



Summer Internship Project

FINAL REPORT`

NKD LIFE

Project Role: Marketing and Strategy Development

Submitted by:-

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Submitted to:-

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Batch: MBA-FT (2019-2021)

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Date of Submission:05/07/2020

Internship Cetificate



twitter/NKDLIFE
facebook/NKDLIFE

To Whom So Ever It May Concern

We are glad to inform you that Miss Anuja has satisfactorily completed her internship at nkdlife during the period April2020 - June 2020 under our guidance .

During internship, she was instrumental in creating some creating some high-quality content. She has some rare talent and one of the two members in the team to develop one of the best creatives. She can think quickly and come up great idea and topics, her skills are unmatched. Team player and quick to adapt, she can great wonders and we will miss our work for sure.

We found her extremely inquisitive and hard working .She was much interested to learn the functions of our core division and also willing to put her best efforts and get in to the depth of subject to understand it better .

Her association with us was very fruitful and we wish her all the best in her future endeavours .

A handwritten signature in black ink, appearing to read 'Madhu Joshi', is placed above the printed name and title.

Madhu Joshi
Director India

PROJECT INFORMATION

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Internship Area	Market and Strategy Development
Institute Name	Institute of Management, Nirma University
Faculty Mentor	Prof. Nina Muncherji
Purpose of the report	Fulfilment of the requirement for SIP in MBA course (2019-2021)

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Acknowledgements

I would like to express my special thanks of gratitude to Mr. Madhu Joshi who gave me the opportunity to do this wonderful internship with nkd LIFE. He rendered me immense help during this internship and provided me valuable insights to carry out the project.

I sincerely thank Prof. Nina Muncherji my Faculty Mentor at the Institute of Management, Nirma University for providing me encouragement and guidance throughout the period of this internship.

I would also like to thank the Institute of Management, Nirma University, and CRC who helped me everyday to embark on this journey.

Abstract

Over the last few decades, India has been facing significant challenge of resolving the issue regarding the availability of safe and pure drinking water to its huge population, especially when it has only 4% of fresh water available. With an aim to address this alarming issue that is impacting all countries across the globe, Piush Soni(Founder of NkdLife) developed pod+, which claims to be the next generation of filtration with a three-stage process to clean and supercharge drinking water. Incorporating technology developed by NASA space programme, pod+ allows users to fill up water from the dirtiest lakes, rivers, ponds and puddles – in fact any source except sea water.

In this highly competitive market, expanding to foreign markets means access to more customers, thereby leading to more revenue and profit. In the current COVID-19 world, however, it is challenging to tap into a new market. Therefore, digital media plays a significant role in creating brand awareness in the new market.

The project aims to formulate digital and offline strategies for nkd LIFE through thorough study and analysis of the industry, company, players in the market and various other influencing factors. The study is primarily done through analysis of secondary data and competitors benchmarking. Other insights were gained through work done on the job. The project will result in a better understanding of the need for portable water filter in India and future scope for improvement and development for the company in order to sustain their position and increase their market.

1. Introduction

1.1 Background

According to the recent statistics published by the World Bank, over 75% of the communicable diseases in India are water related.

The water purifiers market in India is highly consolidated. The top 4 manufacturers account for over 66% of the overall market revenue. The Indian market is characterized by the presence of good mix of international and domestic brands. India being a price sensitive economy, manufacturers are focusing on developing low-cost variants and improving their product reach. Thus, low cost water purifiers are making inroads in both urban and rural markets through either conventional distribution channels or through non-government organizations. The water purifier companies are required to raise the awareness by selling the concept of safe water drinking and focus on offering products and services that are affordable and 24*7 available.

1.2 About nkd LIFE

Nkd LIFE is a British Company specialising in the design, development, manufacture and sales of cutting-edge water purification and filtration technologies that stand clearly ahead of the market in terms of design, technology, quality, functionality and ease of use. Nkd LIFE is a self funded organization. The brand's technological manufacturing is based between the US, Korea and Taiwan. Only the final assembly of the parts is in China. The core technology for filtration is made in the US.

Mission

“Our mission is to grow with high performance, high quality products that promote a clean and healthy lifestyle and environment to create a lasting change.”

Products

nkd Pods instantly filters the water while drinking, so you have access to clean and safe drinking water wherever you go. Incorporating technology developed by NASA space

programme, pod+ allows users to fill up water from the dirtiest lakes, rivers, ponds and puddles.

The nkd filter is charged by an electrosorptive technology for water purification and filtration. The media removes a wide range of sub-micron particulates, pathogens, trace pharmaceuticals and cellular debris with its naturally occurring electropositive charge.



Fig 1.1: nkd POD+

1.3 Objective of the Project

- Identify the Region and Target Group/Demographics to enter the Indian market
- Formulating a workflow within the organization encapsulating 6 verticals namely, Branding, Market Research , Content and Strategy Development, Social Media, B2B and B2C
- Positioning the nkd product to increase visibility using Google Analytics and SEO
- Set up the nkd LIFE website for Indian audience which includes setting up a shopping option as well
- Creating relevant content for social media platforms and official nkd website
- Increase Social Media Reach and establish our presence on new platforms
- Drive sales for future growth by approaching businesses like hotel industry, e-commerce and shipping industries
- End-to-end strategy to market the product

2. Sources and Methodology

The secondary data was sourced from various online platforms and databases of organisations. Based on the thorough study, comparison and analysis of the data, digital marketing strategies were planned and implemented on the basis of geography, categories of colleges and various other factors. The study is exploratory in nature as it focuses more on the qualitative aspect and is flexible in terms of gaining clarity. The primary data is collected from experience throughout the internship project.

Current Problem

nkd LIFE has its presence in countries like UK, USA, Dubai and is now planning to establish itself in India. Given the lockdown situation, it becomes quite challenging to enter a new market.

With everything turning digital, it was essential for the company to first create brand awareness through its social media platforms and to be listed on different e-commerce/delivery platforms like Amazon, NetMeds, Delhivery, etc.

Scope of the project:

Our primary focus was to understand the Indian market, create brand and product awareness in India through digital marketing, and develop business (B2B).

