



**SUMMER  
INTERNSHIP 2021  
FINAL REPORT**

**OUTLOOK PUBLISHING  
(INDIA) PVT. LTD.**

**Outlook**

**INDUSTRY**

**PRINT MEDIA**

**INTERNSHIP ROLE  
MARKETING AND RESEARCH INTERN**

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**SUBMITTED BY**

**PARTH ADESHRA**

**201133**

**SECTION-A**

**MBA FT-2020-2021**

**SUBMITTED TO**

**PROF. ADITYA SHRMA  
FACULTY GUIDE, IMNU**

**MR. KAUSTAV BANERJEE**

**ORGANIZATION GUIDE,  
OUTLOOK PUBLISHING (INDIA) PVT. LTD**

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# PART – A

# 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.

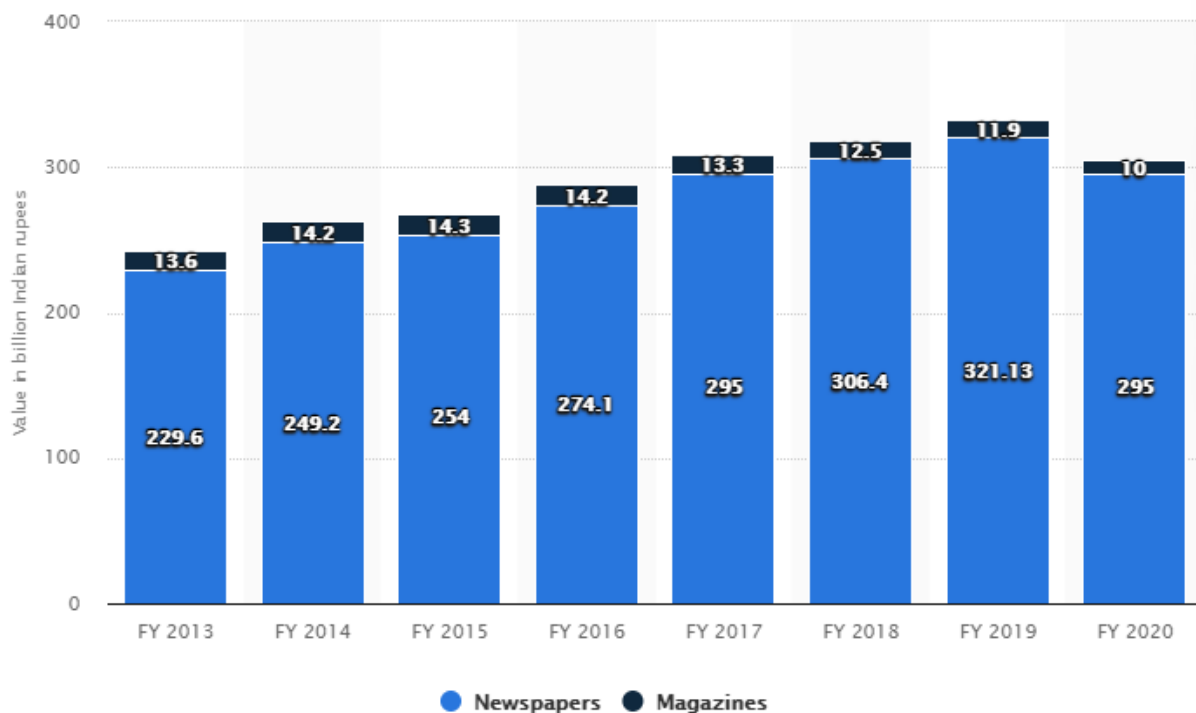
Finally, local content is more appealing to readers. In India, the vernacular media outnumbers English newspapers and magazines. Regional newspapers with multiple editions serve a larger (local) audience. Local businesses can also advertise in one or more editions that serve their target markets. For 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.

## **Revenue of Print Media**

Print media is the country's second largest revenue contributor (about 18%) to the media and entertainment industry. The majority of revenue, roughly 70%, is generated by advertising. With the impact of the GST (goods and services tax) settling, industries such as FMCG and auto have increased their marketing spending. In 2018, these two sectors accounted for 28% of total print media ad revenue. Despite sluggish demand, real estate contributed 6%, and education 10%.





In last 2 years Pandemic has affected print media very badly, according to domestic ratings agency Crisil, the Indian print media industry's revenue is likely to reach only three-fourths of pre-covid levels this fiscal year, despite a 35 percent year-on-year growth on a low base.

The sector's revenue of 31,000 crore in fiscal 2020, split 70:30 between advertisement and subscription revenue, had fallen by 40% the previous fiscal year due to the first wave of the covid-19 pandemic. Nonetheless, despite the second wave, it is expected to reach 24,000-25,000 crore this fiscal.

## 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
- Navbharat 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.

### **History of magazines**

Though there may have been material similar to a magazine published in antiquity, particularly in China, the magazine as we know it today began only after the invention of printing in the West. It arose from the flood of pamphlets, broadsides, ballads, chapbooks, and almanacks made possible by printing. Much of the effort put into these was gradually channeled into publications that appeared on a regular basis and collected a variety of material designed to appeal to specific interests. As a result, the magazine came to occupy a large, ambiguous middle ground between the book and the newspaper.

