- Best trade engagement event for Dell.
- WOW awards Asia 2017- Best CIO's award for experimental marketing.
- EEMAX Global awards 2019 for best international MICE event.
- SEAC Singapore awards for best use of technology award.
- SEAC Singapore awards for best effective market campaign.

The company functions under marketing and event sector. The sector can be classified as both fragmented and particular. This can be explained as the company provides both integrated marketing functions as well as particular services like event, campaigns, digital marketing, etc. The company has very well segmented when it comes to integrated marketing, the competition is less and thus the company stands in a prominent position. But when it comes to particular services the competition is very high. Because the industry is fragmented. The entry of new competitors is frequent and easy. There is high degree of substitutes available anytime in this sector. Thus, every company tries to bring in their A game. Also, there are lot of freelances available who are ready to do the same work at a cheaper rate.

External Environment:

The external environment in the industry is quite dynamic owing to the creativity and innovation in the field. The supplier costs are a big factor as event management is a part of the company's operations. The same goes for technology, the industry and nature of work is largely affected due to technology and all the innovations in the field. Digital marketing and marketing communications are greatly benefitted and also threatens from the constant developments in technology.

International competitors:

Reuter events	This is a marketing agency based out of London. They specialize in events, both online and offline and are known to create innovative and state of the art virtual platforms. They have been operating since 1990.
Dazian	This is a full-fledged event management company which has its headquarters in the US and multiple offices in the same country. They are known to previously work with some of the clients of keystone as well. They have been in operation since 1842.

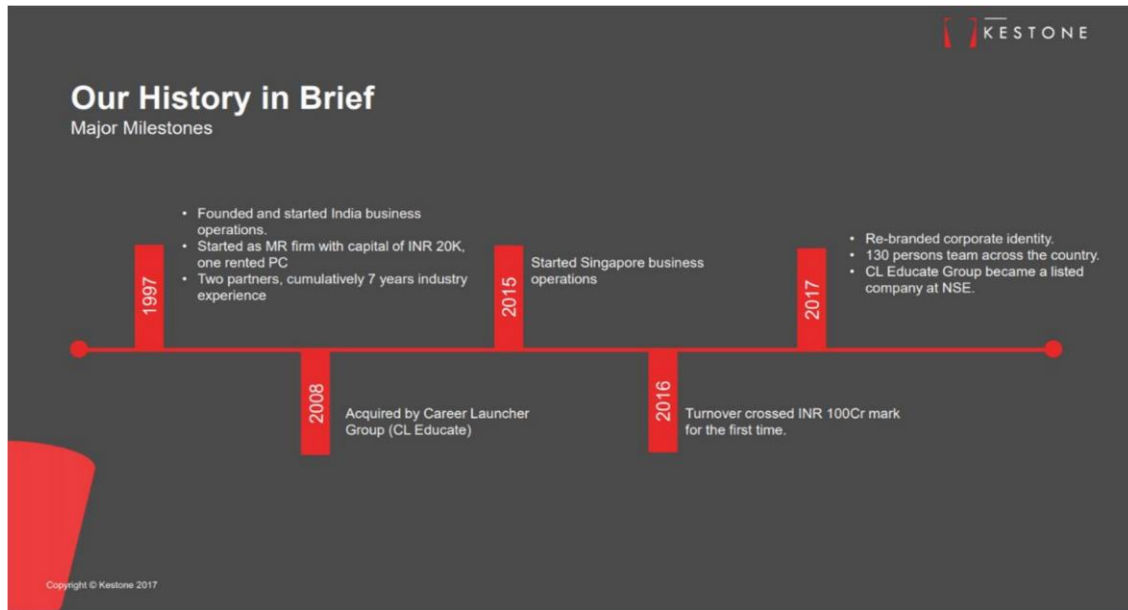
National press club	This is a company of communication professionals, and journalists offering direct marketing and marketing communication services for its clients. This is also a company headquartered at Washington, US. They established themselves in 1908.



Indian competitors:

Concepts event management	This is a full-fledged events company who specialize in exhibitions, conferences, and roadshows. They compete with keystone, event and marketing communication units.
Showbiz	This company is based out of Mumbai and specializes in Project Management and content creation along with marketing strategies and event management.
Group M	This media agency boasts a huge clientele and major players from the industry. They employ creative mass media and communication experts as well as young innovative mind to come up with out of box marketing ideas

The growth story of Kestone:

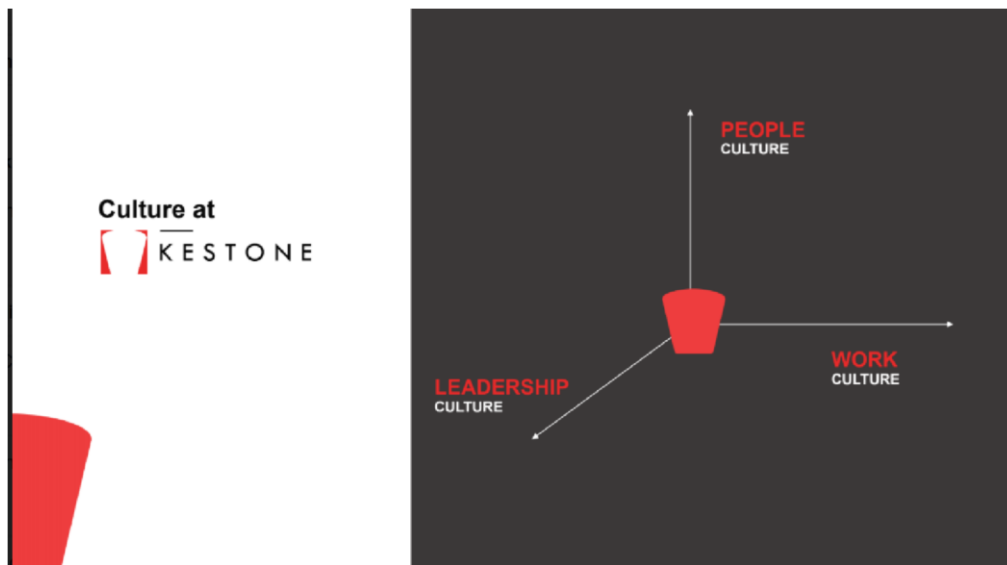


- The Company started in 1997 as an MR firm and has exponentially grown post this period.
- The company which was initially started by 2 partners and by following a recruitment procedure that made sure that curious and creative minds from truly diverse backgrounds were employed, they grew up to 500 employees.
- After reaching and expanding to a great level of clientele, Kestone was acquired by Career Launcher in 2007.
- After gaining some ground in the Indian marketing industry, they were quick in tapping industry giants who had deep connections, abroad. This way they got a chance to showcase their work to these international subsidiaries too. As a result of this they started their business unit in Singapore in 2015.
- While growing and networking with these big companies, the company still did not stop helping SMEs as they believe that's where the true challenge for marketers lie. When they help promote a small brand to make it big, they have to be much more creative and cost effective as compared to helping big companies become bigger.
- The company started maintaining a user friendly but also extremely attractive website to keep the customers engaged and interested.
- More than anything, the constant innovation and dynamic performance of the company kept getting them more and more clients until they became a business giant like this.