The methodology of the internship was divided into two phases as explained below:

Phase 1:

- Setting up Branding guidelines for content creation and business process flow
- Collection of primary and secondary data for the change in consumer behavior during COVID-19 outbreak using various market research tools
- Reviving social media platforms like Facebook and Instagram through relevant content
- Develop content to enter Quora and Twitter to educate users regarding the hygiene essentials and benefits of the product
- Set up nkd LIFE India website for online shoppers

Phase 2:

- Develop social media campaign like Customer Feedback Stories, Mother's Day, Father's Day and Travelling Essentials to instigate promotion of the product
- Getting the product listed on E-commerce website like Amazon, Flipkart, NetMeds etc
- Approaching hospitality industry like Taj Hotels, Marriot and ITC in order to collaborate with them

3. Literature Review

Innovations have been part of our society for a very long time. It takes years for some innovations to be accepted. One of the major reasons behind this is lack of understanding by the target audience. Since nkd LIFE specializes in the design, development, manufacture and sales of cutting-edge water purification and filtration technologies that stand clearly ahead of the market in terms of design, technology, quality, functionality and ease of use, awareness forms a key role in further outcomes such as the market share, sales conversion, partnerships etc. For an innovative and uncommon product, it is very essential to determine how we can influence our customers towards buying our product. FAB model can be extremely useful in explaining the importance and usefulness of our product.



Fig 3.1: FAB Model

1. **Features**(facts about the product/product label):- Antibacterial technology which filters up to 99.9% of contaminants
2. **Advantages** – 1 nkd bottle saves up to 1200 plastic bottles a year. Hence on nkd bottle costs Rs 2499 whereas and average of 20 mineral water bottle costs Rs 3500
3. **Benefits** – Water filter on the go, boost immunity with less contact of bottle

For nkd LIFE it is crucial to adapt to the digital marketing trends in order to create better visibility of the product. The market research should be based on the search and buying patterns of customers. This can only be done through strong Digital Content connecting the product to the need of the current world situation.

Digital Marketing has never been more critical than it has been during the 2020 Lockdown. Companies entering new markets geographically, which are yet to create awareness, can hardly do so by sending in their sales executives. This has made digital marketing a crucial part of the marketing campaign for every company.

Digital Content Marketing is about providing customer value. The customer is not interested in our company or our product. Just like any other human being on this planet, they care about themselves. A fundamental question that needs to be answered when doing Content Marketing is, “What’s in it for them?”

With push marketing strategies, we use advertisements and sales messages with very little importance given to how it benefits the customer.

Content marketing is where instead of continually pushing unnecessary messages onto customers; we put high-quality, valuable content into the marketplace for our target customers to find. It is about creating relevant stories that addresses needs of our customers.

In doing so, we should not forget the importance of thorough market research, especially when entering a new geographical area. Before we move to create high-quality content, it is essential to know who we are trying to help. Hence, it is important to know our audience persona and answer the below questions:

- What kind of economy are we doing business in?
- Who are our target customers?
- What are their demands and needs?
- What are our competitors doing to satisfy those needs?
- How can we create content that proves valuable and attractive to the said target?

4. Company Analysis

4.1 Market Dynamics

Water purifiers are no longer considered to be consumer durables limited to affluent households. Increasing awareness coupled with lower prices has increased the penetration of water purifiers across lower income groups and rural households in the country. Reverse osmosis (RO) technology embedded in modern water purifiers is the most popular category. A portable water purifier refers to point of use water treatment system that can be carried to any place for proper water filtration. Portable water purification is a more convenient way to have drinkable water anywhere and will give tranquility as these are eliminating harmful impurities from drinking water. Moreover, these hand held units facilitates pure drinking water for travelers, military personnel and people going for recreational activities, camping, and trips. Portable water purifiers has numerous applications for filtering water from the various decentralized sources like rain water, wells, ponds, and many others, thus creating an intense potential for the growth of market.

Portable Water Purifiers Market Segmentation

By Types	By Filtration	By Application	Geography
<ul style="list-style-type: none">• Plug & Use• Vessels with In-Built Filter• Straw Filter	<ul style="list-style-type: none">• Ultraviolet (UV) Treatment• Reverse Osmosis (RO)• Ultrafiltration/Microfiltration (UF/MF)• Ceramic• Activated Carbon• Others	<ul style="list-style-type: none">• Outdoor Activities• Residential Apartments• Remote Municipal• Disaster Management• Commercial Complexes• Others	<ul style="list-style-type: none">• Americas• Europe• Asia-Pacific• Rest of the World

Fig 4.1 Market Segmentation of PWP

Currently, the water purification industry is witnessing huge demand owing to scarcity of fresh water and rising population. According to UN world water development report 2017, above 95% of wastewater in some least developed countries is released to the environment without treatment. APAC is an emerging market for the portable water purifiers owing to the rising disposable income of the people coupled with the rapid industrialization in countries

like China and India. Moreover, China is investing approximately \$300 billion funds into the waste water treatment technologies, thus enhancing the growth of market. Growing number of outdoor activities such as traditional and non-traditional triathlons, mountain and road biking, boardsailing along with the numerous participants will surely boost the global portable water purifiers market.

4.2 Competitor's Landscape

Portable water purifiers are self-contained, and hand-carried units majorly utilized by recreational enthusiasts, military personnel, survivalists, and also flexible to the people who have lack of access to water supply devices in many different developing countries. Since, past ten years, the market had a huge growth in offering water purifiers for residential and it is the dominating application among all the other applications. Increasing in the residential constructions will increase the usage of water purifiers which in turn will rise the market of the portable water purifiers.

The direct competitor's of nkd LIFE are as follows:

a) **Water-To-Go**

Water-to-Go (WTG) founded in 2010, Water-to-Go is a UK company that has developed and manufactured a reusable water bottle that includes a unique water filtration system.



Product: 50cl Bottle

Price: 14.99 Euros

Filter: 9.99 Euros

Lid: 7.99 Euros

Marketing Strategy: Water to go entered the Indian market in 2017. Though the product is not marketed heavily in news and review websites as most of its competitors did. It banked upon social media channels to drive content focusing on the perils of drinking water from single-use plastic bottles. It also got earned media marketing from several foreigners who visited India and recommended the product as a go-to choice.

b) Life Straw

Lifestraw go portable water purifier bottle incorporates the award-winning Lifestraw technology into a durable water bottle. To get the clean drinking water simply scoop water from a river or pond, screw the lid on, and sip clean water through the mouthpiece. The bottle with straw-style filter design lets you turn up to 1, 000 liters of contaminated water into safe drinking water.



Price: INR 1999 (discounted: INR 1605)

Capacity: 650ml

Date First Available: 1 January 2017

Filter Capacity: 1000 Liters

Marketing Strategy: Lifestraw targets Indian tourists, trekkers and adventure seekers with Lifestraw Go. Most of Lifestraw's marketing revolves around earned media where several popular websites such as Cnet, Mashable have reviewed the product and gave good reviews. This positive effect is augmented by several users led discussions in major forums such as trip advisor etc. where Lifestraw in specific is discussed. It also featured in several traveller blogs as the go-to choice for purified water bottle.

c) **Eureka Forbes Aqua Guard Personal Purifier Bottle**

Eureka Forbes Limited is India's leading health and hygiene brand. It is a multi-product, multi-channel organization with a gross group turnover of Rs. 29,612 million for the year ending 31st March 2018.



