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**OUTLOOK PUBLISHING
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Outlook

INDUSTRY

PRINT MEDIA

INTERNSHIP

ROLE

MARKETING AND RESEARCH INTERN

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INTRODUCTION

Outlook comes under print media industry, more specifically magazine media industry. If we talk about India, India has more than 49000 publications but they earn very less revenue. Globally Print media is on a decline phase but Indian print media is still holding its grounds. The expansion of this sector can be attributed to two main factors. The first is the spread of education—according to the 2001 census report, literacy growth in India reached nearly 66%. This remarkable increase in literacy, combined with rising educational levels and rapidly progressing trade and industry in India, makes the current situation a happy one. Literacy is increasing; an increase in literacy has a direct positive effect on the increase in circulation of regional papers. People are first educated in their mother tongue according to the state in which they live, for example, students in Maharashtra are compulsory taught Marathi language and thus they are educated in their state language, and the first thing a literate person does is read papers and gain knowledge, and thus the higher the literacy rate in a state, the sales of the state's dominating regional paper rise. There is little doubt about India's print media market potential. A national survey found that 248 million literate adults do not read any publication. However, readership of newspapers and magazines has increased by 15% since 1998 to 180 million. It reflects a younger, better educated population.

Growth factors of print media industry in India

There are a few key factors that have helped Indian print media overcome global declines and grow despite increased digital penetration.

For starters, print media companies have a cost advantage. That is, newspaper cover prices in India are very low and affordable to the majority of people. According to the Ficci-EY report, they cost no more than \$200 per month (approximately \$3), which is comparable to the cost of a single newspaper per day in the United States.

Two, the credibility of print media and the widely prevalent paper reading habit have aided in the segment's survival and growth. Despite the fact that the younger generation has largely shifted to the digital platform, concerns about fake news nudge readers to stick with print news, which is well-researched and trustworthy.

Three, India has a one-of-a-kind distribution model. Newspapers are delivered to one's door for the cover price — say, Rs 1-10 per day (depending on the newspaper). In global markets, the price is much higher. This is due to higher labor costs in developed countries, and many readers only read newspapers in public places, limiting growth.

Finally, local content is more appealing to readers. In India, the vernacular media outnumbers English newspapers and magazines. Regional newspapers with multiple editions serve a larger (local) audience. Local businesses can also advertise in one or more editions that serve their target markets. For example, DB Corp, also known as the Dainik Bhaskar group, publishes the most regional newspapers in India. It publishes 46 editions of the Hindi newspaper, nine editions of the Gujarati newspaper, and six editions of the Marathi newspaper.

Because India has a lower literacy rate than the global average, there is more room for print penetration in the country. Improvements in education and income levels should bode well for print in the future, allowing it to reach out to more readers. Keeping these readers in mind, print media company DB Corp has expanded into markets such as Bihar to increase circulation and readership. Another major print media player, Jagran Prakashan, has expanded its distribution in markets such as Punjab and Jharkhand.

Indian Print Media

Indian Print media is mostly divided in two parts one is newspaper industry and second is Magazine industry. Newspaper industry is almost 80% of the Print media while Magazine industry is very low market share.

Market players of Newspaper Industry:

- Asian Age
 - Business Standard
 - Financial Express
 - Hindu Business Line
 - Hindustan Times
 - Indian Express
 - Nav-bharat Times
-

- Pioneer
- Telegraph
- The Hindu
- The Economic Times
- The Times of India
- Tribune

Market Players of Magazine Industry

- India Today
- Readers Digest
- General Knowledge Today
- Competition Success Review
- Filmfare
- Wisdom
- Stardust
- Outlook
- Diamond Cricket Today
- Business Today
- Competition Refresher
- The Week
- Auto Car
- Outlook Business
- Outlook Traveller

Magazine Industry

Magazines are something we're all familiar with. We all had a favorite magazine as kids, and we all looked forward to the next issue. A magazine is a collection or a storage area in the literal sense. A magazine is a compilation of written pieces, hence the term stems from that. These articles are determined by the magazine's offerings to its audience.