The British were the first to publish magazines in India. The Oriental Magazine; or, Calcutta Amusement (1785–86) was the first to appear, followed by a number of short-lived missionary publications. The Hindustan Review, which began publication in 1900, was the first periodical founded and edited by an Indian. Based in New Delhi, Delhi Press revolutionized Hindi magazine journalism by launching a low-cost Hindi household magazine called Sarita in 1945, immediately following the launch of its English magazine Caravan in 1940. What distinguished the Delhi Press Group was its ability to publish popular consumer magazines for women and children, in addition to Caravan, Alive, and Sarita, for over 76 years. The group has always kept the magazine's cover price low while using cost-effective technology to produce it.

### **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, ET Now.

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.

Another issue for the print industry is the growing demand for high-quality print content and magazines. To avoid losing market share to other mediums, they must deliver the quality that people expect. Furthermore, they must explore and offer their content on websites and mobile platforms in order to provide their subscribers with multiple options for reading content from anywhere and at any time. In today's low-earnings environment, it's becoming increasingly difficult for publishing houses to break through.

Aside from these challenges, the magazine industry in India is attempting to remain relevant in the face of technological challenges and advances in society by implementing new distribution channels and better determining the direction that it must take in the digital world. However, there are numerous obstacles in this direction; it is shifting toward the production of digital publications and the discovery of new techniques to better integrate within social media.

## **The Opportunity**

There is no denying India's commercial potential. A countrywide survey found that 248 million literate persons do not read any publications. Since 1998, the number of people reading newspapers and magazines has increased by 15% to 180 million. It reflects a younger, better-educated population, particularly in smaller towns.

With the doors to foreign investment in print media now open, activity in this sector is expected to increase. Pearson, Haymarket, Time India, News Corp., and Dow Jones have all set their sights on India's large English-reading market. ICICI Ventures, which owns holdings in three media firms, is optimistic about the future of the business.

Because a larger level of FDI is authorized in trade books, they provide the finest opportunities. With 80,000 subscribers, the Haymarket Publishing Group in the United Kingdom already has relations to Autocar India. Haymarket does not hold a part in the company, but it does assist with research and administration. It can now invest, give funding for more copies to be printed, promote more aggressively, and utilize Autocar as a platform to bring its other brands to market. Tata Infomedia, a \$30 million producer of yellow pages and trade periodicals based in Bombay, has already begun soliciting business from overseas firms. The Indian version of Reader's Digest was sold by the Tata Group, making it the first publishing property to be sold after the government lifted the restriction on foreign participation in the print media.

Various anti-FDI lobbies have been vocal in their opposition to foreign investment in Indian print media, as one might anticipate. Their main argument is that foreign powers may begin to control the content of Indian media, which would be harmful to the country's interests. An extreme opinion expressed by a previous Indian Prime Minister is that foreign monopolies, fueled by their vast financial resources and a desire to control the expanding Indian market, will impose their own agenda, ultimately dominating Indian politics. However, there's more to it than meets the eye. Fearing competition from competitors with larger finances, the English-language media has fought the government's proposal. The English press also reaches the most profitable part of society, the 300-million-strong middle class, from a marketing standpoint. International competitors are viewed as a potential threat to market share.

Given the hesitation of so many previous governments to do so, the government's decision to open up the print media sector to foreign investment is a daring one. It's a legislative move that might have a big influence on the industry if Indian newspapers can attract enough interest and show their actual potential to foreign investors. It has the potential to improve the quality of magazines and other media.

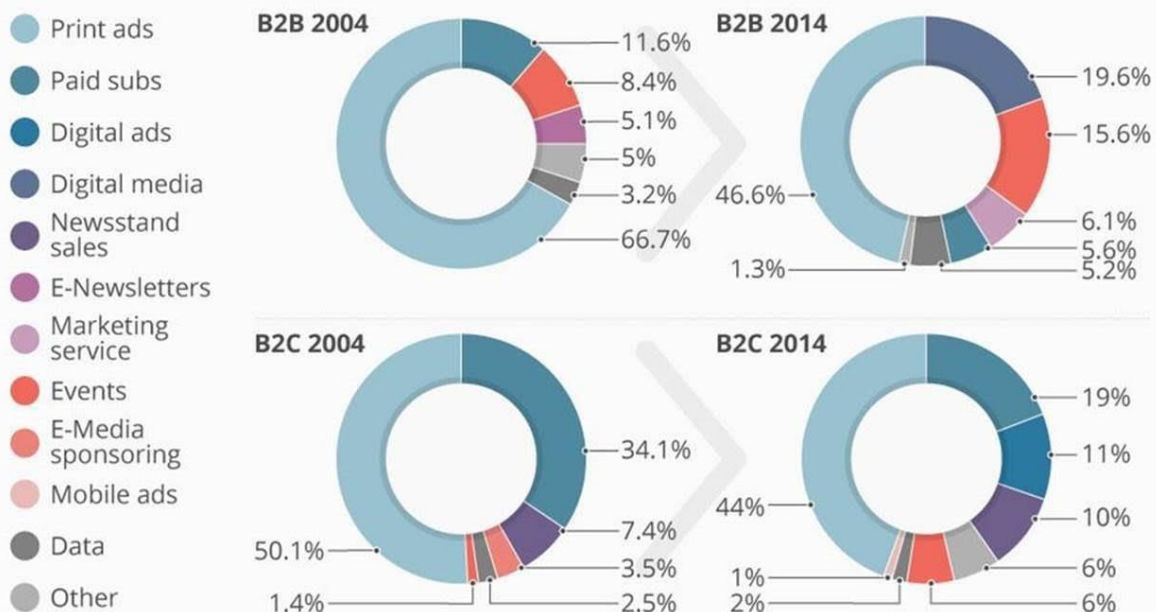
## **Revenue Sources of Magazine Business in India**

Advertisement has always been one of the most important revenue streams for magazines; to be more exact, print advertisements. These advertisements are divided into several types, the most basic of which is Banner Ads, which is a simple advertisement that you put in your magazine. Native Advertising are a more advanced form of these ads, in which the magazine promotes for a brand but does it in such a way that it does not appear to be an advertising, but rather another story in the magazine. Another source of revenue is classified advertisements, although it is not as substantial because publications are normally published monthly and requirements are time-sensitive.

