



# SSR INSTITUTE OF MANAGEMENT AND RESEARCH

**EMPOWER YOURSELF @IMR**

**Permanently Affiliated to SPPU, Pune and Approved by AICTE, New Delhi & DTE, Mumbai, MS, NAAC Accredited**

## MARKETING SPARKLEZ BULLETIN **BUZZ MARK**



January, 2025 / Vol 42



### Headline #01

**Why ASUS is going all in on PC gaming in a mobile-first market**

S

India's gaming sector, valued at \$3.1 billion in 2024, is poised for exponential growth, with projections suggesting it will reach \$8.92 billion within the next five years, according to a report by Grant Thornton Bharat and the E-Gaming Federation (EGF).

The country is home to approximately 442 million gamers, making it the world's second-largest gaming market after China. Mobile gaming reigns supreme, accounting for a substantial 80-85% of the market share. Paramjeet Singh Mehta, head of marketing at ASUS India, sees this trend as a significant opportunity for the PC gaming segment as well. Just as mobile gaming accessibility is tied to smartphone capabilities, a similar shift is emerging in PC gaming, where hardware requirements are constantly evolving, he notes.

(click on link to read more)

<https://www.afaqs.com/news/mktg/how-asus-is-capitalising-on-indias-booming-gaming-market-8594068>



**News Source: www.afaqs.com**

**News By: Ananya Bhansali**

**M.B.A- 2<sup>nd</sup> Year**

### Headline #02

**BlueStone gifts chess-themed ring to Gukesh D for world championship win**

BlueStone presented 18-year-old chess champion Gukesh Dommaraju with a chess-themed ring to mark his achievement as the youngest World Chess Champion. The ring is engraved with "World Champion" and features a pawn at its center. Additionally, the company gifted Gukesh's parents 'Him and Her' jewellery sets with their names engraved on King and Queen pieces to honour their support in his chess journey. ....(click on link to read more)



<https://www.afaqs.com/news/mktg/bluestone-gifts-chess-themed-ring-to-gukesh-d-for-world-championship-win-8595899>

**News Source: www.afaqs.com**

**News By: Ashwin Patil**

**M.B.A- 2<sup>nd</sup> Year**

## Headline #03

### ICC Champions Trophy: Uniting cricket glory, with your brand story

TCricket's iconic ICC Champions Trophy makes its much-awaited return after seven years. India, Australia, England, Pakistan, South Africa, New Zealand, Afghanistan, and Bangladesh—will compete in a high-stakes battle to crown a champion of champions. The spotlight shines brightest on Star Sports and Disney+ Hotstar, with ICC events breaching viewership records over the last couple of years.

The highly anticipated Champions Trophy represents an unmatched opportunity for brands to engage with a massive, highly invested audience especially keeping in mind prime time scheduling of the matches.

...(click on link to read more)

<https://www.afaqs.com/news/marketing-initiatives/icc-champions-trophy-uniting-cricket-glory-with-your-brand-story-8613630>



News Source: [www.afaqs.com](http://www.afaqs.com)

News By: Mohit Sharma  
M.B.A- 2<sup>nd</sup> Year

"The best way to sell something, don't sell anything.

Earn the awareness, respect, and trust of those who might buy."

– Rand Fishkin



## Headline #04

### GRliance Digital Happiness Project: Empowering Indians, one tech upgrade at a time

WIn a country brimming with aspirations, access to technology can often be the dividing line between unfulfilled potential and realised dreams. The Reliance Digital Happiness Project seeks to bridge this gap, transforming lives by leveraging technology as a powerful enabler....(click on the link to read more)

<https://www.afaqs.com/news/marketing-initiatives/reliance-digital-happiness-project-empowering-indians-one-tech-upgrade-at-a-time-8599368>



News Source: [www.afaqs.com](http://www.afaqs.com)

News By: Kishan Marvaniya  
M.B.A- 2<sup>nd</sup> Year

## Headline #05

### Innisfree skincare products now available on Blinkit

Innisfree, a South Korean skincare brand, has partnered with Blinkit, a quick commerce platform, to deliver its products directly to customers' doorsteps. The brand offers a variety of skincare products, including hydrating serums and pore-cleansing clay masks. With this partnership, Innisfree products will be delivered within 10 minutes.