Present Day Magazine Business in India

Other than internet content, which is its most apparent opponent, the magazine industry faces competition from a variety of sources. Newspapers, for example, have begun to issue weekly supplements, some of which have proven to be quite popular among readers. One such example is Hindustan Times' weekly supplement "Brunch." The supplement, which is positioned as a lifestyle magazine, includes topics such as gastronomy, prominent tourist sites, info about future events, and so on.

Another challenge to the magazine industry is the emergence of a new type of television channels. There are now channels specialized to sports, vehicles, fashion, travel, and gastronomy, among other topics. People are more inclined to pick watching these channels versus reading a magazine when there is a constant stream of devoted material accessible. When compared to reading a magazine, watching TV is a lot more comfortable alternative due to the ease of receiving material on a screen with narration. Newspapers such as the Economic Times have entered the market with their own news channel, ETNow.

In 2008, the Indian government issued new rules allowing Indian editions of international periodicals to be published with 26% FDI as long as all important posts were filled by Indians. This has made it more difficult for rising domestic players to compete since the requirements they must satisfy have been elevated to international levels. More periodicals have been issued in local languages as a result of this.

Problems of Magazine industry

India had a great past in Magazine industry but it is right now confronting many problems. Publishers' revenues are declining in the modern era as readers increasingly seek free content within the pages of magazines. With print circulation also declining and ad blockers on the rise in digital magazines, no revenue is flowing into magazine companies.

The print industry is grappling with an unsolved puzzle as a result of rising online competition. Online articles can be posted at any time of day or night and reach readers quickly. It creates a significant challenge for magazines to keep up with all of the latest articles and data while also getting their article out to their readers first.

Because of the various local languages, the Indian print industry is highly fragmented. According to the data, regional language publications account for 46 percent of the market, Hindi language publications account for 44 percent, and English publications account for the remaining 10 percent. The English language magazines are limited to metropolises and large cities, though growth is spreading to smaller cities as middle-class education and income levels rise.

About Outlook

The Outlook Group is one of India's leading publishing house with 5 mainstay titles. Outlook is India's most vibrant current affairs and news magazine. Outlook was launched in October 1995, with Vinod Mehta as editor-in-chief. The Rajan Raheja Group owns it. Outlook Publishing (India) Pvt. Ltd. is the publisher. It includes content from politics, sports, and cinema, as well as stories of general interest. It is Known for its bold and aggressive reporting it continuously raises questions many had in their minds but never dared to ask. Outlook Business is an insightful, thought provoking, compelling, in-depth business magazine which delivers fresh perspective, coupled with a holistic approach. Outlook Money, India's No.1 personal finance magazine, gives in-depth analysis and sound advice on all facets of investing well, borrowing wisely and spending smartly. Outlook Traveller is a mine of information for the serious traveler, keeping you up-to-date with the latest trends in travel and tourism. Postcard pretty visuals, practical advice and atmospheric travel experiences make Outlook Traveller an engrossing and refreshing read.

Outlook flagship weekly magazine is India's premier fully loaded newsmagazine. For more than twenty years, continues to consistently drive the news, provoke, engage and thrill its readers.

Outlook Hindi is the only National Hindi Language magazine, which has original Hindi content (not translated from English publication). With Credibility and Exclusive matter for vast readership all over India, it is a complete magazine for influential Politicians, Businessman, Scholars, people in Literary and Cultural field, Teachers – Students, Medical and legal professionals, and Women. Established in 2002, Outlook Hindi tracks a wide range issues from Politics, Economy, Finance, Education, Health, Development, Foreign Affairs, Cinema, Theater, Literature, Satire, Spiritualism, Astrology and lot of exclusive items with colorful Photo Features.

Outlook Traveler, India's No. 1 travel magazine, has been the standard bearer for travel writing in India for well over a decade. In a rapidly changing environment, it has kept the quality of content foremost in its coverage, even as it has evolved, adding new elements while strengthening its core. 17 India's 1st and Only Personal Finance magazine, Outlook Money has relentlessly helped its readers make smart investments. Its stories are focused on giving the reader a specific and actionable tip that they can use to make their money grow. Outlook Money acts as the reader's money manager, helping them invest well, borrow wisely and spend smartly.