Though the percentage of money generated by ads is progressively declining (as seen in the graph below), it still accounts for the majority of income. What we also see is that, though E-Newsletters are slowly becoming unprofitable (as a separate product) due to the fact that they are distributed for free in most cases, the ad income generated from them is still a sizable portion of total income.

## From Magazines to Multi-Media Brands

Sources of revenue B2B and B2C in 10-year comparison



@StatistaCharts

Source: Folio

statista

Events are an important source of revenue once again, particularly in the B2B market.

Magazines have been actively organizing events related to their area for some time now. These events are either totally self-contained and require the purchase of a ticket, or they may be part of a subscription, as in the case of a highly successful trial by 'The Guardian' in 2016.

These days, branded content is all the rage. After realizing that the advertisers, who are their consumers, are becoming a competitor through this section, most publications have begun to provide sponsored content.

## Foreign Investment in Print Media: Role of Government

India's economic liberalization movement, which began more than a decade ago, has progressed once more with the opening of the print media industry. With the UPA's landslide victory in the Lok Sabha elections, the media business gained an open-minded Information and Broadcast Minister in Ambika Soni, who has provided encouraging signals to the business. The government has previously approved an increase in International Direct Investment (FDI) in facsimile versions

of foreign publications in 2009. The government also stated that newsprint would be free from customs duties.

The Indian government announced a set of rules in December 2008 that would enable Indian versions of international news and current affairs magazines to receive 26% FDI as long as the key executives and editorial personnel are Indian. The Ministry of Information and Broadcasting has approved the printing of facsimile editions of foreign newspapers in India for the first time, enabling 'The Wall Street Journal' and 'The Wall Street Journal Asia' to do so. These publications would be published by Wall Street Journal India Publishing Pvt Ltd, a fully owned subsidiary of Dow Jones & Company Inc. The government has declared that the newspaper and magazine publishing business would be free from customs duties on newsprint.

These reductions were made in February 2009 in response to the slowing economy and rising newsprint costs, which had risen by about 25%.

## 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.

# PART - B

# 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.

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle.

As given in the definition of Customer relationship management that it is about understanding customers at different point of time in customer lifecycle.

**Customer life cycle:** the customer lifecycle describes the various stages a consumer goes through before, during and after they complete a transaction. It has total 5 stages as follow.

- Customer Reach
- Customer acquisition
- Customer Retention
- Customer development
- Customer Advocacy

**Customer Reach:** It is about how easily consumer can find your company's material and content. It is the first and very important step of Customer lifecycle because if your product or content is easily available to your customer compare to your competitors it will help your product to reach more customers than your competitors and also make positive impact to the customer. Now let's analyze how Outlook, India Today, and Forbes are in Customer Reach.

Outlook have a good customer reach, it has its own website where customer can find its magazines very easily and website is also very well maintained so it attracts more customers.

India Today also has its own website, its website for subscription is really simple with 3 options of Print, Digital and Print + digital.

Forbes also has the same strategy as India Today it has same 3 options as India Today.

**Customer acquisition:** Customer acquisition is the process of acquiring new customers. Acquiring new customers entails convincing consumers to buy a company's products and/or

services. Companies and organizations consider the cost of customer acquisition to be an important metric in determining how much value customers bring to their operations.

We at Outlook use Duffel trolley and bags for customer acquisition, from which customer attracts to buy the subscription.

India today uses high percentage of discount up to 60% on its products for customer acquisition.

Forbes uses high level of percentage and also give premium offer where they provide 76% of discount for 3 years subscription, Access to their events and Exclusive access to Forbes India Editor's picks

**Customer retention:** Customer retention is the process of persuading existing customers to continue purchasing goods or services from your company.

Outlook gives extended subscription for customer retention, it helps outlook to make loyal customers and this also increase its value to the customers.

India Today provides Digital Subscription at very low-price prize to its customers.

Forbes Gives best seller books worth Rs. 2000 to its customers.

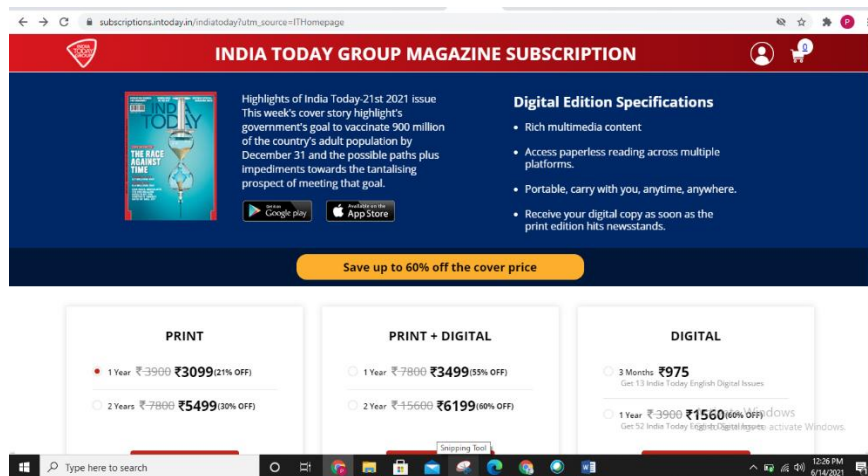
**Customer development:** Customer development is about figuring out and completing needs of the customer and make them loyal customers who only buys from your company in the future.