- They have a constant policy of rising up to occasions and providing adaptative marketing services. for instance, they came up with a virtual events platform within a month of lockdown to help their clients move their events and promotions online.

The official website of the company features this article, for promoting the SMEs.

Organization Culture:



The organization believes in operating in a start up mode. They believe in continuous experimentation, innovation and creativity. They follow a value system abbreviated, **V.I.C.T.O.R.Y.** which refers to:

V: Value creation

I: Integrity

C: Customer Delight

T: Team Work

O: Ownership

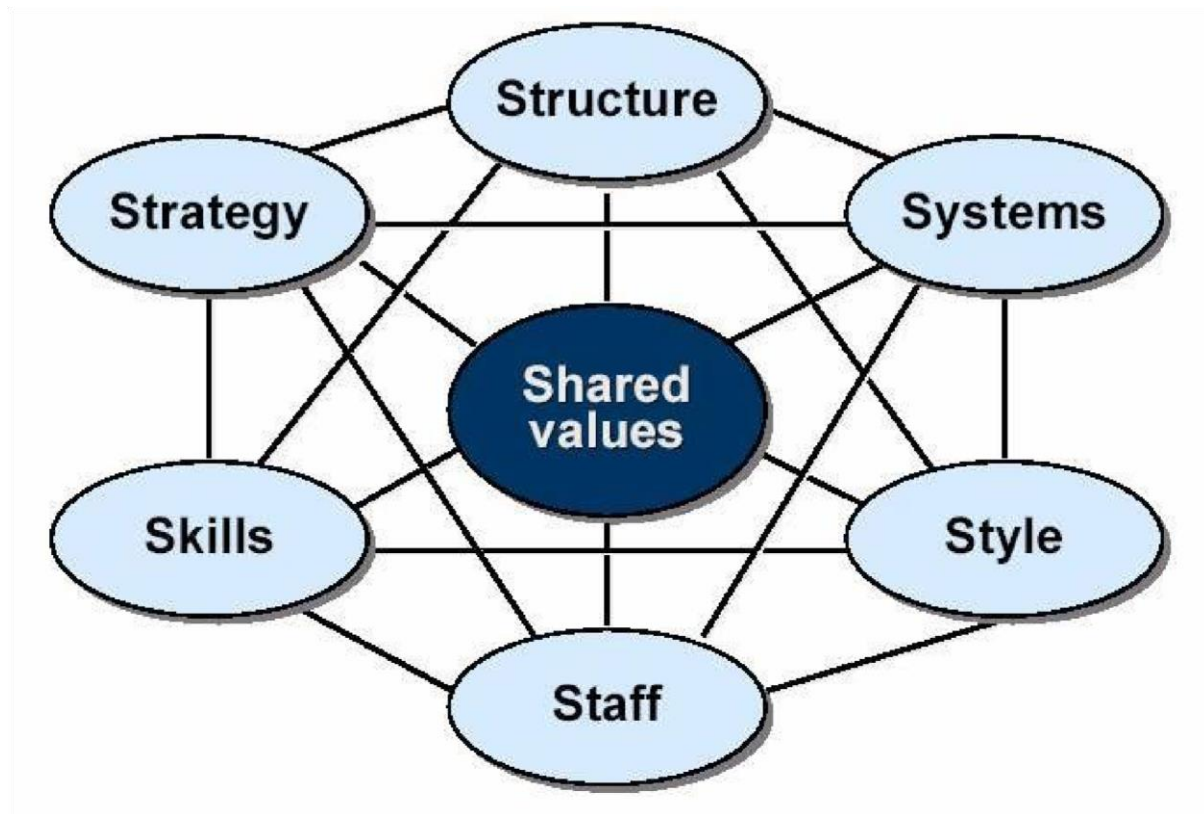
R: Resilience

Y: Yearning for victory!

They believe in maintaining an informal and friendly work environment. This encourages the employees to work harder and also keeps them motivated.

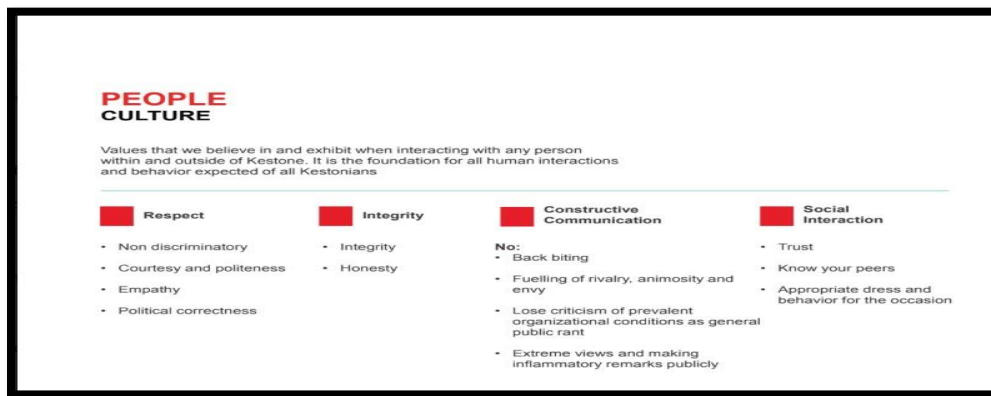
They award and reward their workforce through Quarterly and Annual Awards.

The company has both a hierarchy and a flat structure. Every person is well designated to their work roles according to their departments. But this does not create any type of barriers between the employees. Any employee is allowed to reach out any superior or other department employee for query or any other work. This creates a friendly environment or a work culture among the employees and employers. Also the company follows a unique policy in which everyone calls each other by their name no matter what in position they are employed at the office.



Shared Values: The company's teams are built on the following core values:

- Result driven, meaningful work.
- Openness and open mindedness
- Curiosity and learning driven work
- Explorative and experimental nature
- Helpfulness and sharing
- Honesty and transparency among the employees and bosses



Skills: The most evident skills represented by the company are the following:

- Creativity and Innovation
- Problem solving
- Content creation
- Event management
- Brand development

Style: The company keeps the following guidelines in perspective when it comes to leadership style:

- The company follow a friendly and warm relationship pattern, all the employees are on the first name basis. We as interns were also encouraged to use the first name of our mentors and heads to promote a more open and vulnerable interaction.
- The company follows an open-door policy, where any employee no matter what position, is allowed to share and pitch creative ideas.
- The company values feedback, they encourage the employees to write or orally express if they have any criticisms, appreciations, recommendations, or grievances.