Outlook Business is an insightful, thought provoking, compelling, in-depth business magazine which delivers fresh perspective, coupled with a holistic approach. Outlook Business is the Business Magazine for Decision Makers. A holistic approach ensures all influences on business: economic, political, regulatory and market driven are examined. Views from the best in industry supplement strong analytical in-house features. Outlook Business incorporates a global perspective in all its content.

Outlook Money India's 1st and Only Personal Finance magazine, Outlook Money has relentlessly helped its readers make smart investments. Its stories are focused on giving the reader a specific and actionable tip that they can use to make their money grow. Outlook Money acts as the reader's money manager, helping them invest well, borrow wisely and spend smartly.

PROJECT WORK

MARKETING AND RESEARCH

Internship was mainly divided into two parts, first was marketing and second was research. In the first part of Internship we were marketing the Outlook products and understanding the company structure. Second part was more about research, finding problems and comparing Outlook and Other Rajan Raheja Group companies with its competitors.

MARKETING

If we distribute first part marketing, we can get four specific tasks as follows.

- Product understanding
- Market segmentation
- Advertising
- Direct Marketing

Product understanding: This task was about understanding the market of print media and then understand the products of Outlook. We need to study about all the products of Outlook, which are Outlook Weekly, Outlook Traveller monthly, Outlook Money monthly, Outlook Business monthly, Outlook Hindi fortnightly. After reading and understanding their product we started understanding their customer base, market value, market performance and find feedback of each product from their customers.

Market segmentation: second task after product understanding was finding correct market segment for each product. We also need to understand the product specifications and understand its valuation for the customers. After understanding the product specifications and its valuation we found out 20 people from our contacts for each product, who will like the specification that particular product. We separated their product and understand our contacts with specification of the product and then put them into the particular category of product.

Advertisement: Third task was to advertise these products to the market segment in different ways like WhatsApp forwards, mail marketing, social media marketing. We created the one message for each social media platform and then send it to the people we had chosen in marketing segmentation. We also advertised it on our social media platform, we put Outlook's product on our social media stories and statuses.

Direct marketing: Fourth task was marketing magazines directly to the customers and selling magazines to them after explaining its pros to them. After sending messages to all the potential customers we started calling them and telling them about the product, we gave them detailed explanation of product and then suggesting them one or two magazines according to their preferences and selling them the product. We pursued them to buy Outlook magazines and told them advantages of Outlook magazines. I have personally contacted more than 150 people and made sale of Rs. 4900. At start we used to call interested people, who showed interest from our messages and then explain them more about Outlook magazines.

RESEARCH

Research part was also distributed in four parts as following.

- Customer relationship management
- Digital marketing
- Product and brand management
- Advertisement

Customer relationship management

In this task we have to analyse the Outlook with its competitors and find different ways to improve Outlook's customer relationship. For this task we first find all the competitors of Outlook then we chose 2 competitors of Outlook. I have chosen IndiaToday and Forbes as Outlook's competitors. I had found customers life cycle for all three companies and then compared it with each other. I have also analysed different strategies these companies are using to strengthen their customer life

cycle. I have also found NPS for each company. To find NPS we needed to make one google form and then took responses from 100-150 people asking for feedback of this magazines.

Lessons Indian Print media can take from International Print Media

- Indian print Media Lack technology while International print media is working with technology, Indian print media should focus on digital media also.
- Indian Print media has only few players, which makes it dominant market. India need more good player in print media.
- There is low awareness about magazine industry in India. People in tier-2 and tier-3 cities are less aware about magazine industry.
- Indian print media should more focus on their content, as most of print media companies make content for some specific audience and that stops this industry from growing.

Digital marketing

Here for this task we have to pick one of the Raheja group companies and then we need to prepare digital audit report of the same company comparing it with competitor of it. I made one PPT where I compared Exide with its competitor Amaron. I used “Semrush” and “ScreamingFrog” software to analyse both the company’s digital presence.