Paul Lee, managing director and country head, Amorepacific India shared, "We're thrilled to announce Innisfree's availability on Blinkit, India's leading instant delivery platform. The overwhelming love and support shown by our Indian consumers have encouraged us to expand our presence across all platforms....(click on the link to read more)

<https://www.afaqs.com/news/mktg/innisfree-skincare-products-now-available-on-blinkit-8636847>



News Source: [www.afaqs.com](http://www.afaqs.com)

News By: Mansi Badhe  
M.B.A - 2<sup>nd</sup> Year



## Headline #06

### LATEST NEWS

### Flying becomes more luxurious. For those who can pay

Airlines are enhancing their business-class offerings with luxury amenities and services in 2025, including partnerships with renowned brands and upgraded comfort features. These upgrades include high-end amenity kits, premium caviar and Champagne services, and collaboration with prestigious brands to provide unique and opulent in-flight experiences. Privacy suites, double-wide beds, Christofle cutlery: Business-class cabins have ....(click on the link to read more)



News Source: [www.economictimes.com](http://www.economictimes.com)

News By: Krishna Jaiswal  
M.B.A- 2<sup>nd</sup> Year

<https://brandequity.economictimes.indiatimes.com/news/marketing/flying-becomes-more-luxurious-for-those-who-can-pay/117603578>

## Headline #07

### Rise of the Premium League: Consumers embrace luxury choices despite price hikes

Despite economic challenges, demand for premium products such as groceries, spirits, clothing, and shoes remains strong in cities. Companies like Hindustan Unilever and Diageo India report continued growth in the premium segment. Higher-income consumers are driving this trend, with spending on international vacations and weddings also reflecting resilience. The likes of Hindustan Unilever (HUL), Diageo India, Shoppers Stop, Reliance and Metro Brands said consumers may be truncating shopping lists of lower- or mid-priced products but the premiumization trend continued even in discretionary categories....(click on the link to read more)

[https://brandequity.economictimes.indiatimes.com/news/marketing/rise-of-the-premium-league-consumers-embrace-luxury-choices-despite-price-hikes/117597156?utm\\_source=category\\_listing&utm\\_medium=sectionListing](https://brandequity.economictimes.indiatimes.com/news/marketing/rise-of-the-premium-league-consumers-embrace-luxury-choices-despite-price-hikes/117597156?utm_source=category_listing&utm_medium=sectionListing)



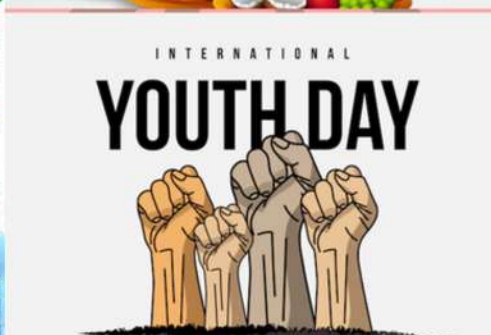
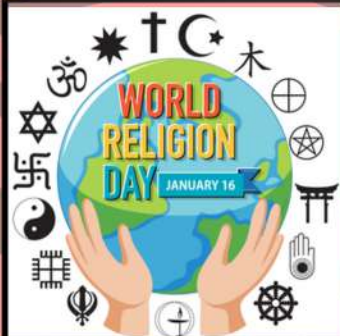
News Source: [www.economictimes.com](http://www.economictimes.com)

News By: Dhruv Prajapati  
M.B.A- 2<sup>nd</sup> Year



# MARKETING SPARKLEZ BULLETIN

## JANUARY SPECIAL



**Executive Editor:**  
**Prof. (Dr.) Rakesh Patil**

**Student Editors:**  
**Dhruv Prajapati (MBA- 2nd year)**  
**Krishna Jaiswal (MBA- 2nd year)**

**Faculty Editor:**  
**Dr. Rajesh Kumar Pandey**