Outlook provides with additional discount when customers buys their product second time.

India today provides latest stories and discount to their customers for better customer development.

Forbes also provide with additional discount when their customers buys their product 2<sup>nd</sup> time.

## INDIA TODAY:

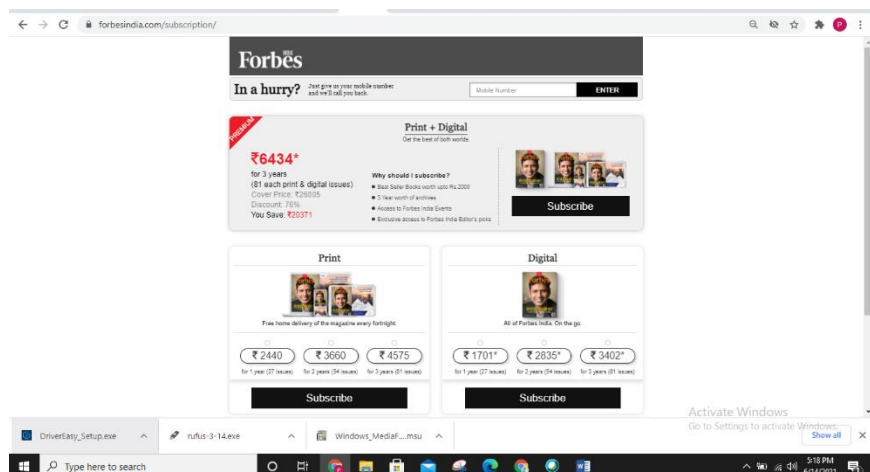


Given is the subscription page of India Today magazine as we can see its main offer is up to 60% discount. They give highest discount on package of Print + Digital where for 1 year they give 55% discount and for 2-year

subscription they give 60% discount. So, they are using a strategy where they are giving high discount on bundle of product which is Print + Digital magazines which will help them earn more on their subscription and also their Digital subscribers will increase. Their Prize for Print + Digital is only 500 Rs extra than their Print magazine subscription prize which also helps them convert their subscribers of print magazines into subscriber of Print + Digital magazines. On their digital subscription they also provide latest stories which helps them to connect with their customers in daily basis and it also increase customer satisfaction.

## FORBS:

Forbes India has one main offer which is premium offer where they provide their subscriber with 76% discount and give them Print + Digital Magazines and also provides them with 4 more offers which are Best sellers books worth Rs.



2000, 3 years' worth of archives, Access to Forbes India events and exclusive access to Forbes India editor's picks. They are using this strategy to attract their customer towards their long-term

plan. They provide special offer to only premium subscribers which also make customer buy that offer instead of other subscription.

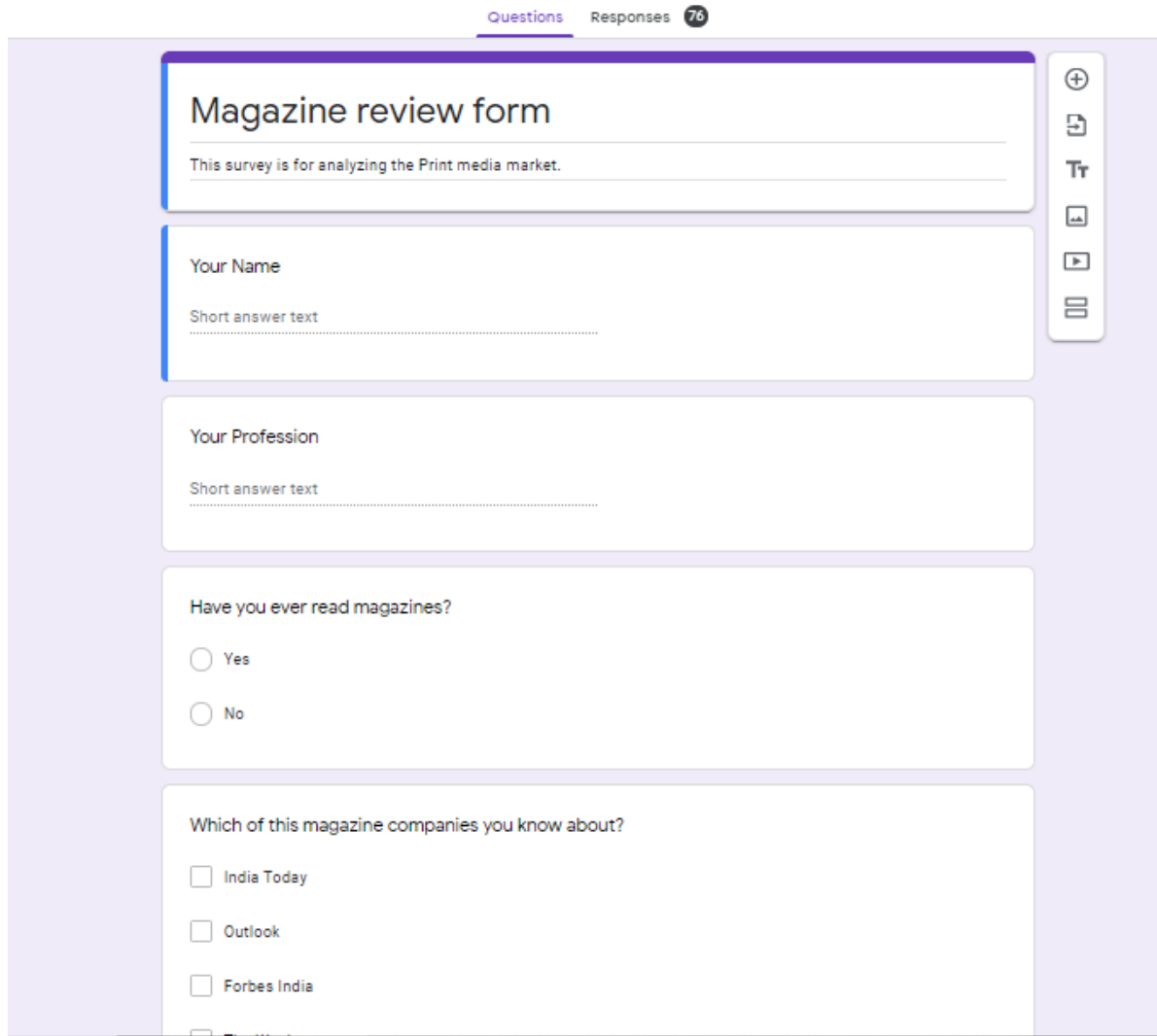
### **Lessons Indian Print media can take from International Print Media**