Price: INR 595 (Discounted INR 550)

Capacity: 1 Liter

Date of availability: 1 January 2017

Marketing Strategy: It is one of the most popular purifier bottles available in the market. Coming from a trusted brand and cheap price drove most of its sales. Catering to a large audience from trekkers to school going kids, Aquaguard on-the go is available in both offline and online retails spaces. It featured in a lot of high-profile news articles from mint to Outlook travellers' guide. It has also been rated as one of the best purifier bottles in a lot of review guides.

d) **TATA Swach InstaSip Purifier Bottle**

Tata Swach uses a unique, advanced TSRF technology along with silver nanotechnology to purify water. It's not surprising to note that in the water purifiers category, the Tata Swach was voted 'Product of the Year — 2012' in a survey conducted by an independent consumer survey across the country. Tata Swach Nanotech Water Purifier is the result of dedicated efforts to make a great vision true: Ensuring safe drinking water to the masses.



Price: INR 599 (Discounted INR 399)

Capacity: 740 ml

Filter Capacity: 1000 liters

Date of availability: 26 March 2015

Marketing Strategy: This bottle caters to the need of price-conscious health enthusiasts. Being the cheapest bottle in the lot it gained traction through YouTube reviewers and blogs that featured the bottle in the list of “water purifier bottles in India”. Further it also featured in some of the travel blogs as a budget choice for travelers. There is no paid marketing and social media marketing in place.

4.3 Product positioning

Drinking safe portable water shouldn't be a choice , it should be a basic amenity. With that vision in mind, nkd POD is positioned not just as a safe drinking option but as a symbol of people's conviction. With its innovative filtration technology nkd POD is positioned in the following categories at this moment:

- Compact/Portable water filter
- Travel friendly water purifier
- Health and fitness product
- Sport enthusiasts
- Environmentalists
- Contactless drinking water

5. PROJECT WORKFLOW

5.1 Orientation

We had an induction introducing us to the products and business model of nkd LIFE. This induction also included basic sales training with concepts like MAN (Money, Authority, Need), FAB (Features, Advantages, Benefits) and SPANCO (Suspect, Prospect, Approach, Negotiate, Close, Order).

The orientation week also involved coming up with a plan and make a presentation. The presentations included thorough STP analysis of the company along with a plan to launch the product over digital platform and improve its organic searches. Along with that we also had to present a plan to collaborate with the business partners of aviation and hospitality industry.

Snippets of the presentation are as follows:

The collage displays several slides from the nkd LIFE presentation, organized into two columns. The left column includes slides on 'Cause Marketing: Emotional', 'Digital Marketing/Call to Action', 'Word of Mouth Marketing', 'Market Strategy' (covering Guerrilla Marketing and Customer Experience), and 'Brand Awareness'. The right column includes slides on 'Product Strategy: USP of Product', 'Product Strategy: Special Pricing Promotions', and 'Channel Strategy'. The slides feature a mix of text, images of nkd products, and charts.

Slide 1 (Left): Cause Marketing: Emotional

- Instead of doing the "buy-one-get-one-free" marketing, build a strong customer following and reputation by giving back to society.
- Leveraging nkd life movement plan in India.

Slide 2 (Left): Digital Marketing/Call to Action

- Using the various most famous application, TV series ads, YouTube, etc.
- Advertisement by famous YouTubers.
- Call to action marketing on platforms like Instagram, Facebook, Tiktok, etc. (Paid Ads).

Slide 3 (Left): Word of Mouth Marketing

- Nielsen report that 92% of consumers believe suggestions from friends and family more than advertising.
- Beyond friends and family, 88% of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts.

Slide 4 (Left): Market Strategy

- Guerrilla Marketing:** Guerrilla marketers from around the world have seen reductions of up to 50% in their ad spend thanks to the unconventional approach of going Guerrilla.
- Customer Experience:** A survey by Bloomberg Businessweek found that "delivering a great customer experience" has become a top strategic objective. And a recent Customer Management IQ survey found that 70% of customer experience management executives and leaders rated customer experience a "9" on a scale of 1-5 (5 being of the highest importance).

Slide 5 (Left): Brand Awareness

- Creating awareness by utilizing social marketing and building trust by utilizing awards and certifications.
- Flexible packaging leader ProPac joined nkd LIFE in celebrating their recognition as a finalist in the Best Environmentally Friendly Packaging category of the 2019 World Beverage Innovation Awards.

Slide 6 (Right): Product Strategy: USP of Product

USP of nkd Pod:

- Any water can be filtered except seawater.
- Advanced technology filters up to 99.9% of contaminants.
- Natural minerals remove, leave the antioxidant flavor and slightly alkaline water.

Health Benefits of nkd Pod's Water:

- Ultra hydrating properties rehydrate your body quickly and make bones healthy.
- Boosting Immunity (COVID-19).
- Anti-oxidants prevent aging.
- Reduces the acidity in the body.

Slide 7 (Right): Product Strategy: Special Pricing Promotions

Loss Leader Pricing:

- Selling nkd Pod Filters at a discounted price to increase the sales of nkd pod bottles. (Minimizing Profit)
- Selling nkd Trek at a discounted rate or nkd Pod + Trek at a discounted rate. (Minimizing Profit)

Special Event Pricing / Seasonal:

- When India re-opens after lockdown, then special pricing offers will be offered on nkd Pod and nkd Trek at the store as well as on online platform.

Special Customer Pricing:

- Loyal customers should be given special offers and pricing as per company's policy.
- Coupon to be redeemed on the following purchase or filter purchase.
- Tie with partners like SBI Platinum or Gold cards, Big Bazaar, Amazon Prime Delivery, Paytm.

Slide 8 (Right): Channel Strategy

Type of channel:

- Indirect Channel:** Through E-commerce companies, Top 7 E-commerce companies in India: Amazon, Flipkart, Myntra, Snapdeal, Meesho, Paytm, and others.
- Direct Channel:** Retailers and distributors.

Distribution Intensity:


- It is best examined geographically. Distribution intensity depends on several factors, initially, we can consider rich customer segment areas like Metro cities and nearby cities.
- Selective distribution intensity model:** Should be used for premium lifestyle products like nkd Pod and nkd Trek.
- Traditional route:** Additional emerging markets (10), Near set of hypermarket cities (10), Feed routes (5).

Fig 5.1: nkd Plan Presentation

Market Research

Market research was a continuous process through the duration of the internship, and the below-mentioned reports were generated through questionnaires and secondary data.