I have compared Domain overview, organic and paid traffic trend, organic position distribution, organic search, organic competitors, competitive position map, backlinks and domain competitor, backlinks, backlink types, display advertising for both Exide and Amaron. I used Semrush Website to analyze all of this data and I got following result after comparing them.

- EXIDE's strengths include its well-designed website for both desktop and mobile users, which is quick and simple to navigate. Homepage consists of various images used as slideshows featuring various types of products, and these images include links to further explore them.
- AMARON has a good website to but it’s not eye catching, it has a green background and black font and nothing extraordinary. It looks very common and hard to read.
- EXIDE has more traffic than AMARON website and its website is also user friendly. Both the companies are well known for its car batteries but Exide always shows first when you use key words like Car battery, batteries for car etc.
- In Battery Industry Both Exide and Amaron are best brands.
- Using keywords like car battery, two-wheeler battery, industrial batteries, inverter battery both companies are attracting customers to their side but Exide has performed better than Amaron.
- Thus, the overall winner of SEO Analysis is Exide because of its more attracting website design.

After this I have also done social media analysis of both the companies the result of which is shown below.

EXIDE’s Instagram account is with name of exidecare. it is verified account by Instagram. they have posted 246 posts and they have 8624 followers while they follow only 30 people.

EXIDE’s Facebook account is with name of Exide care. It is verified account by Facebook. They have more than 400000 followers on their primary Facebook page.

EXIDE’s Twitter account is with name of Exide care. It is verified account by Twitter. They have 4383 followers on their twitter account.

AMARON's Instagram account is with name of Amaron Official. It is not verified account by Instagram. They have posted 1374 posts and they have 6202 followers while they follow only 20 people.

AMARON's Facebook account is with name of AMARON. It is verified account by Facebook. They have more than 43000 followers on their primary Facebook page.

AMARON's Facebook account is with name of AMARON. It is verified account by Twitter. They have 1525 followers on their Twitter account.

Product and brand management

For this task we have to analyse the aspects of Brand positioning and repositioning, logo, jingles, communication strategies, Campaigns, co-branding and association, Brand personality and roll of reference groups for the Rajan Raheja group company and then compare these aspects with the other competitor of the same company. We also need to make one imaginary company and then make action plan pertaining to PBM for the company.

I had chosen Prism cement and UltraTech cement where Prism cement is part of Rajan Raheja group.

Advertisement

this was last task given to us, we have to make Creative strategies for the outlook as advertising manager. We have to give strategies for Bringing the Buzz, PR management, Influencer marketing management and corporate advertising. After that need to implement consumer market sales promotion techniques for the company. We also have to prepare a detail media plan to achieve high sales and more consumer visibility.

For that we have given a following situation, Outlook is a Media company and is coming up with its new Premium Fashion magazine Outlook Spurge. I am its advertising manager and here are my strategies for marketing of Outlook spurge. I have given following ideas for this task.

Bringing on the Buzz: Outlook is a very famous magazine and people are aware about its all magazines, now to bring on the buzz we can first start with putting small articles in our other magazines which will help our current customer know about this new magazine with this we can also use fashion influencers to advertise our magazine. We should ask some fashion experts to give interview and tell our audience about our magazine this will help create more buzz in the fashion enthusiasts heart.

PR management: In PR management first, we need to connect with fashion influencers and fashion designers like Manish Malhotra, Sabyasachi Mukherjee, Rohit Bal, Jasleen Sahney, Pooja Mundhra, these are very few of fashion designers and fashion influencers we need to connect with them and let them advertise about our new magazine Outlook spurge.

Influencer marketing management: It will be a great help in making our brand shine, because people now days really trust influencers and we can use it as our advantage, we can connect these fashion influencers and then ask them to talk about our upcoming magazine in their video, we can also take their interview and put it in our magazine and that will also help us get their follower. We can ask them to put our magazines preview articles in their stories and give their own reviews on our article, this will help us get to more customers.

Corporate Advertising: For corporate advertising we can make one trailer type book or magazine where we can add some interesting articles and distribute this magazines in different corporate offices, we can ask them for feedback after reading that book on our digital application, we can also provide with a barcode sticker on this book with that barcode sticker they can download our application and get 7 days free subscription of our digital application it will also help us increase our digital subscribers.