- 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.



## NPS

I have made an google form to get review from my peers and my other contacts about magazine industry. I got total of 76 responses and following is the photo of my form.



The image shows a Google Form titled "Magazine review form" with a subtitle "This survey is for analyzing the Print media market." The form is displayed in a light purple theme. At the top, there are tabs for "Questions" and "Responses" (76). The form contains the following questions:

- Your Name**  
Short answer text
- Your Profession**  
Short answer text
- Have you ever read magazines?**  
☐ Yes  
☐ No
- Which of this magazine companies you know about?**  
☐ India Today  
☐ Outlook  
☐ Forbes India

Questions
Responses
76

☐ Outlook  
☐ Forbes India  
☐ The Week  
☐ Chompak

On a scale from 0-10, you would recommend India Today magazines to your friends.

0 1 2 3 4 5 6 7 8 9 10  
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

On a scale from 0-10, you would recommend Outlook magazines to your friends.

0 1 2 3 4 5 6 7 8 9 10  
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

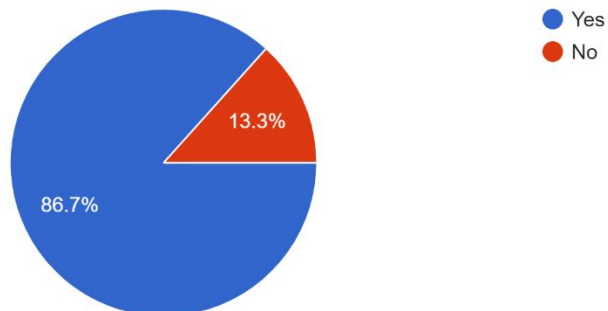
On a scale from 0-10, you would recommend Forbes India magazines to your friends.

0 1 2 3 4 5 6 7 8 9 10  
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

This is the chart of how many people read magazines.

Have you ever read magazines?

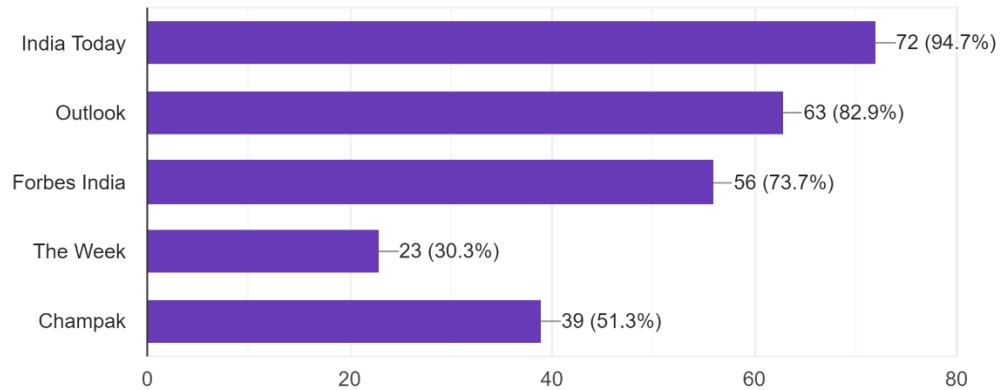
75 responses



This is the chart of how many percentages of people know about these magazines

Which of this magazine companies you know about?