LEADERSHIP CULTURE

Values that leaders, especially people leaders, live by and display



Work Leadership

- Solves problems and clears roadblocks
- Clear and simple communication
- Responds quickly to issues & concerns
- Keeps commitment and closes loops on all open transactions
- Sources external expertise as and when required
- Anticipates problem situations and pre-empt them proactively
- Practices behaviors expected from Team
- Open and transparent
- Works with other Leaders, and others to resolve any conflicts speedily

Staff:

- The company ensures that despite the open flow of communication, the roles are clearly defined.
- They have positions on the basis of which kind of marketing a person specializes in. They have departments like digital marketing department, marcomm department, talent management department etc.
- Other than this, they do have the basic functional departments like Finance, I.T., Human Resource, Operations etc.
- The position, responsibilities, job role, level of authority and remuneration is subjective to what role one is playing and in which department.

Strategy:

- Optimum use of technology: The company has its own software where they keep a track of all the functions or tasks. It shows all the ongoing tasks together.
- Deeply understand your customers: The company keeps a track off all their clients but with that also keep a record of the customers of their clients. They keep all the data stocked up in a software. They dig deep and also explore various demographics to understand the customers demand better.

- Focus on end result: What truly matters is who we are marketing to, and why. We need to understand their pain points in order to get what they're ultimately doing with your product. In other words, when we demonstrate the post-buying moments, they'll then remember why they need it in the first place.
- Digital presence: the company is always active on their social media platforms. They keep posting and interacting with the customers regularly. The company believes that their social media accounts inspires the companies to come and work with them.

Structure:

- The company has both a hierarchy and a flat structure.
- Every person is well designated to their work roles according to their departments. But this does not create any type of barriers between the employees. Any employee is allowed to reach out any superior or other department employee for query or any other work. This creates a friendly environment or a work culture among the employees and employers.
- Also, the company follows a unique policy in which everyone calls each other by their name no matter what in position they are employed at the office.

System:

- The company does not follow any particular system as in such. For current scenario the company is getting their work done through regular video chats and web conferences. Everybody is working from their home but are well connected. They believe communication is an integral part to complete the work with efficiency.
- Also, the company always functions working at the minimum possible costs for maximizing profits and profitability.
- The company holds regular sessions for brainstorming new ideas and growth plans with the team. These sessions also help them to check whether the targets are being met and goals are being achieved affectively or not.

Financial position of the company:

ANNEXURES TO BOARD'S REPORT 2019

Annexure-I

Form AOC- 1 - Features of Financial Statement of Subsidiaries

(Pursuant to first proviso to sub-section (3) of section 129 read with rule 5 of Companies (Accounts) Rules, 2014)
Statement containing salient features of the financial statement of subsidiaries/ associate companies/ joint ventures

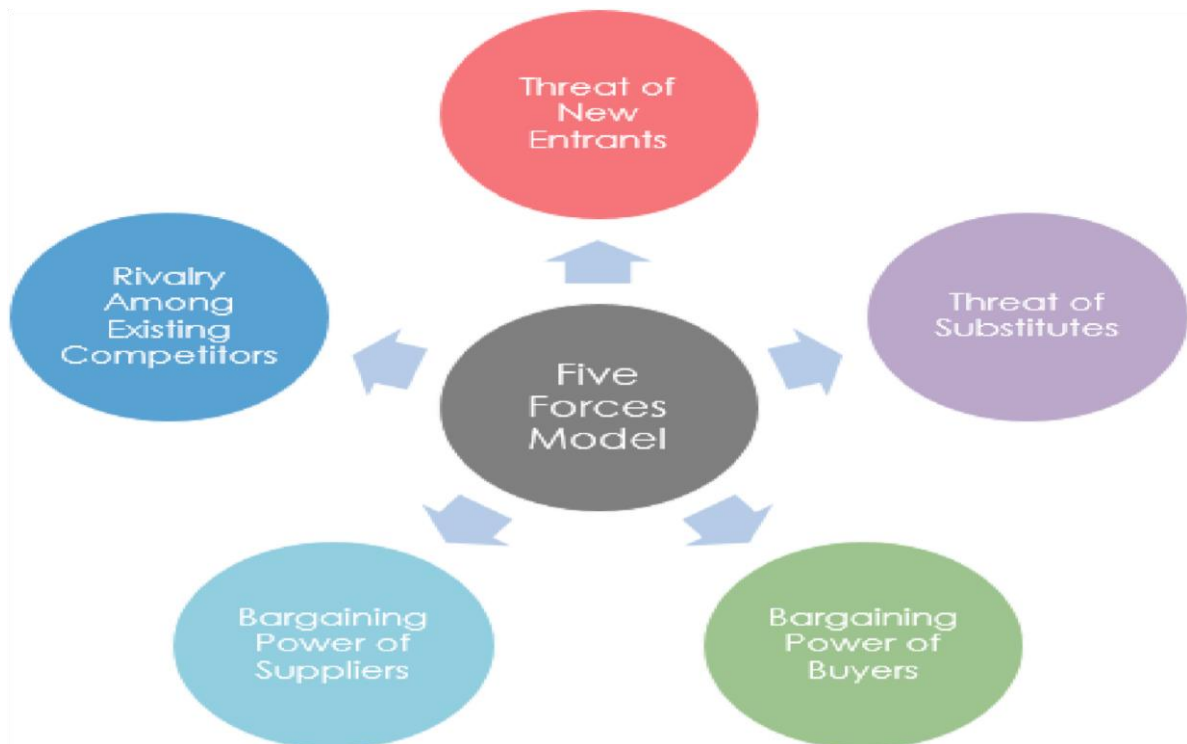
PART "A": Subsidiaries

S. No.	Particulars	(Rs. in Lacs)			
		1		2	
1	Name of the Subsidiary	Kestone CL Asia Hub Pte. Ltd., Singapore		Kestone CL US Limited ¹ , USA	
2	Financial Period Ended	31.03. 2019		31.03. 2019	
3	Reporting Currency and Exchange Rate	SGD	INR	USD	INR
4	Share Capital (Nos. of Equity & Preference shares) (In No.)	514,001	514,001	1,000,000	1,000,000
5	Reserves & Surplus	(2.73)	(130.53)	(0.17)	(11.82)
6	Total Assets	9.78	495.99	0.20	13.81
7	Total Equity & Liabilities	7.37	373.82	0.36	24.96
8	Investments	0.01	0.70	-	-
9	Turnover	12.39	622.00	0.28	19.10
10	Profit / (Loss) Before Taxation (PBT)	1.16	54.97	(0.17)	(11.82)
11	Provisions for Taxation	-	-	-	-
15	Profit / (Loss) After Taxation (PAT)	1.16	54.97	(0.17)	(11.82)
16	Dividend	Nil		Nil	
17	% of share Holding	100%		100%	

¹ Subsidiary of Kestone CL Asia Hub Pte. Ltd.

