

Familiarisation Programme - Digital Marketing

A **knowledge sharing seminar** was conducted for Directors of the Company on **Wednesday, March 13, 2024 at 2.30 pm via Microsoft TEAMS**.

Following Directors attended the programme:

- 1.Mr. Anil Kumar Gupta, Independent Director
- 2.Mr. L. V. Vaidyanathan, Managing Director

Apart from the Directors, Mr. Ghanashyam Hegde, General Counsel and Ms. Flavia Machado- Company Secretary also attended the meeting.

Ms. Rohini Miglani provided an overview of P&G group's principles on irresistible superiority for packaging, communication, execution, customer value & each of its products and its effect on growth and value creation of the Company. She further detailed on disruptions on communications through various media modes viz newspaper, radio, T.V. and other digital platforms.

A detailed presentation was made considering 3 focus areas of Brand building - data, advertising and consumer understanding. Please find below topics discussed on each focus area.

DATA: Ms. Rohini Miglani detailed on below aspects:

1. Digital technology disruptions created by OTT, broadcast and other e-commerce platforms.
2. Update on advertisements analyzing viewers attention, standing out on multiple platforms, etc.
3. Penetration of different mediums of media and media objectives like reach, cost, target, etc.
4. Update on digital scale in India and how the same is targeted for maximum reach.
5. Language and creative personalization for better consumer reach.

ADVERTISING: Ms. Mukta Maheshwari detailed on below aspects:

1. Creatives personalization for different types of media platform, its approach, need and effectiveness.
2. Challenges faced by brand teams to meet the target audience and P&G's approach on the same.

CONSUMER UNDERSTANDING: Mr. Sumeet Mittal detailed on below aspects:

1. Digital media – a conventional way to be closer to consumers.
2. Consumer learning through creative ideas, market qualification and assessment.

The meeting concluded at 4.00 p.m. with vote of thanks.