- Consumer persona of nkd LIFE



nkd

GENDER – Male /Female
AGE – Above 18 years
LOCATION – Gurgaon
OCCUPATION – Student

HOBBIES AND INTERESTS

- Actively participate in trekking, cycling and meditation groups or concerned about his health and goes to gym / yoga classes

LIFESTYLE

- High on Energy, upwardly mobile and well –educated
- Very much active on social media and get influenced by it
- They are part of Popular Meditation Centres, Art of Living or Gurgaon Meditation clubs etc

GOALS

- To search on new products in market that can make his living more happy
- Would like to be fit and healthy

PROMOTION

Promote nkd POD as a representation of a healthy lifestyle through branding campaigns.
Incentivizing the Buyers(top 25) by providing the coupon code, which can be announced by the influencers in demonstration



nkd

GENDER – Male / Female
AGE – Above 30
LOCATION – Currently Gurgaon
OCCUPATION – Working in MNC

“ Due to the presence of MNC's and several corporate offices it has attracted many international talents that has led to the emergence of residential colonies of Japanese, Koreans and Chinese “

LIFESTYLE


- Are generally price insensitive
- Cosmopolitan personalities with immense self-awareness about health benefits
- Have High Cost of Living

GOALS

- Believe in Healthy living and drinking clean water with minerals
- Pay attention to Taste of water

MARKETING MESSAGE

PROMOTION



nkd

GENDER – Female
AGE – Above 30 years
LOCATION – Gurgaon
OCCUPATION – Working professional

HOBBIES AND INTERESTS

- Health conscious

LIFESTYLE

- Have to manage both family and office , so she wants to remain active and fresh all day
- Lives in Nuclear family
- Buy through Online shopping sites like Amazon, Nature's Basket, Goffers etc.
- Buy medicines through Online pharmacy companies like practo, 1mg, Medlife etc.

GOALS

- To have Portability of product
- She is frustrated with her existing water purifier quality and wants to get rid of it

PROMOTION

- Emails should be sent to them as a part of e mail marketing.
- Posting on Facebook groups like Gurgaon moms group.
- Influencing through Moms on Instagram
- Distribute discount coupons and free service coupons through newspaper



nkd

GENDER – Male /Female
AGE – Above 30 years
LOCATION – Gurgaon
OCCUPATION – Working in Hospitals

HOBBIES AND INTERESTS

- Talented pool of Doctors / nurses and other medical staff
- Helping others selflessly

LIFESTYLE

- Just working , completely rely on water they get in hospitals, not even aware of the water qualities and all
- Having longer duration of hours of working in hospitals taking care of COVID patients

GOALS

- To drink healthy water to keep their immunity boosted
- To have portable water

PROMOTION

- Contacting hospitals and pitching about NKD products
- Posting on Facebook group of doctors and other health personnels
- They might get influenced by their friends and peers
- Build a community where people can share success stories, and nkd POD experiences , so that they get influenced to make purchases