Task 5:

Competitive Analysis based on Porter's Framework:



1. Bargaining power of suppliers: The dealing intensity of the providers is reasonably high. This is on the grounds that their administrations are notable and believed that is the reason they can direct costs to a specific limit because of value. In any case, it is not so much high in light of the fact that there are as yet different players being referred to who are happy to buckle down for the customers. Likewise, the expense of changing starting with one provider then onto the next isn't that high as well.
2. Competitive rivalry: While there a great deal of showcasing organizations in the Indian market, there are not many who have the nearness and development like Kestone. Since they represent considerable authority in marcomm and best in class occasions (both physical and virtual) it separates them from their rivals, giving them an edge.
3. Threat of substitutions: The danger of new threat is tolerably low. They are not so much low since an ever-increasing number of contenders are finding a good pace by getting development and inventiveness their work. The specialists who work with Gen Z imagination can likewise represent a potential danger to the industry that kestone is advertising. It isn't high in light of the fact that, there are just a bunch solid names in the industry in this manner, replacement could be troublesome.
4. Bargaining power of buyers: In this industry and particularly in kestone's case the bargaining power of buyers is dynamic. There are very few companies that provide integrated marketing and so the bargaining power of buyer is very low in this. But in events and digital marketing service there are lot of companies and so bargaining power of buyers is very high in this case.
5. Threat of new entrants: The threat of new entrants in integrated marketing is low as it requires a higher workforce and good capital investment in technology and workforce. Where as it is high in event and digital marketing as it is comparatively cheaper and easier to execute.

Problems (Internal and External) that the company is expected to face in the next 3-5 years:

1. Since the marketing communications and Event Management industry is likely to experience a permanent change in form due to the corona virus, it will be more challenging to keep people engaged in the events now. This is because the kind of ambience that can be created in a physical set up is relatively difficult to create in online events.
2. The physical events that will happen also, will need various safety and security measures like socially distant seating arrangements, thermal checkers, sanitizers, etc.
3. The need to constantly innovate and compete with younger, ground breaking minds coming up with innovative ideas will pose to be a big problem as well.
4. The ever-rising competition will be steady for some time because of Covid-19 but the entry of new rivals remains easy and regular.
5. The business landscape is changing at a rapid pace. It seems like the government releases new regulations that affect business owners almost every day. In order to understand and follow new legislation and changes, business owners will need to monitor news from the local, state, and federal government daily. Most importantly, make sure they are getting information from an official source, such as a government website, a bank representative, accountant, or other professionals in your network.
6. The company will need to keep up with the changes in technology. They should be aware about every new technology available. They should have people who can use this technology affectively. The technology should be beneficial for the growth of the company and not just a mere investment.
7. The company will have to have a good cash flow and cash management. The liquid cash available with the company should be put to best use available. Cash constraints can be the biggest factor limiting growth and overtrading can be fatal.
8. Having the right and best workforce is a must. The company should be well aware of the skill sets they require for the growth of the company. Thus, hiring the right person for the right job is going to be one of the biggest challenges in coming years for every company.

Work under Covid-19 scenario:

The company has started its own virtual platform where it is going to provide all its services through virtual services and marketing. This platform is one of the biggest success for the company. This will help the company to maintain its client and get new ones too in this hard time. The digital virtual platform is really exiting and attractive for everyone right now. Its one of the best use of technology they have ever done.



VIRTUAL CONFERENCE

Invite speakers, exhibitors and sponsors, dress-up your event with various branding touch points and host multi-track sessions for your next Partner Meet, AGM, or Leadership Summit.



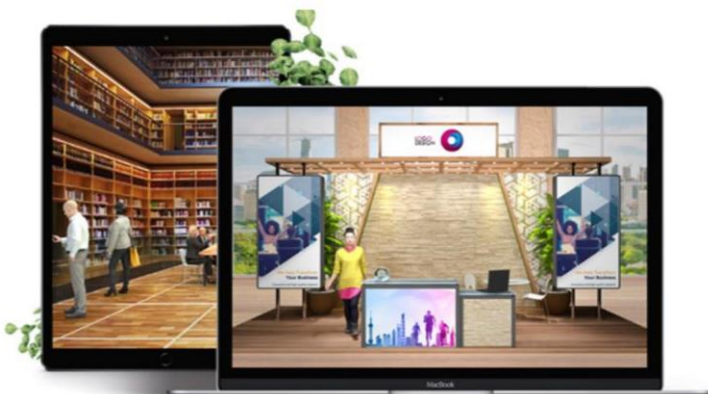
DIGITAL PRODUCT LAUNCH

Reach your audience globally and showcase your new product or release an update. Couple it with the power of Augmented Reality and share 3D product replicas with your customers digitally.



ONLINE TRAINING & WORKSHOPS

Connect with students, teachers, employees or trade partners for online training sessions and conduct workshops with the ease of digital logins.



Exhibitor Booths & Resource Centre

Bring sponsors on board just like for any physical event and give them branded virtual booths to showcase their products and interact with 'walking-in' customers with a dedicated private chat room.

Upload resources you want your attendees to download such as whitepapers, presentations or tutorials. Add web links you want them to visit.

[BOOK A DEMO](#)



PHASE 2:

INTRODUCTION

Name of the organization- Kestone (Data Driven Integrated Sales & Marketing Company)

The company offers services such as:

- Lead Generation
- Social Media Marketing & PPC Campaigns:
- Marketing Communications
- Lead generation
- Experimental marketing

Expected role:

Company selected me for the role of marketing and sales intern. I was one of the some interns the company selected for summer internship. We were divided into groups of two along with one guide or mentor from the organization.

Expected contribution to business:

The guide told us in the very start that we won't be working in a single stream or sector. We will be given work in all the areas the company functions in. This will give us immense exposure about various areas in which the company operates.

- Lead generation
- Social media marketing
- Content creation
- Developing marketing ideas for various clients
- Promotion of company's virtual platform
- Interacting with clients over video calls and solving their queries.
- Designing events and campaigns

Methodology

- a. Ethnographic Study: One of the very first work I did in the organization was analysing the activities of the sales and marketing head of the 100 performing companies of the world. The main purpose of this was to find out what are these heads doing during the COVID-19 lockdown situation. What are the companies doing? What are the employees doing? How are they working from home? What are the measures the company is taking? Are they doing anything for the society? These were the things which we needed an idea of. So I was an observant through the companies and heads social media accounts such as Linked in, Facebook and official website. I was taking a detailed notes of the all the activities they were doing and have done in last one month.