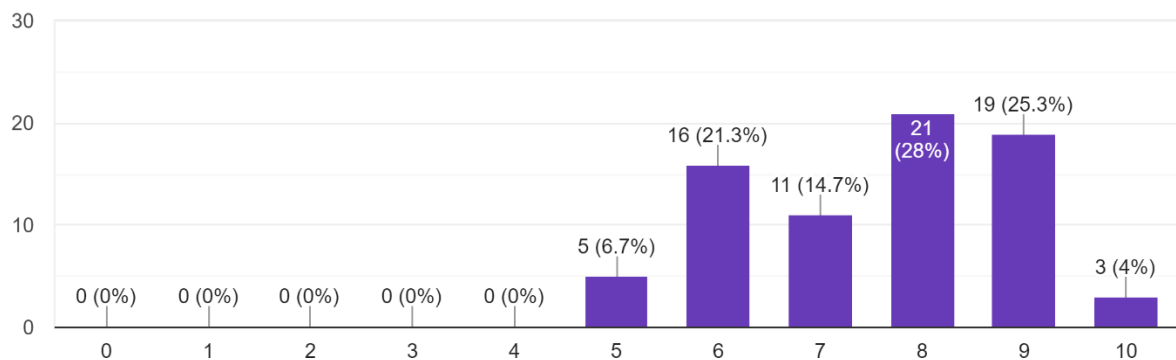
76 responses



This is the scale of recommendation for India today, Outlook and Forbes.

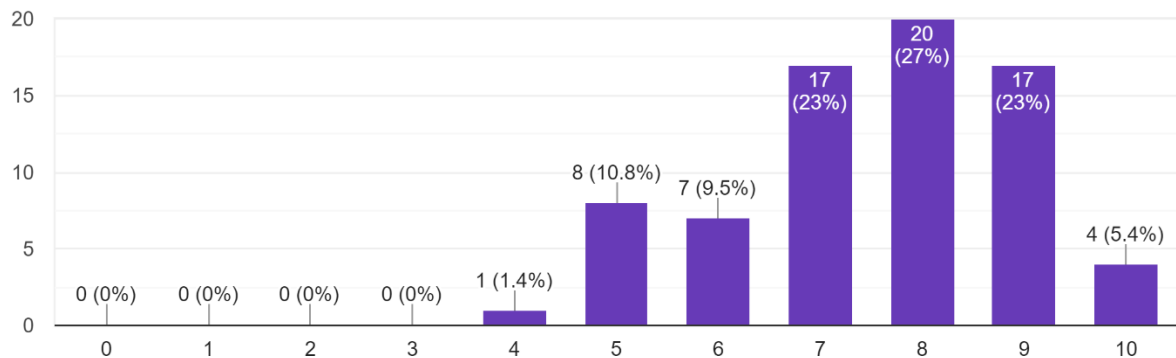
On a scale from 0-10, you would recommend India Today magazines to your friends.

75 responses



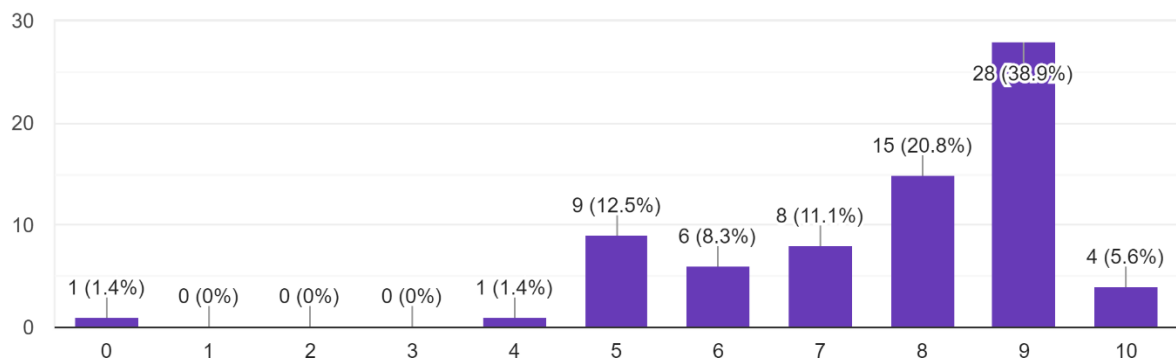
On a scale from 0-10, you would recommend Outlook magazines to your friends.

74 responses



On a scale from 0-10, you would recommend Forbes India magazines to your friends.

72 responses



Now from all of these data we can calculate NPS for each magazine company.

People who have given 0 – 6 score for recommendation we can call them detractors, same people who have given 7 or 8 are passive and people who have given 9 or 10 are promoters. Now to find NPS we need to subtract percentage of detractors from percentage of promoters.

So, to Find NPS of India today,

Percentage of detractors = 21.3 + 6.7 = 28

Percentage of promoters = 25.3 + 4 = 29.3

**NPS of India today =  $29.3 - 28 = 1.3$**

Now, to find NPS of Outlook India

Percentage of detractors =  $1.5 + 10.8 + 9.5 = 21.8$

Percentage of promoters =  $23 + 5.4 = 28.4$

**NPS of Outlook India =  $28.4 - 21.8 = 6.6$**

Now, to find NPS of Forbes India

Percentage of detractors =  $1.4 + 1.4 + 12.5 + 8.3 = 23.6$

Percentage of promoters =  $38.9 + 5.6 = 44.5$

**NPS of Forbes India =  $44.5 - 23.6 = 20.9$**

We can see India today has lowest NPS score Which is only 1.3, We can see It has high percentage in as Passive and it has 28% people given 8 as their recommendation, so of India today works to motivate these people to become promoters India today can increase their NPS score.