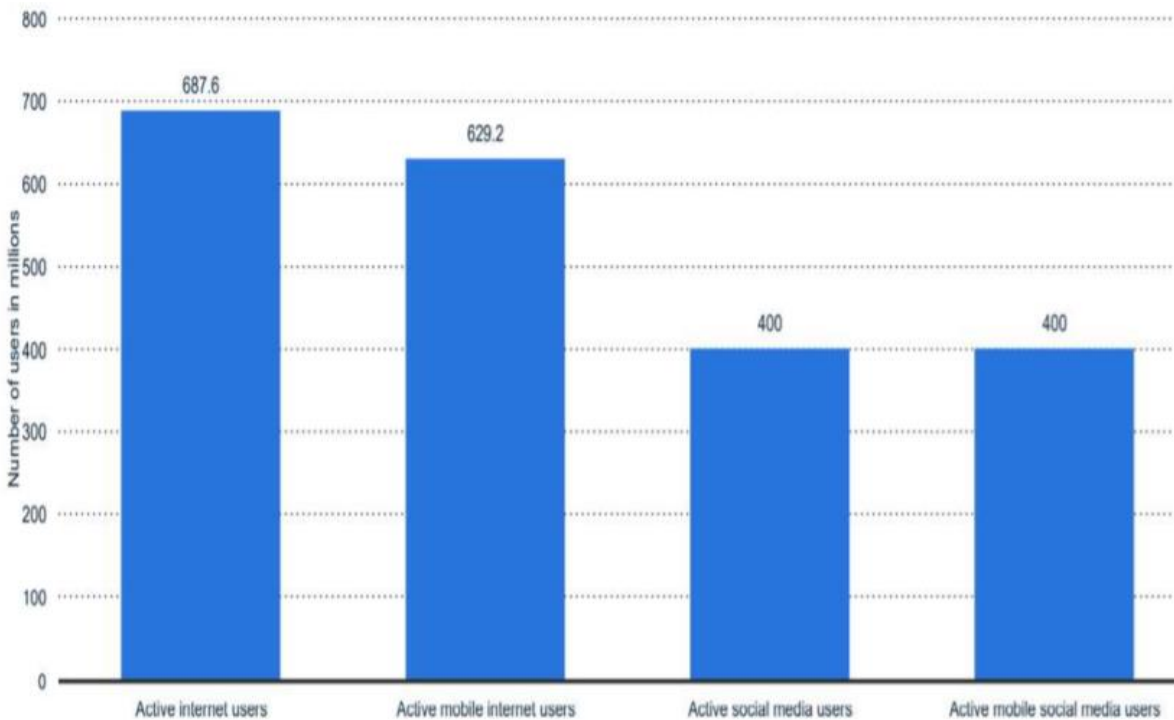
Fig 5.2: Consumer Persona

- Consumer Behavior in Gurgaon



Fig 5.3: Consumer Behaviour of Gurgaon

- Indian Social Media Outlook



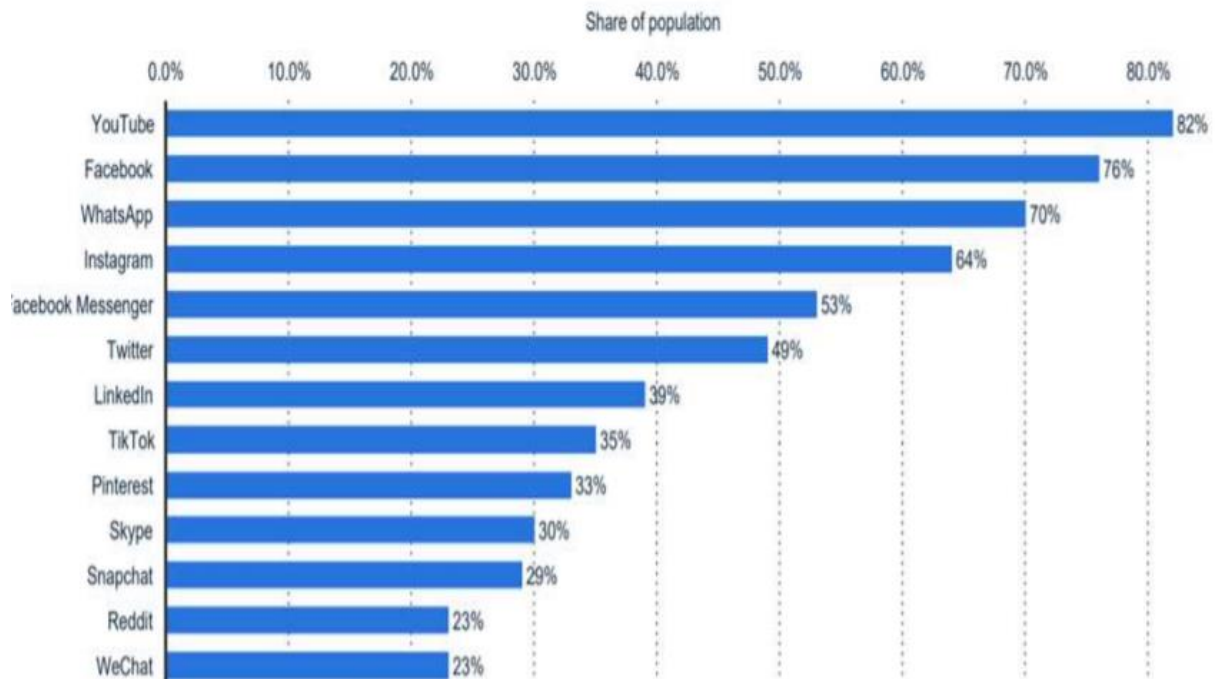
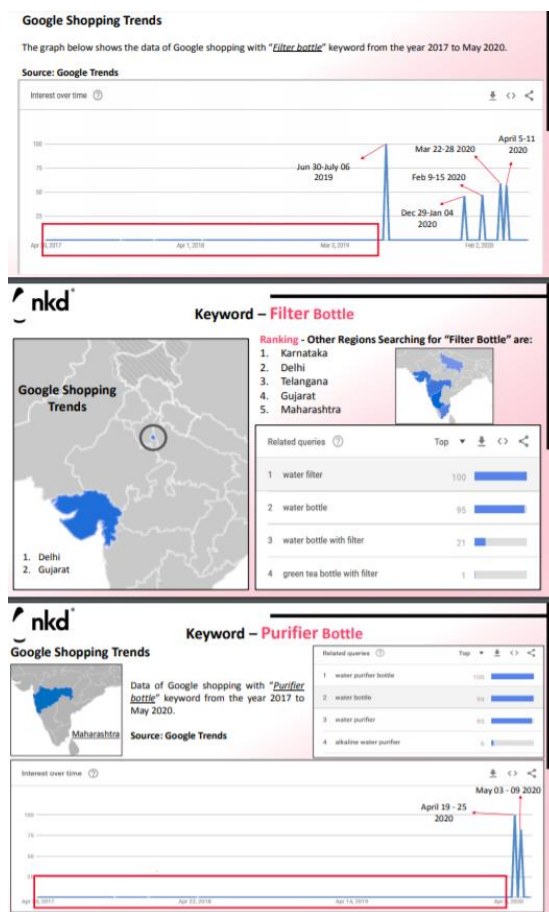


Fig 5.4: Social Media Outlook

- Shopping and Keywords Trends – State wise Volume



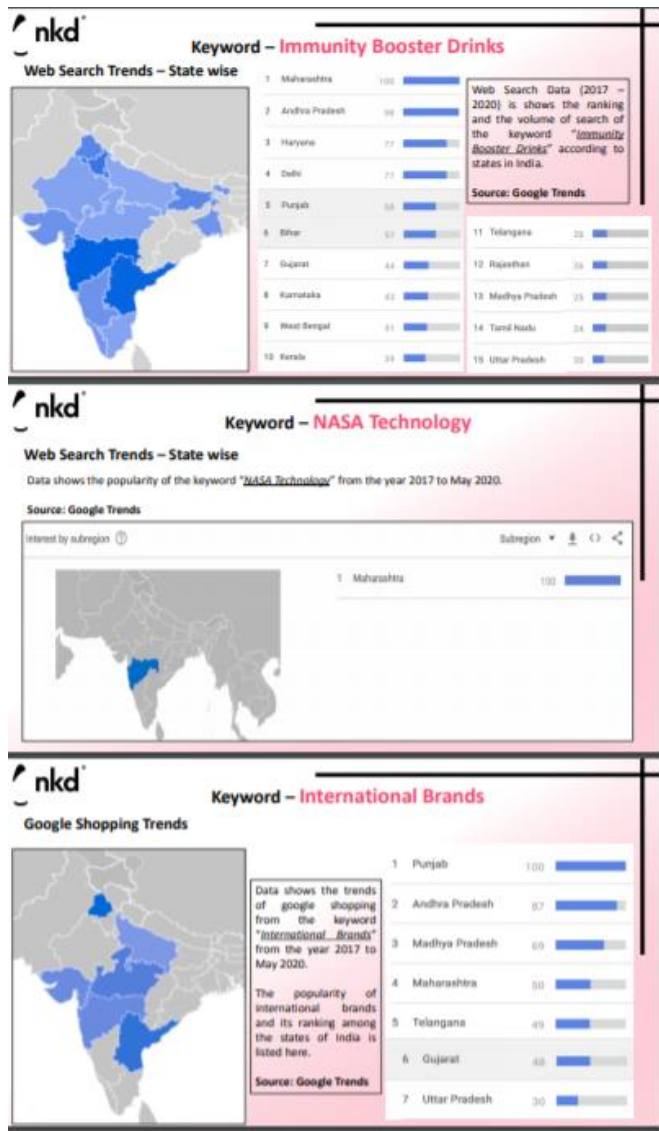


Fig 5.5: Shopping trends

The above reports helped us gather insights in the following ways:

- Gather industry information through internet swiftly
- Get a holistic view of the market through study of ongoing trends and campaigns
- Use objective data like keywords and web analytics in order to make relevant content and actionable ideas
- Know where to advertise. For example with the state wise market report we found out that Maharashtra was the perfect market to tap for our product rather than focusing only on Gurgaon
- Easier to spot business opportunities with the help of thorough competitor's analysis