This is are some of the companies out of the 100 companies:

	A	B	C	D	E	F	G	H	
1	Hi Karol & Umang: Please keep updating this sheet								
2	Company Name	Sales Head - Name	Marketing Head - Name	Sales Head - LinkedIn	Marketing Head - LinkedIn	Sales Head - Thoughts	Marketing Head - Thoughts	Personal Notes	
3	Apple	Satyaj D	Poonam Kaul	Not much activity since 10 months except a job offering for the role of regional sales manager at bangalore	Posted a brand which is sharing its ad space with smaller business, positive focused on keeping the teams motivated, promoting creativity at home	"has actively posted about how to positively and efficiently adapt to changes due to corona Virus. It's deeply focused on keeping the teams motivated, promoting creativity at home"	The posts of the marketing head can be seen to be in coherence with the company's social media message of sharing stories , she herself is doing creative things and photographing them using apple devices to create a sense of inclusion in the customer.		
4	Amazon	Suman Banerjee	Ravi Desai, Sumit Kapoor, Deepak Srikumar	Actively posting about Amazon Web Services, announcement posts regarding launch of aws for indian users	posts about small brands who need agencies for marketing work from home challenges, shares posts of some clients, thoughts about practicing gratitude and motivation	is trying to make business responsible, to figure out how to keep running businesses without putting society at risk, also made posts thanking the amazon delivery heroes to show the same.	The company is largely trying to showcase responsibility as a business, they frequently post about how they value culture and values more than strategies . It is what they are trying to materialize by putting out videos of their delivery staff carefully delivering groceries to various homes and also by using hashtags like #AmazonforIndonesia #AmazonforIndia		
5	Alibaba		Anurag L.		Gartner's Market share in IT list which Alibaba Cloud topped, posts about books	posts about conferences and undertakings of alibaba cloud in recent times	alibaba is a leading marketplace for global trade, their social media posts are full of entrepreneurial success stories and the marketing head is also posting about conferences and workshops to help build businesses. This is because they will benefit more and more by encouraging others to start businesses .		
6	Berkshire Hathaway		Ravi Kumar, Wendy Durant		restates posts from their client, the CEO of Berkshire Hathaway HomeServices.				
7	JP Morgan Chase		Mulica Sempati	https://www.linkedin.com/company/jpmorgan-chase-and-co/in?originalSubdomain=us		No Recent Activity on the profile	As far as social media is concerned not much activity can be seen from the company's side. JP Morgan is a much revered name in itself and the financial world continues to bring its business based on goodwill and credibility .		
8	VISA		Sujatha V Kumar		https://www.linkedin.com/company/visa-usa/in?originalSubdomain=us	Posted the recent "For The Human Race" video by Coca cola, she is an employee, posted a video about how to make safe payments while sitting at home.	A few similarities can be spotted with coca cola's way of advertising by creatively sending out social messages while promoting their own product and its role in making positive changes for the society, this is again agrees with the kind of content the marketing head is putting out, they also follow a set template of graphics, colour schemes(white, blue, yellow) to make their social media pages more coherent.		
9	ICBC		Saravaram Avanthi (Director Precious metals sales at ICBC Standard Bank Plc)	https://www.linkedin.com/company/standard-bank-plc/in?originalSubdomain=us		No Recent Activity on the profile	Active posts about the great deals icbc offers for you on hotels and bookings, strength services in a brochure style.		
10	Bank Of America	Dhawal Kumar	Ayaz Vasi	https://www.linkedin.com/company/bank-of-america/in?originalSubdomain=us		No recent Activity on the profile	No Recent Activity on the profile	The social media platforms of Bank of America show various illustrations of how finance can be a part of our daily lives , they post pictures of real people in real situations and how bank of america is making those experiences better and easier.	
11	Samsung Electronics	Rakesh Maza	Rahul Joshi	https://www.linkedin.com/company/samsung-electronics/in?originalSubdomain=us		More of personal updates regarding work in the company, and statistics.	Actively posts about the latest offerings by the SMM team and a few reflections.	The posts on official media accounts of samsung are highlighting their efforts about covid-19 and how the entire staff and leadership	
Go to Setting									
+ Assignments 100 Cos Data Sheet3									
1	Hi Karol & Umang: Please keep updating this sheet								
2	Company Name	Sales Head - Name	Marketing Head - Name	Sales Head - LinkedIn	Marketing Head - LinkedIn	Sales Head - Thoughts	Marketing Head - Thoughts	Personal Notes	
26	PayPal	Chandni Nihalani	Sushant Patel (comarketing and social media), Pooja Sabthnawal (Head of Communications)	https://www.linkedin.com/company/paypal/in?originalSubdomain=us	https://www.linkedin.com/company/paypal/in?originalSubdomain=us	No Recent Activity on Profile	Sushant has been liking and sharing posts about the changing lifestyle due to the advent of this pandemic, and how paypal fits into this equation. He also shared a video of the performance of paypal in 2019. Pooja has shared a lot of empowerment and positivity quotes along with insightful reads and also speeches by paypal leadership.	paypal's social media shows the numerous experiences that it helps to create. From shopping, travelling and binge watching shows, they have also posted about the reverse mentoring program, where their employees get a chance to share their opinions, ideas and insights with the senior management. This was followed by numerous videos of employees talking about the various topics that matter to them, this shows a positive and inclusive image of the company.	
27	IBM	Hussain Zaidi	Deepali Naar	https://www.linkedin.com/company/ibm/in?originalSubdomain=us	https://www.linkedin.com/company/ibm/in?originalSubdomain=us	The profile is very much focused on IBM and its various announcements, undertakings and innovations. He has also posted about how IBM has responded to corona virus.	Active posts about the permanence of changes brought in by technology and innovations and how corona has made them change stick, an array of posts of how IBM is a game changer and how all of us should use its offerings to become more innovative and efficient in all that we do.	The key element with IBM social media is the existence of two official accounts one is IBM and the other is Life At IBM. The latter includes quotes and interviews of existing employees and clients about what it is like to work for and with the company. This gives a very human touch to their official account which is all about IoT, AI and transforming industries.	
28	ASA Group	Shantanu Kaskhekar	Mridula Shukler	https://www.linkedin.com/company/asa-group/in?originalSubdomain=us	https://www.linkedin.com/company/asa-group/in?originalSubdomain=us	A majority of his posts are about facts and steps for making the corporate life more balanced and livable, articles about what indians are doing wrong in terms of the corporate lives and how we can change that, also a gratitude post for platform for being an inspiration in these challenging times.	All of the recent posts are about the Roshakarani Kano campaign of tata, where they are planting trees, this includes video advertisements and reaction videos, along with naturally stimulating videos for promotion of the issue.	The social media of asa is full of health and nutrition content (maybe to negate the self deprecating image that comes to mind when somebody says insurance) this includes interviews of athletes (David Beckham is their global ambassador) celebrity chefs and nutritionists who help you eat better, meditate, stay active and safe.	
29	El Lilly	Azif Hakak	Susanta Das	https://www.linkedin.com/company/el-lilly/in?originalSubdomain=us	https://www.linkedin.com/company/el-lilly/in?originalSubdomain=us	No recent Activity on the profile.	Posts about self development tools and others stories of people who are mentors and are bringing about changes.	Like most of the other medicine companies, their account seems to be about creating better lives for people.	
30	Novo Nordisk	Ashok Rao Bommana		https://www.linkedin.com/company/novo-nordisk/in?originalSubdomain=us		No Recent Activity on Profile		The accounts show stories of happiness and positive changes that are brought about by the company.	
31	RBC	Vikram Anand		https://www.linkedin.com/company/rbc/in?originalSubdomain=us		No Recent Activity on Profile		most of the pre corona posts are updates about the facilities and services offered by the financial institution, post corona are posts about their direction towards the cause, a few mental health quotes and facts about corona.	
32	China Life Insurance		Suzanne Tong		https://www.linkedin.com/company/china-life-insurance/in?originalSubdomain=us	No recent Activity on the profile		posts about native indonesian and chinese festivals, steps and ways to maintain good health and healthy services offered.	
33	NVIDIA		Vamsi Krishna (till 2019)	https://www.linkedin.com/company/nvidia/in?originalSubdomain=us			recently assumed the position of managing director at exports, most of the recent posts are about vacancies and updates of the same.	posts are made very artistically innovative using contemporary type of graphics, the ad campaigns and product launches with trendy music and modern video game-esque graphics to impress the millennial.	
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- b. One more work which comes under ethnographic study is that I had to develop marketing and sales ideas of any 5 companies and make them our potential customers. The work was divided into three categories- marketing ideas, social media marketing and virtual platform service. After developing the ideas in all the three areas I had to tap on the companies and interact with them. The companies were open to suggestions and ideas I had developed on part of Kestone. All the data were collected from their past services and how the lockdown are affecting their business. This task also covered lead generation.