For Outlook India we can see it has NPS score of 6.6 which is not that bad, But to increase it they also need to work on their passive audience as we can see 50% of people have given passive score to Outlook which means Outlook has a good content people like to read it but its not extra ordinary, Outlook needs to work on converting these people to their promoter so they can increase their NPS score. Forbes India has highest NPS score which is 20.9, they have 38.9% people giving 9 points which helped them gain more NPS score. their advantage was they have low passive people but their detractors were high so they need to work on decreasing their detractors.

## **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.

Exide industries:

- Exide Industries Limited is an Indian storage battery manufacturer and life insurance company based in Kolkata, India. It is India's largest manufacturer of automotive and industrial lead-acid batteries and the world's fourth largest. It has manufacturing plants in India and Sri Lanka, as well as a dealership network in 46 countries spanning five continents.
- Exide is India's largest storage battery manufacturer. The company manufactures a wide range of storage batteries ranging in capacity from 2.5 Ah to 15,000 Ah, covering a wide range of applications. With a 72 percent market share, it is the market leader in automotive batteries.
- Exide have 2 strategic business units one is the industrial batteries division and second is automotive batteries division.
- Exide's Customers are General Motors, Toyota, Hyundai, TATA Motors, Maruti, FIAT, Leyland, Renault, Honda, Railway, Telecommunications, Defense, Mining, Hospitals, Airlines Signaling & Communications.

Amara raja (Amaron):

- Mr. Ramachandra Galla founded Amara Raja Batteries Limited (ARBL) in 1985. In India, it was the first to produce sealed maintenance-free valve-regulated lead acid (VRLA) batteries for industrial applications. ARBL is the largest VRLA battery manufacturer in the Indian Ocean Rim and one of the top ten in the world.
- ARBL have 2 strategic business units one is the industrial batteries division and second is automotive batteries division.
- They manufacture and market five products in the industrial battery division: Powerstack, Amaron Quanta, Amaron Volt, Amaron Sleek, and Applications. Its clients include well-known companies such as BSNL, MTNL, Lucent, Alcatel, Siemens, Nokia, Ericsson, Alstom, Crompton Greaves, and others.
- Under the brand name Amaron, it manufactures and sells automotive batteries. It has introduced products such as Pro, Flo, Go, Black, Fresh, hi-way, Harvest, Shield, and Optima under Amaron to cater to various automobile needs.

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.

<b>BASIS</b>	<b>EXIDE</b>	<b>AMARON</b>
Site Upload speed	Fast	Fast
Quality of visual content on webpage	Excellent, Slideshow of images used,	Good, very small display
Quality of written content	Excellent, Easily readable	Good, Hard to read
Alt Text used	Yes	Yes

Captions used	Yes	Yes
Anchor text	Yes	No
Mobile friendly	Yes	Yes

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 amaronofficial. 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.

### **Prism Cement**

The Rajan Raheja Group promotes Prism Cement Limited, an ISO 9001: 2008, ISO 14001:2004, OHSAS 18001: 2007 and SA 8000: 2008 certified company. It owns and operates one of the country's largest single-kiln cement mills in Satna, Madhya Pradesh. Prism Cement has successfully carved a position for itself in the Indian cement business, thanks to state-of-the-art machinery and technical backing from F. L Smidth & Co A.S Denmark, the world leaders in cement technology.

The Company is led by a focused Board of Directors comprised of eminent experts from various fields, who are ably supported by a professional management team. In all aspects of the company's operations, the Management team ensures high levels of transparency, accountability, and equity.

Vision: To be recognized as an industry leader with the highest level of integrity.

Brand positioning and repositioning: Prism Cements brand product is champion cement which is prism's highest selling product also it is its lowest value cement so, we can say its brand poisoning is for middle class people or for low budget people. But to reposition its brand Prism has launched 2 more product for premium segment these two products are Prism champion plus cement and Prism Champion Duratech Cement so with these products now Prism cement is in both low budget and premium market.

Logo: In the starting of this page there is a logo of prism cement it is very basic logo with its name and a small tag line, it has used Red color for Prism cement which looks very common and it doesn't have any uniqueness in it. Prism cement should work on their logo and make it little more attracting.

Jingles (Tag line): Prism Cements Tag line is "Dur ki soch" which is a good tag line. This can line can help prism cement connect with its customers as "Dur ki soch" indicates long term durability, which eventually send the message that prism cement is more durable than other cements in the market and it is a nice strategy for the company.

Communication strategies: Prism Cement has given addresses of their all offices and also given phone number of each offices on their website there is also option of giving our details so employee of prism cement can get in touch with us. They also have one YouTube channel so they can connect with their consumers more easily.

Campaigns: Prism Cement is in Market of Integrated building materials from more than 25 years they have done many campaigns to promote their brand but their latest campaigns have some uniqueness in it and it can really connect with its customers, they have started putting videos about basics of building and different do's and don'ts with cement which is very useful to their consumers.

Co-branding and association: Prism cement have association with durability and quality. It does not have any celebrity face but it has common people as its association its cement is low in price but has high quality and high durability. It has campaigns which teach common people about cement and its uses which make it consumer friendly. So, we can say Prism cement has association with common peoples.

Brand personality: If we take Prism cement as a person, we can see it has a great potential but from its appearance it doesn't look that great but it has a great quality it has great characteristics but it doesn't show up much, prism cement is a type of person who does good things but don't showoff about that.

Role of reference group: Prism cement has high probability when it comes to reference group, in the market competitors go with television advertisements while Prism cement is focused on its quality which helps them word of mouth advertisement. People who have used its product they surly recommend it to their group because of its low price and better quality.