Branding

A major challenge of working in a start up is that there are no specific guidelines as to how a particular content is supposed to be positioned over the internet. As a part of my internship, we as a team developed specific guidelines which were then acknowledged by the London Headquarters and also declared as the standard guidelines for further business flow. The branding guidelines set by us were as follows:

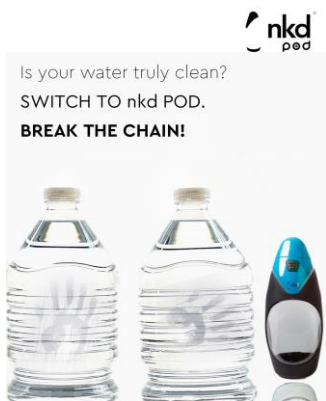
- It's extremely vital to keep a sense of uniformity across all the communication made by the organization. That includes fonts and lettering of the name of the brand as it has an underlying meaning to it. All content prepared needs to be vetted by Content team, Branding team and higher management in that order
- Content team needs to be extremely careful with the licencing and copyrights of any images or creative property being used to avoid litigation of any kind
- Social Media Team:- Collaborate with Content and Branding team to create interactive presentations and pitch material to approach youtubers and reviewers with high quality presentations. Convey your requirements well in advance to the relevant teams so as not to compromise on quality
- B2B Team:- Collaborate with content team to prepare high quality, personalized presentations and creatives to aid you in your pitches to clients. Collaborate with market research team to thoroughly understand a brand before approaching them with the pitch. Communicate your requirements to Creative, Branding and Research team well in advance to create a smooth pipeline
- Any creative or written material needs to be first checked with Lead Communicators(I was also an LC) before taking it forward



Content and Strategy Development(Lead Communicator for this team)

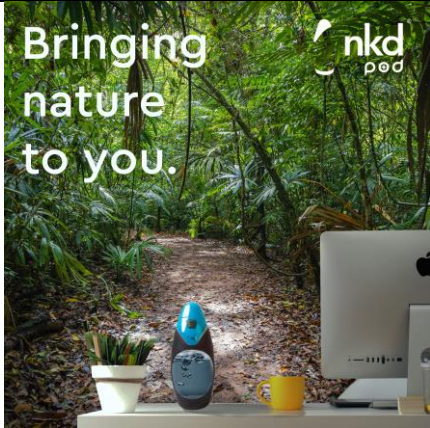


- Based on the insights through market research reports, we were able to develop relevant content in order to target consumer personas
- As nkd LIFE India was not active on social media for the past two years, our idea was to make use of its pages to increase social reach. Our first task was to go through the Instagram pages and follow only relevant accounts after which our goal was to stay active on the pages
- I was also involved in coming up with blogs for the nkd India website
- For writing any content like blogs for website, article for LinkedIn, captions for social media we had to dig market research in search for long tailed keywords. This helped me to learn SEO writing which facilitates the visibility of a brand over the organic internet searches
- After establishing a frequency of 3 posts per week over Facebook and Instagram , our next strategy was to move to Twitter and Quora. Within a month we managed to formulate and post over 30 tweets in Twitter
- Quora content was used majorly to attract users with the help of long tailed keywords in order to create awareness of the product
- Towards the end of the internship we successfully carried out two campaigns namely, Customer Feedback Stories and Mother's Day




The contents successfully developed and posted during the internship period are as follows:

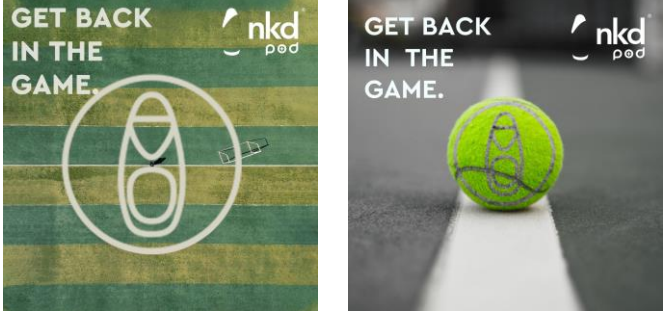

Blog over the website: <https://nkdlife.com/india/5-sustainable-practices-you-need-right-now/>

1. Instagram/Facebook: https://www.instagram.com/nkdlifeindia/?hl=en		
Sr. No	Creative	Caption
1		<p>nkd Life introduces its POD+, a portable water filter to give you the assurance of clean drinking water.</p> <p>Filters water instantly from almost anywhere; Rivers, Lakes, Streams, Hotels Bathrooms, Airports, Gyms! And still have a guarantee of</p>


		<p>99.9% removal of biological contaminants.</p> <p>nkd POD+ not only helps you save money over packaged water, but also to reduce plastic waste!</p>
2		<p>In the time of lockdown, plan for your next cycling trip to the mountains. Don't forget your essentials in the list!</p>
3		<p>This Mother's Day, let's remember all the golden rules mom gave us which we'll pass on one day to the next generation. A salute to all the caring mothers who shape our lives.</p> <p>What is your favourite line that your mother always says?</p>
4		<p>With ongoing uncertainties, it's time to embrace the warmth of purest form of love. This Mother's day, we raise our pods to all amazing mothers for their love & care in these tough times. Mom, This one is for you!</p>
5		<p>Missing the outdoors? ☹️!?</p> <p>☐ With pure activated coconut carbon technology, nkd POD+ enriches the real taste of water and provides</p>

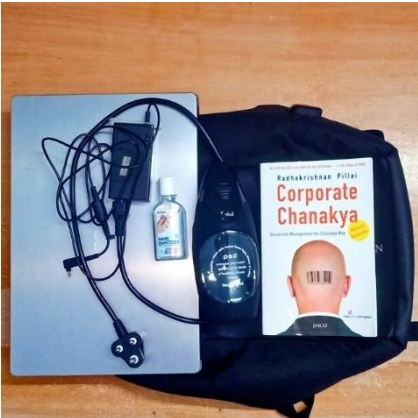
		<p>the spring freshness.</p> <p>☞ Close your eyes, take a sip and let us take you on a journey through the jungle.</p> <p>🏔️ 🏔️</p>
6		<p>We combine the advanced technology developed by NASA 🧑🚀 and our beautiful designs to give you nkd POD+. Slaying 99.9% bacteria and viruses 🦠 with style. Stay safe, stay trendy. Choose nkd POD+. 😎</p> <p>Visit www.nkdlife.com/india/ for more information.</p>
7		<p>Sweating out at home this lockdown? 🧘♀️</p> <p>Supercharge your sporty spirit with nkd POD+. It slightly alkalises and ionises your water and boosts it with anti-oxidants for your body! Get your own workout buddy today! 🏋️♀️</p> <p>Tag your workout friend in the comments below..</p>
8		<p>Aesthetics is what separates the extraordinary from the mundane. Beauty can only be perceived but not</p>