Example of the 2 companies:

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Company	MARCOM	VIRTUAL PLATFORM	Digital Marketing:
1. ONEPLUS	Oneplus has a television series too but very few people in India are aware about it. It is only known for its smartphones in India. We as Kestone can provide it with brand and corporate recognition of television too. We can propose video advertising with collaboration of famous people.	Oneplus has recently launched their oneplus 8 phone. We can provide them with a digital product launch specifically designed for the indian audience. We can have an exhibitor booth where we can show off the unique features of the phone which makes it distinguishable from other phones.	<ol style="list-style-type: none">1) Known for their stellar photography, an online "shot from one plus" photography contest could bring a lot of traction.2) Introduce visual search: one plus is viewed as a highly innovative brand by the users therefore being one of the first few companies to introduce visual search could really help keep up that image.3) Youtubers are quite popular among the youngsters these days! One plus could rope in youtubers who play and review video games and gadgets, to test out different one plus products and give their feedback in fun settings!4) They can invite users to create their next big advertisement and
24. US POLO	The stores are not opening any time soon so the company needs to generate its revenue through online sales. Hence, our virtual platform will help the company to make more sales during this lockdown period.	We can have an exhibitor booth where we have a virtual boy and girl standing as mannequins. Any customer can put the apparels as per their choice and try it on the mannequins. This will help the customer to know what tops match with which bottom. This can also lead to double sales in pairs of clothes bought together.	<ol style="list-style-type: none">16. More than anything, the company must undertake a campaign demonstrating how their garments are manufactured, responsibly and sustainably because that is the focus of the entire fashion industry right now. Kestone could help them create these videos in an attractive manner.17. U.S polo has a weak presence on social media, in terms of visibility and frequency of posting so kestone could help them become more visible18. Tiktok marketing could also help the company to showcase their products better and tap into the influencers to promote their products..19. Influencer marketing is again a good idea for the company for marketing and creating a presence.

Asia is a relatively new

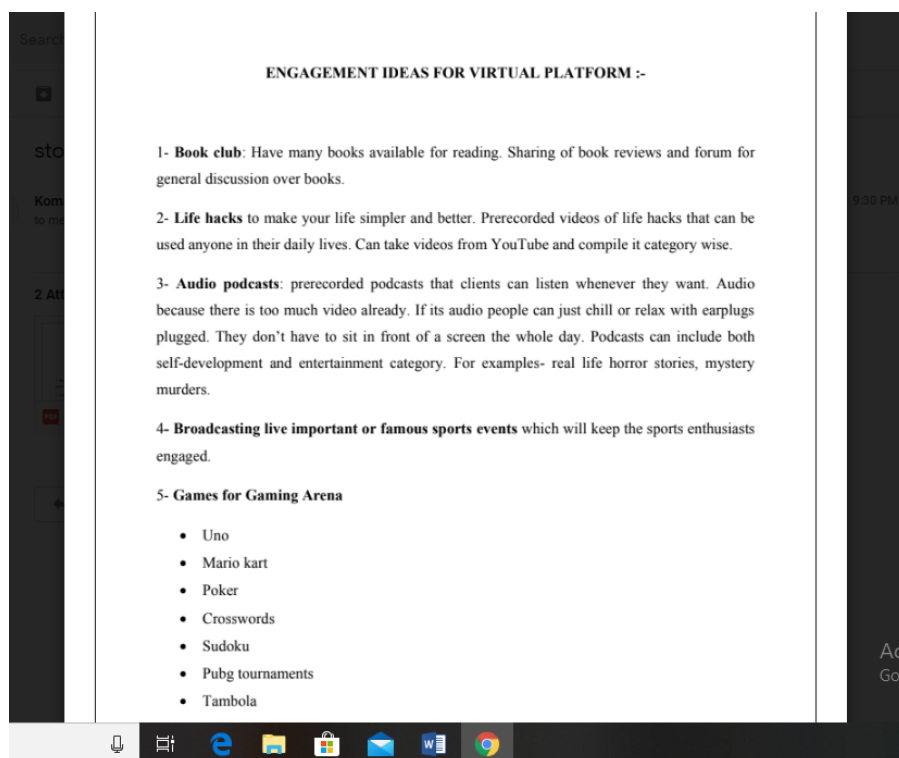
- c. In the third task I was asked to create an info graphic on the topic “guidelines for video recording for speakers.” The purpose was to create a helping hand for speakers to take essential things into notice while engaging with his/her audience. Kestone organizes many events and campaigns all over the year, but due to COVID-19 lockdown they have to do it virtually now. So this info graphic will be circulated with speakers to make it a better process. The instructions by the mentor was to keep the content short and crisp yet helpful. The data I obtained was from secondary sources over internet and some information with my personal experience over years. My mentor advised me to use Canva for the same. He helped me with colour scheme and designing in hand to hand with the company’s logo. I learned and started using Canva over the days while this 2 months of internship.

This is the info graphic that I created using Canva:



- d. The 4th task was the most interesting and interactive one. Company has started a virtual platform to perform events, exhibitions, seminars and many more virtually. This platform provides opportunities to other companies for marketing their products, for conducting web conferences, for performing events and campaigns. Kestone decided to add much more to it by making it a 24*7 platform. This platform will have live shows, live streaming of sport events, webinars on cooking, wellness and many more, it will have workshops, and it will have a gaming platform and many more. So I was contacted by the head of the team to think of more ideas that would be feasible to conduct on the platform. For this I used secondary data available on the internet such as workshops, illusionists, stand-up comedy and games for gaming platform. Also I used my personal imagination to develop ideas that is not so common or may not have been done in reality. So of the ideas were live auction of commodities, meme creation workshop, team building exercises over video conferencing and many more. For doing these activities I had to contact people who conduct them in reality. I tried to contact them through Facebook and Instagram by googling respective people individually.