### **Ultratech Cement**

Brand positioning and repositioning: Ultratech cement has started as affordable cement company for middle class people, it had low range products which were for every segment of the market. Later it started getting more recognition and became India's leading cement manufacturing company. Now it has product in every range from low price product to premium range product. So, we can say Ultratech was positioned as affordable low range product at first then it repositioned itself as all range cement product.

Logo: Ultratech has logo which is recognized by everyone it has used Yellow color as background and Black for words. It does not have much of a creativity, it looks really simple, but they used this combination which is not used by any other company and they have done their all advertisement in this color so it has become its brand mark.

Jingles (Tag line): Ultratech's tag line is "The Engineer's choice" which is very well thought tag line, before 2010 people were really looking forward to the engineers, it was one of the high standard degree and people will believe what engineers have said. So, Ultratech was using this tag line to make people believe in their product and it really happed. People really believe in their products and look it as a premium product in the cement market.

Communication strategies: Ultratech has used many communication strategies, they firstly have provided address and phone number of their every office all over India. They have made many TV commercials to connect with their customers. They also give small informatory videos on their YouTube channel which helps their consumer when they are building something.

Campaigns: Ultratech has done many campaigns very successfully, one campaign they do every year is giving tribute to engineers on the engineer's day. Their first campaign was changing name of L&T cement to Ultratech cement which help them over take L&T cement. They have done campaigns like "maine Kal dekha he", "EMI free home", "Chalo India Banaye", "Childhood", "Nirman khubsurti ka" and many more. They done these campaigns in order to connect more with their consumers and getting more belief for their product.

Co-branding and association: We can say Engineers have always been associated with Ultratech as they always us their tag line "The Engineer's choice". Strength is also associated with Ultratech cement as they show in their commercials that their cement is the strongest in the market. We can also say future of construction is also associated with Ultratech as they always try to show that their product is being used by engineers to make the future of India.

Brand personality: If we create a person from Ultratech cement he will be the person who is most famous in the group, he will be of extrovert person with high intelligence, he has a leader personality who leads the market and a very creative person who always finds something new.

Role of reference group: Ultratech has made its name known to its customers with its advertising strategy, it is well known brand in cement industry and they made it like all engineers recommend

Ultratech cement. So, it made a positive image of it in the market and people considered it premium product which help them grow their reference group.

### **PBM strategy**

Both the company implemented PBM strategy as per their requirement, but if we compare both company's PBM strategy Ultratech cement has obviously implemented it in better way.

PBM strategy is all about 4 P's of marketing Product, price, place and promotion. Let's understand both companies' strategy with these 4 components. Firstly, for product both companies have almost same product, both products have good quality product and for cement market both have almost same product. Now, for price Prism cement win here as it has lower price than Ultratech cement and both have almost same product quality so prism cement win when it comes to price. Now for Place Ultratech has reached almost everywhere in India and it has more warehouses and better supply chain which gives higher value to cement than Prism cement. Now for last one promotion Prism cement is not that good with promotion while Ultratech is one of the best in cement industry when it comes to promotion, that makes Ultratech complete winner for PBM strategy. Ultratech have promoted their brand as such their name is known all over India, they made their brand name with great promotion strategies and they show their customer that they are the strongest cement in the market. So, Ultratech has understand their consumers and made their product and brand strategy, which helped them grow in cement market exponentially.

### **RR Cement Company**

RR cement is a new company which has just entered in the Integrated building material market. RR cement has done through research about the market, they know which type of people need which type of product they have started with one product which is highly needed in their nearby area, they have first focused on their city and nearby areas, it will help them understand their product and improve it according to consumers requirement, than RR cement is focusing on covering their state as their whole market this will help them making good supply chain, to become market leader RR cement need to implement PBM strategy very carefully firstly, RR cement will make its product in different varieties of which consumer of cement market is required after making these products they need to set their price which will be low than their competitors and they can also earn profit from it. They also need to make their product available at every place in

the market and lastly, they need to make their product visible to their customer base this are the basic things they need to make their company a market leader

Now to make variety of products which are required by the consumers RR cement need to do a research in the market about all the products available in the market than they need to find best seller of each product and after that they need to find way to make better product than the available product and then they should test it properly to launch that product in the market. After the make a quality product which can satisfy consumer, they need to understand value of that product and fix its price so, most of the consumer starts buying their product instead of their competitors. After launching their product in the market, they need to get their product in the market so every consumer can buy their product without any difficulty, to do that RR cement need to make report of area wise distribution, where they need to find quantity of the product required to send in each area. They also need to come up with promotion strategies so they can make their brand known to all the consumers. They should start with wholesalers and engineers they are the one who promote cement product the most. They should focus on convincing builders and engineers that their product is best for their buildings and that way they can reach to maximum peoples.

Now for the brand positioning I market my brand such as it will look best in quality in the market, RR cement will be marketed as innovative cement which has been made using latest technology and has best quality in the market. For logo we need to make a logo which is simple yet attractive it needs to have its own characteristics, we can also add hidden messages which identify quality that will make our brand more trust worthy. For communication strategy we need to be provide solution as fast as possible and we will make our communication strategy such that our customer contacts us easily. We also need to do campaigns which are relatable to our customers and which can reach to maximum people. For association we need to relate our brand with normal people and what they need from our brand if we can associate our brand with our consumers need it will be best step to make our product known nationwide. So, to make RR cement market leader in integrated building material market we need to focus on all the parameters.

## 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 1<sup>st</sup> 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.



# PART – C

## 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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