	<p>as nature intended.</p>  <p>nkd^{pod}</p>	<p>explained.</p>
9	 <p>Endless Spring Quality Water</p>	<p>Experience the freshness of nature with Nkd Pod+. Our activated coconut carbon water filters slightly alkalize, ionize and supercharge water without stripping off natural minerals. Get your own Nkd Pod+ today!</p>
10		<p>Can you feel your heart pumping ♡? Do you have the urge to be the champion 🏆? We feel the same. nkd POD+ provides you the boost of immunity 🛡️ and supercharges your game 🏃. We perform our best so that you can be the best. It's time to get back in the game with nkd POD+. Now available at Amazon.</p>

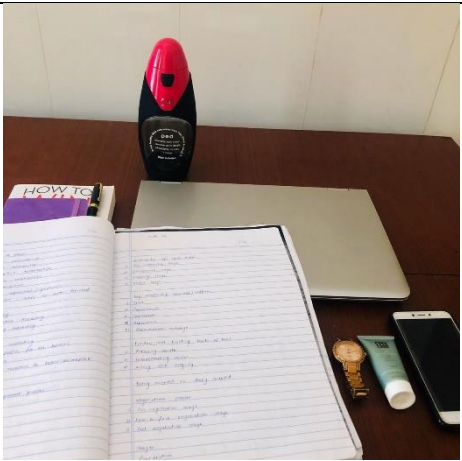

		
11		<p>With unlock guidelines issued by the Government suggesting at resumption of offices, ensure your safety with these back-to-work essentials. Press the pause on your work life with healthier and preventive choices!</p>

1. Instagram/Facebook Campaign - Customer Feedback Stories		
Sr. No	Creative	Caption
1		<p>"I have always had health issues due to the quality of the water. Any changes in drinking water were followed by an unpleasant doctor's visit. Then I moved to a new city where I was once again uneasy with the change in the quality of water. I couldn't bring myself to trust the water cans provided by the local vendors. I started buying single use water bottles. One day, while surfing through the internet, I came across Nkd Pod+. I immediately read all about it and I wasted no time to buy. Ever since I have been using Nkd pod+ and with its compact size I can carry it everywhere and get filtered water at every sip irrespective of its source. Being an environmentalist, I recommend everyone to reduce plastic waste and go for a reusable bottle like Nkd Pod+."</p>

2		<p>"As an essential worker, I didn't have the liberty to stay home. I was paranoid everyday while going out of the house fearing for my safety and that of my loved ones. As the heat started rising, water became a big issue for me as I could carry only so much with myself and had to fill up from external sources. While searching for a solution for this, I came across nkd POD+ water bottles. Getting a nkd POD+ been a great decision and I feel much more assured of the quality of the water. I can even feel the difference in taste of the water and tend to use it even when I'm home. When it comes to safety, every bit counts and I recommend nkd POD+ to anyone who has to venture out of the house. I carry my shield with me!"</p>
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3		<p>"I travel a lot and go to different countries and cities for business purposes. Because of that, I required a portable water purifier, which is compact as well as durable. So I was searching on websites and asking my friends regarding the same. At last, I came across nkd POD+. I was so surprised to believe that this small compact water bottle could purify water and replenish its natural taste. I ordered the product through their website. I am using nkd POD+ for the past three weeks. I can say only one word about this product it's amazing."</p>
4		<p>"All of us are aware that, whenever you go for a trek, you need to carry ample amount of water to keep ourselves hydrated. One must carry at least 2-3 litres of water in your bag. But that gets really heavy to carry along with you while you're trekking. And as a trekking enthusiast, I always faced this problem. Sometimes I fell short of water or sometimes it was a bit heavy to carry it to the top. But, one day, while I was on a trek</p>

		with a friend of mine, he introduced me to the nkd Life's Pod+ bottle. And what surprised me was he was carrying just the Pod+ bottle which carries 585ml water but filters water as you drink. I was really very impressed by the features of the bottle. So, as soon as we returned from our trek, I placed an order for nkd Life's Pod+. Since then, the trekking bags have been lighter and trekking experiences even more amazing."
5		"A healthy person is someone who is mentally and physically fit. As a yoga guru, I have to take care of my health and to educate others simultaneously. For this I have to travel very often to the some small cities and villages. Finding potable water for me was one of the most challenging and strenuous task. Then one of my colleague told me about NKD pod+ which filters the water immediately as you drink by using latest and advanced technology. Now I am much relaxed and without having any worry i can travel anywhere freely with the help of nkd Pod+."
6		"Whenever I move/travel to another city, it is difficult to adjust to the taste and odour of water there so I buy bottled mineral water in the initial days. But it was an overkill so some time back I got myself this water filter bottle-nkd pod+ in the hopes of reducing plastic waste and to lessen my inconvenience. I never thought but nkd pod+ has proved to be super useful in this pandemic too! It has such a stylish design and I've noticed that water filtered in it tastes much better than normal filtered water."
7		"I started with my post-graduation this year. It's true what they say, Hostel doesn't feel like home! Adjusting to the food at the mess is a big deal in itself where water coolers add to the struggle of adaptation. With my continuous complaints back home, my sister came across Nkd pod+ online. And it has become one of the most useful and essential

		things in my hostel experience by far. Even when there is a cooler breakdown, I am assured of my health in every circumstance with Nkd Pod!"
8		"My Father is an architect by profession and his work demands presence on site for inspection at several courses of construction. Considering the fragile nature of immunity at his age, we had explored many options for his hydration needs, which would be equally safe and healthy as the love packed in his lunchbox. Once on a shopping spree, my mother spotted Nkd POD+ at Croma Retail. Though unaware, she was appealed by its purification and sturdiness claims. Now having used it, I am definitely assured of my father's health being guarded by a little innovation of nkd POD+."

Quora answers: <https://www.quora.com/What-are-the-best-water-bottle-filters-that-can-used-india>

What are the most innovative water treatment technologies in the market?

There are several innovations in technology used for water purification. These filtration methods are effective, affordable, and clean the water in no time. I collated a list of some of the effective and innovative technologies-

- ***Ion Exchange water treatment Technology***
- ***Ultraviolet Irradiation Technology***
- ***Reverse Osmosis (RO)***
- ***Nano filtration***
- ***Advanced Oxidation and***
- ***Electro adsorption technology***

Electro adsorption technology (EAT) is one of the most effective water purifying process as compared to other methods in the above listing.