These are some of the examples that I suggested:



Maintenance of Journal:-

After our internship, we have identified the following major issues to keep a track of because of their vitality and essentiality in successful and smooth running of any organization.

1. Company-image from inside:-

A company's image from the outside and its reality from the inside are two different things, both of which truly govern the administrative policies and commonly followed practices of the employees.

One of the distinctive features of Kestone is maintaining the image of a well synced and highly coordinated family-like team. They take great care to showcase this to the outside world, every opportunity they can get. This was something that became quite evident to us while we were researching and learning about the company, prior to starting the internship.

The whole environment and way of working of the organization are definitely consistent with the image they present to the outside world. Right from our induction, we were told to feel like being a part of a family and not an organization. The human resource department of the company has truly created policies that help to mellow down and ease the employees into the work and primarily, feel included and valued while doing so. Despite being the interns, we were a part of the mailer list and received frequent mails from superiors talking about mental health, addressing the common issues that the lockdown was bringing up and overall, we felt like we were taken care of and valued. Thus, the image of the organization from the inside, for interns and employees, is that of a big, well synced, innovative family.

2. Self- image of the employees:-

All Kestone employees have a few traits of self-image, consistent within them.

They are highly creative, problem solving and open to new ideas and ways of doing things. All the superiors we worked with, across various departments were all helpful and they emphasize the need for creativity. These employees are visibly confident and creative, the company's environment is one where their self-images are positively taken care of. They tend to push employees who are not confident, by constantly appreciating the work they have done and encouraging them to take on more challenging work as well. As interns, we were not as confident about our work, but our human resource head really helped us to gain this confidence by recognizing our work and appreciating us for it. This really enhanced our self-image with respect to our professional work, we were more

actively thinking of ideas and performing better. We were also more confident in terms of presenting our ideas to the superiors. So, in conclusion, the company did provide a rather conducive environment for building a positive self-image.

3. Effectiveness of instruments in motivating employees:-

- They believe in maintaining an informal and friendly work environment. This encourages the employees to perform their work with more motivation and confidence.
- Although, informal in nature, the company ensures that all the people are clearly made aware of their job roles and all that is expected out of them. This motivates them to deliver results and stay accountable.
- They award and reward their workforce through Quarterly and Annual Awards.
- They also make sure that every person gets public credit and appreciation when they deserve it.
- The superiors are constantly encouraging and motivating the employees by congratulating them on their good work.
- Creative mails with posters are sent out to celebrate milestones like marriage, children, or promotions of the employees in the organization, which really reinforces the feeling of being in a family among them.

4. Work Culture:-

The company believes in helping individuals deliver their best results by providing enough autonomy and just promoting openness in general.

- The company's teams are built on the following core values:
 - a) Result driven, meaningful work.
 - b) Openness and open mindedness
 - c) Curiosity and learning driven work
 - d) Explorative and experimental nature
 - e) Helpfulness and sharing
 - f) Honesty and transparency among the employees and bosses.
- They also believe in functioning in a start-up mode even though they are quite well established because they believe that promotes hustle and innovation the best.

- They also follow a value system abbreviated, V.I.C.T.O.R.Y. which refers to:
V: Value creation
I: Integrity
C: Customer Delight
T: Teamwork
O: Ownership
R: Resilience
Y: Yearning for victory!
- All these values and systems help the organization to maintain discipline, productivity, and accountability despite an incredibly open and lenient organization culture.

5. Issue of future Competitors:-

- Kestone is an integrated marketing company which means they perform all activities that are covered under the purview of marketing, digital campaigns, promotional activities, advertising, public relations, etc. but event management is their forte. And event management is a field with massive competition especially from freelancers and new firms. Since, a company like Kestone is expected to maintain incredibly high standards and quality, procure from trusted and certified sellers which is slightly more expensive than the rate at which unorganized sellers sell at. The freelancers and small firms procure material from these sellers and thus can provide services to customers at a lower price. This does increase the competition for the company, but even then, companies that look for quality and trust, invariably pick the company. This means, given that Kestone continues to deliver quality events that have innovation and creativity, they are likely to get a steady demand for high level events from big companies, even though the smaller companies might find it more attractive to hire freelancers due the lucrative pricing.
- Coming to the competition scenario in the field of integrated marketing jobs, where companies look for a package deal for getting multiple marketing activities done, Kestone does not really face much competition right now in India and it is expected to be that way for some more time, since Indian marketing companies are more inclined toward having any one marketing activity as a specialization.

6. Strategy:

- Optimum use of technology: Company has its own software where they keep a track of all the functions or tasks. It shows all the ongoing tasks together.
- Deeply understand your customers: Company keeps a track off all their clients but with that also keep a record of the customers of their clients. They keep all the data stocked up in a software. They dig deep and also explore various demographics to understand the customers demand better.
- Focus on end result: What truly matters is who we are marketing to, and why. We need to understand their pain points in order to get what they're ultimately doing with your product. In other words, when we demonstrate the post-buying moments, they'll then remember why they need it in the first place.
- Digital presence: Company is always active on their social media platforms. They keep posting and interacting with the customers regularly. The company believes that their social media accounts inspires the companies to come and work with them.

Observations:

a) About the organizational training:

- Induction: Our training began by introducing us to the company and its work in a brief PowerPoint presentation by our human resource head. In this zoom call, he also briefed us about the work culture of the company and what values are followed within it. Right from this first step, he tried to make us feel welcomed and warm which is the culture of the Organization. We were also clearly told what is expected out of us and were also asked to share what we expect from the internship and the organizational work. Soon after this, we were given a task to prepare an in-depth presentation about the company on our own. This task gave us the opportunity to deeply research the company and understand their working better.
- First assignment: Our first assignment required us to collect social media data for 100 top companies of India and then convert this data into market insights using our classroom knowledge. It was the perfect assignment to start with since it helped us to build the mindset of turning raw data into usable information which is one of the primary skills needed for marketing. Our head rightly told us that the marketing companies are paid for the way they interpret the data and not for collecting the data itself. We understood how important it is to have a 360-degree eye for details when interpreting information. Every piece of information can greatly help in making marketing decisions and create creative content.
- Post this we were asked to make package deals (i.e. IMC deals for 5 companies and approaching them with these ideas. This helped us to streamline creative ideas to fit various departments and cover a broader audience, while keeping the company's message intact. We had to brainstorm a lot since different social medias require different type of content, but we had to bring a common element in all the communications. This was helpful in understanding the dynamics of the various social media platforms, create creative and quality content, and help to build a blend of various marketing activities to optimize the marketing results. Making package deals to suit the needs of the companies helped us to develop the capabilities for altering, customizing and creating content according to the needs of the client and preferences of their customer bases.