Consumer market sales Promotion techniques

Consumer market sales promotions are strategies or tactics used to help a company find new customers or reward existing customers. The most common consumer promotions aim to increase the value of your product by lowering the cost or adding more value to the regular price. Consumer

market sales promotions, can be used to achieve a variety of other goals too, and different promotions work better for different purposes.

We can use many such techniques, following are the ideas for Consumer market sales promotion techniques.

1. First, we will give 50-70% (according to our budget) to our first 1000 customers than 40- 50% discount to next 10000 customers this will help us gain subscription at rapid rate.
2. We can provide free copies of our 1st publishing to fashion schools and corporates which are connected to fashion industry. That will help us gain early customers.
3. We can also give discounts to people who have given us feedback from our early trailer magazine.
4. We can give coupon codes to our influencers which they can share with their follower and we can provide discounts on that coupon code.
5. We can also start campaign where after buying our subscription our customer can give us suggestions and every month 100 people get 1-month free subscription or we can give them coupon which help them reduce price on their next subscription.

Media Plan

For Advertising Department First thing will be finding what our consumer wants and what we have to offer. After that we need to show our customers how better our product is in compare to other competitor product.

Now as an Advertising Manager First I will start as forming two teams for one Digital marketing and one for Interactive marketing, the work for digital marketing will be promoting content on social media, making videos and posters for Outlook spurge, Finding and connecting with influencers and Fashion designers. While interactive marketing team will work on taking interviews of Fashion designers for articles which will be published in our other magazines as a promo of our Outlook fashion, they will also work on making corporate trailer copies of Outlook Spurge, then distribute it to the corporate offices, they need to arrange advertising events and have to do research about what people really want from our magazines.

Digital marketing team's work will start with promoting our social media channels like YouTube, Instagram, Facebook. They need promote our channels and get more follower on it, they need to connect with fashion designers and fashion influencers, than take their interviews and promote it on social media. They need to make videos which we can use as a promotion, where we can show our products best components and attract more customers.

Interactive marketing team will start with finding ideas about how we can connect to more and more consumers, they will handle all the operation for advertising in different fields. They will make content to publish in our other magazines and also take offline interviews of different celebrities, fashion designers and fashion influencers. They will start direct marketing and explain about our Outlook spurge to the customers, they will also work on advertising events which will be held in corporate offices and public places. They will also work on trailer copies of Outlook spurge which will help our customers to understand about outlook spurge.

Our focus is to reaching maximum of our target audience and give them through explanation of Outlook spurge. We will be giving best discount offers to the early customers which will help us get many subscriptions and become one of the best magazines in Fashion design industry.

LEARNING

This project has been able to convey a great knowledge about the functioning of the print media sector. Firstly, I got real experience of marketing all the theories I have learned in marketing classes has been used in this internship. I experienced marketing mix from Outlook's product, I have understood porters five forces by comparing Rajan Raheja group of companies with its competitors, I was also able to learn new skill like digital audit as it was a part of one of our tasks and was able to learn about digital audit and platform like "samrush". I learned about market segmentation, positioning and value proposition, digital marketing and different types of sales strategies from sales and marketing task. Form the task of customer relationship management I understood about CRM, NPS, customer life cycle, customer reach, Customer acquisition, Customer Retention, Customer development, Customer Advocacy and how these companies use all these theories to gain more customers. I learned about Brand positioning and repositioning, communication strategies, campaigns, co-branding, brand personality, reference group and PBM strategies from product and brand management task. Advertising of new magazine taught me about bringing on the buzz, PR management, influencer marketing management and corporate advertising.

I was able to learn about different industries like firstly I was able to learn about magazine media industry and its market players, secondly, I was able to learn about cement industry as I have done my product and brand management task on Prism cement and Ultratech cement. I was able to learn about different marketing strategies used in Cement market and how some players have dominated the market. I was really fortunate as I was also able to learn about automotive and industrial battery industry, I have done my second task of digital marketing for Exide industries and Amara Raja (Amaron) batteries. Except all these I also able to understand corporate structure and team work and leadership.

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