Methods like UV technology only kills the virus and

bacteria while not proving any effect to heavy metals and chemicals. Nano/Micro filtration methods only remove particle based of a certain size. RO allows only pure water molecules to pass through its membranes disallowing any ions and essential minerals.

But, EAT offers **5-stage purification process**. In the first stage, the filter removes the Sand, Silica, Slit, Dirt, and Dust, next it removes the suspended solids from water. In the later stages, the EAT filter removes the Harmful Bacteria, Virus, and Cysts. And lastly exchange of ions take place, and the specially activated carbon granules remove heavy metals like lead and arsenic and then removes volatile chemicals and pesticides.

One product which uses EAT technology and is available in the market is- **nkd Pod+ [Home - nkd LIFE](#)** . The nkd filter is charged by Electro Adsorptive technology for water purification and filtration. Antibacterial technology filters up to 99.9% of contaminants. A layer of pure activated coconut carbon improves tastes, reduces odor and chlorine without stripping the water of its natural minerals. Natural minerals ionize, raise the antioxidant level and slightly alkalizes the water. This filter incorporates technology that was developed by the **NASA space program**.

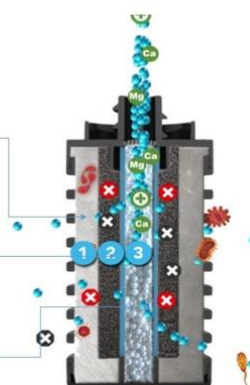
The **filter in nkdpod+** produces water that is slightly alkaline, ionized and charged with natural antioxidants as found in nature which help combat free-radicals in the body.

**nkd filter system:
A three-stage technology**

STAGE 1: Antibacterial technology filters up to 99.9% of contaminants.

STAGE 2: A layer of pure activated coconut carbon improves tastes, reduces odor and chlorine without stripping the water of its natural minerals.

STAGE 3: Natural minerals ionize, raise the antioxidant level and slightly alkalize the water.



Business Development

- As the lockdown started to ease down we begun to approach the ecommerce companies like Amazon and NetMeds to get the product listed.
- This involved deep understanding of how the Amazon pricing are decided keeping in mind various factors like Easy Shipping fee, Shipping weight cost, Amazon charges, nkd Margin Value, Profit Margin, referral fee and Discounts
- The verticals taken into consideration while retailing a nkd pod are as follows:

nkd Pod Price- Retail Price Waterfall

India Import Distributor Landed Cost @ including GST

Courier and Packaging

Retail Store Assistant Incentive

Total Cost

Bill Price to Retailer

Distributor Margin

MRP

Discount to Customer

Retail Price Realisation

Retail Margin

- We targeted hotel chains like ITC, Marriott, and delivery partners like Swiggy by directly getting in touch with the higher management of these companies.
- We also approached online health stores like NetMeds and 1mg and got our products listed
- I , with the help of Mr. Madhu Joshi, presented the collaboration idea to Mr. Anil Chaddha(CEO: ITC Hotels) and he showed interested to take this proposal forward
- I successfully devised a proposal plan for the Marriot Hotels which on later stage agreed for collaboration at their Mumbai Hotels. The proposal for the same is as follows:



nkdLIFE Marriott Collaboration Proposal

About

nkd LIFE is a British Company specializing in the design, development, manufacture, and sales of cutting- edge water purification and filtration technologies that stand clearly ahead of the market in terms of design, technology, quality, functionality, and ease of use. **nkd POD+** Bottle with built in filter provides instant purification and clean safe water from taps, rivers, and lakes. Energizes your water. Removes up to **99.9%** of bacteria, viruses, parasites and more.

Marriott International is one of the leading names in the global hospitality industry with a portfolio of 30 brands and 7000+ properties across the globe. With the prowess to cater to all segments of customers, Marriott International is rightfully a name to be reckoned with.

Current Trends

- Water is the most consumed and least ordered with a meal
- Post-Lockdown, the trend of business travelers and tourists carrying their own bottle for personal hygiene is increasing
- Extension of **Marriott's "We Care" program** with **nkd Pod** for contactless, unlimited filter water bottle when staying at hotel and beyond it.
- **nkd POD+** fills up an untapped business revenue stream for **Marriott International** for guests



nkd POD Proposal

It is hence proposed that **nkd LIFE** and **Marriott** create a co-branded **nkd POD** and let us call it

(nkd Marriott POD for the moment) product for the market with following

- First to hit the market with unique proposition
- Develop a concerted marketing campaign that takes **Marriot** brand beyond the hotel
- Run a pilot in select properties/cities

6. Learnings from SIP

- As I got to work on an innovative product, it was a different experience where I got to learn more about the product and the industry. I also came across models like SPANCO, FAB and MAN.
- While launching an innovative product in a new market it is very important to understand the purchase behavior and the emotional connect of the consumers as it helps to establish a long term relationship and the company gains the strongest form of advertisement i.e. Word of Mouth
- I had an opportunity to understand the importance of a structure within the organization without which the chronology of the workflow is severely hampered and can often result in all the hard work going in vain
- Working with the director of nkd LIFE India and founders of nkd LIFE was very knowledgeable. Their vast experience helped me understand the different phases of the business. I was allowed to work on an end-to-end strategy for establishing our presence in India. I learnt about how concepts like Pricing, ROI, Profits, etc. are applied in real business scenarios.
- This internship gave me a real life platform to learn about different tools of Digital Marketing like Google Analytics for research, keyword trends for content writing and Search Engine Optimization in order to correctly position the product in order to increase its visibility
- Being the Lead Communicator for Content and Strategy development helped me gain a holistic view of the corporate start ups. It gave me an exposure to work with all the verticals . I didn't have to restrict myself to just Content Generation. I worked with Market Research , Branding and Social Media Teams in order to learn the entire business flow of the company
- Due to the lockdown, none of the interns or company employees were physically present in the office. This gave me a chance to learn to adapt to different situations and successfully carry out day to day business activities. Now that the corporate culture is changing as employees are encouraged to work remotely, this internship has prepared me to adapt to the current scenario and keep working efficiently regardless of being present in an office

7. Recommendations

- The company should focus more on creating value-added content on social media. As COVID-19 has economically affected a vast majority of the population, it is difficult to gain customers immediately. However, it is imperative to build credibility as a brand and build an active audience on social media
- Nkd LIFE should continue to explore aviation and hospitality industry in order to cater to the niche and elite class of audience
- Expand the number of employees according to the verticals for India office
- After the lockdown, market campaigns should be carried out in malls and other public places in order to demonstrate live the working of the nkd bottle

8. References

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UNDERTAKING

To Whom It May Concern:

I, Anuja Tandon hereby declare that this assignment is my original work and is not copied from anyone/ anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by college authorities.

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