- Our next activity was a rather fun one where we had to make infographics for various speakers and hosts who would be participating in the company's virtual platform events. This activity helped us to understand the dos and don'ts of virtual communications, things to take care of while delivering speeches and discussion online. We also learnt how to condense a vast data into comprehensible one liners and make the information legible while using pictures and creative elements for the infographic. This infographic was needed for information delivery, but it still had to be made as creative and pleasing to the eye as possible, this was challenging but fun to do.
- The last activity was coming up with engagement ideas for the virtual platform launched by the company, this required us to first think of ideas to engage more and more audience online while they stay at home. This included looking for household personalities, possible hobbies, fun bonding activities and much more. It really helped us to explore creative ideas that could be executed online easily and could be performed at home safely. It was incredibly fun as we got to know of many online activities and platforms that we previously were unaware of.
- We were also given the opportunity to attend a few virtual events on the virtual platform of the company which introduced us to just another level of technological expertise and creative marketing. It trained our mind to look for creative solutions that can turn pandemics into a strength rather than a problem to counteract with.

b) Self-learnings:-

- The internship also taught a lot of things on a personal and individual level. Some of these learnings are as follows:
- Knowing the top performing companies in the world and how they are coping in Covid-19. Check regularly what the activities they are doing.
- Our work substantially helped in the development of presentation, speaking and communications skills
- By performing the various tasks that came our way from various clients we definitely improved our content creation and poster making skills.
- The task of making pitches for potential clients we were given the opportunity of coming up with out of box ideas to attract the companies to come and work with us.

- The general operations and work of the company helped us in understanding how integrated marketing is different from digital marketing or event planning as whole. This also helped us to better understand the edge that integrated marketing brings to a company in comparison to performing specialized and focused marketing activities.
- We were introduced to the basics of corporate communications and networking while we were trying to contact the head of the different companies which will increase our connections.
- Realizing that digital virtual platform is the next big thing for future. It is much more cost effective and time saving than real-life events.
- The smooth and efficient functioning of the organization and the sync that all the departments portray on a daily basis helped us to understand the importance of teamwork and how important is the role of communication in making this happen.

Trends and patterns:

The company is set in the marketing industry. Due to the advent of covid-19, the most notable change in the industry is definitely the shifting of the entire working online.

This means brainstorming ideas on calls and discussing specifics online, executing the ideas without any physical support. Contacting and negotiating with vendors online and creating events on the internet itself. The trend of conducting HR related activities online and staying motivated by ensuring consistent intra firm communication can also be observed in the company.

We can see that every company is conducting several team bonding exercises so that the harmony and bonding between the team members is not reduced or negatively affected because of the distance that has developed because of covid-19. The lockdown has also increased the number of internet users immensely which has resulted every company to focus on their social media presence to sell their services or products online. More number of users means more sale and more orders for the company. Thus we can say that not every sector of business is largely affected because of Covid-19. Some sectors like pharmacy, groceries, dairy products and more have benefited hugely because of the lockdown. Some companies have recorded their best ever sales figures in these three four months of lockdown. This is one pattern which has its both pros and cons. Whereas Kestone, have developed this virtual platform which has given them a huge edge over their competitors as now they can and are already conducting events and exhibitions on this platform. This has shifted the entire focus of Kestone members to the virtual platform because of the success it's bringing in terms of popularity and wealth.

RECOMMENDATIONS:

- The company is not very active and social on their social media accounts like Instagram and Linked in. There are not much posts or clear information from their side about their services and past works.
- Even if its work from home, there should be a fixed timing of working hours. The employees/interns should be made aware of upcoming meetings or events beforehand and not on a sudden basis.
- The company should not only focus on the event management solely because of its huge demand from clients. They should focus also on digital marketing and content marketing more.
- There was no presentation or talk with high level managers or CEO on completion of the internship.
- They should do a regular check up with employees and interns on the status of the work assigned so that no one takes it lightly because of work from home.
- They should conduct more team building exercises so that everyone gets to know each other better and there is a positive team working mentality.
- There should be at least two mentors assigned to every intern group so that the work or flow of command never stops. There were instances when the mentor was busy with his own work and I used to sit idle for days.
- There should be a regular feedback after every assigned work is completed from both the interns/ employees and mentor/ employer so that both parties are well aware of expectations and standard of work performed.

LIMITATIONS OF THE STUDY:

- Since the company was undergoing the launch of their biggest virtual events platform at the time of our internship, we could not get to experience much work with respect to the other services like content marketing and influencer marketing.
- We were given a handsome amount of time to complete each assignment, if the deadlines would've been faster, we could have experienced more work, possibly from other departments as well.
- The time duration of two months was not sufficient to explore each and every single service of the company in detail and depth.

CONCLUSION

This report elaborates on the various learnings achieved and the immense industry exposure gained while we pursued our 2 month long summer internship with Kestone Integrated Marketing company. The following points will summarize the whole experience in a concise and comprehensive manner:

- **Content Creation:** The tasks assigned to us at Kestone really helped us to understand how to come up with good content for the clients. We were regularly guided and encouraged by our superiors to be more creative and do better. The brainstorming sessions introduced us to so many varied ideas and perspectives which was personally nourishing and professionally enriching.
- **Marketing Research:** At Kestone, we learnt How to collect the relevant data necessary for decision making and industry trends. Also, how to use primary and secondary sources of data to build a strong marketing research database for informed marketing decisions.
- **Generating marketing insights:** The company assigned us tasks and taught us how to convert raw, unorganized data into usable information for formulating marketing strategies for businesses.
- **Practically learning Digital Marketing:** By teaching us how to build campaigns, posters and content for the social media platforms, our work at Kestone greatly helped us to experience, first hand, all the skills and techniques required in digital marketing.
- **Integrating various marketing functions:** the most unique skill that this organization taught us was how to integrate all the functions of marketing and create a mix that optimizes the results for clients. This helped us to multitask in the way we were approaching the dynamics of marketing industry.
- **Innovation and Problem solving:** The various ground breaking events and campaigns done by Kestone helped us to understand the importance of innovation and creativity in the marketing industry. Also, the launch of their virtual platform showed us how to always use the current ongoing situations to the advantage of the business instead of falling prey to them.

- **Lead Generation:** although briefly, but our work at Kestone helped us to understand how to seek out potential clients and approach them. Also, how to make a first pitch and build a network of clients. Lead generation is one of the specialties of the company and we learnt a lot about networking and expanding clientele during our time in the organization.
- **Formulating marketing strategies:** taking decisions on a marketing strategy is usually a complicated affair. We learnt about the myriad of factors that need to be considered while suggesting a marketing plan to the client. The cost effectiveness of various mediums, the reach and nature of reach for different social media platforms, the allocated marketing budget are all included in these factors.