



# SSR INSTITUTE OF MANAGEMENT AND RESEARCH

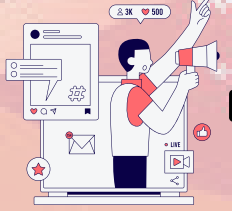
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## MARKETING SPARKLEZ BULLETIN BUZZ MARK



May, 2025 / Vol 46



### Headline #01

#### Swiggy Instamart evolves into Instamart with a bold new identity.

Instamart pioneered quick commerce in the country when it launched five years ago. Since then, the platform has expanded significantly, growing its product range to over 35,000 items across over 120 cities and serving millions of users every month. What began as a part of Swiggy has quickly evolved into a category-defining business, with a loyal user base, a distinct personality, and growing scale. In numerous instances, Swiggy group chief executive officer, Sriharsha Majety has spoken about how the company expects Instamart to surpass food delivery in both penetration and scale. Integrated within the main Swiggy app, Instamart also launched a standalone app earlier this year. ...(click on the link to know more)

<https://brandequity.economictimes.indiatimes.com/news/marketing/instamart-unveils-bold-new-identity-as-standalone-brand-from-swiggy>

**BREAKING NEWS**



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

News By: Payal Mali

M.B.A- 1<sup>st</sup> Year

### Headline #02

#### Walmart shakes up US ad division to keep pace with technological change

Walmart is eliminating some roles and “evolving the structure” of its U.S. retail media arm, Walmart Connect, according to an internal memo to associates reviewed by Marketing Dive. Changes to the advertising division are part of broader adjustments the big-box store is making to its global technology and U.S. organizations that are intended to reduce complexity, improve speed and foster innovation.

The Wall Street Journal first reported on the restructuring plans, which are expected to eliminate 1,500 corporate jobs. The scope of the impact on Connect is not clear. Walmart stated it would aid affected associates on other opportunities, including internal ones where applicable....(click on the link to know more)

<https://www.marketingdive.com/news/walmart-shakes-up-us-ad-division-keep-pace-technological-change/748861/>



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

News By: Vivek Gaud

M.B.A- 1<sup>st</sup> Year

## Headline #03

### Can Indian craft chocolate go global and compete with the world's finest?

Indian craft chocolate is growing. It aims to compete with global brands. Brands focus on local cacao from Andhra Pradesh, Tamil Nadu and Kerala. They emphasize terroir and unique flavors. Challenges include low consumption and inconsistent bean quality. Brands are working with farmers to improve processes. They are also educating consumers about the value of craft chocolate. At a chocolate tasting in Hyderabad, guests swirl wine and savour 72% single-origin dark chocolate, the beans sourced from a farm just hours away. The bar is priced at Rs 400, the packaging sleek and the intent unmistakable: Indian craft chocolate isn't a niche indulgence anymore...(click on the link to know more)

<https://economictimes.indiatimes.com/industry/cons-products/food/can-indian-craft-chocolate-go-global-and-compete-with-the-worlds-finest/articleshow/121383854.cms?from=mdr>



News Source:

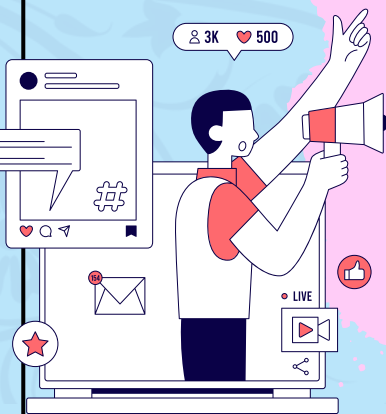
[www.economictimes.com](http://www.economictimes.com)

News By: Vivek Singh

M.B.A- 1<sup>st</sup> Year

**"Good marketing makes the company look smart . Great marketing makes the customer smart "**

**- Joe Chernov (B2B content marketer )**



## Headline #04

### The rise of the behavior graph: Data-led marketers will shape what's next

Marketers are shifting from traditional demographics to behavior graphs, which offer real-time insights into consumer actions. This approach leverages AI to analyze browsing, engagement, and purchase patterns, enabling personalized content and optimized strategies. By focusing on observable behaviors, brands can improve customer connections and adapt quickly to evolving preferences in a privacy-conscious world. The behavior graph is a dynamic, real-time representation of consumer actions that offers a more accurate understanding of intent compared to traditional demographic-based models. Artificial Intelligence is increasingly enabling marketers to analyze and respond to behavioral data in real time, significantly improving customer connections and conversions.....(click on the link to read more)

<https://brandequity.economictimes.indiatimes.com/news/marketing/unlocking-consumer-insights-the-power-of-behavior-graphs-in-modern-marketing/121426448>



**NEWS UPDATE**



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

News By: Vishakha Patel

M.B.A- 1<sup>st</sup> Year

## Headline #05

### DOMS Industries acquires 51% stake in Super Treads

DOMS Industries, at its board meeting held on Monday, May 19, 2025 have approved the acquisition of 51.00% stake in Super Treads ("STPL") for a maximum consideration of ₹ 6.12 crores, subject to the completion of due diligence and receipt of requisite approvals, if any. STPL, with its operating history of more than two decades, currently operates primarily as an OEM supplier for the manufacturing of notebooks and other paper stationery products. Commenting on the acquisition, Santosh Raveshia, managing director, DOMS Industries said: "Our proposed acquisition of majority stake in STPL is a key step in enhancing our manufacturing capacities and geographically diversifying our paper stationery infrastructure to efficiently reach our consumers, thus further strengthening our competitiveness in this segment....(click on the link to read more)

<https://www.afaqs.com/news/mktg/doms-industries-acquires-51-stake-in-super-treads-9086609>



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

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

## Headline #06

### Smartwatch boom cools off in 2025

Smartwatch shipments in India have declined for five consecutive quarters, dropping 33% year-on-year in Q1 2025. The industry is shifting from budget devices to premium features, with fewer new models being launched. Experts predict a correction year, focusing on the 75,000-10,000 price segment, expecting a slight shipment growth by year-end after a significant drop in 2024. Smartwatch shipments in India have decreased for the fifth consecutive quarter, dropping 33% year-on-year in the January-March period as the market shifts from budget devices to premium features. The overall installed base of smartwatches relative to smartphone users remains stagnant at around 15-20%, despite a notable decline in the contribution of the budget segment priced under ₹5,000...(click on the link to read more)

<https://brandequity.economictimes.indiatimes.com/news/marketing/smartwatch-boom-cools-off-in-2025/121300748>

**LATEST  
NEWS**



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

News By: Sarvar Chudesara  
M.B.A- 2<sup>nd</sup> Year

## Headline #07

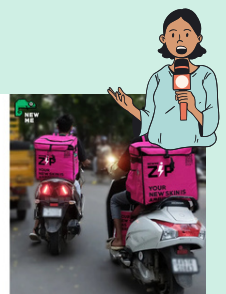
### NEWME launches 60-minute delivery service in Bengaluru

Fashion-tech brand NEWME has rolled out its rapid delivery service, NEWME Zip, in Bengaluru, promising to deliver fashion orders within 60 minutes. This follows a pilot run in Delhi-NCR, where the service operates with a 90-minute delivery window.

NEWME has made over 1,500 fashion styles available for rapid delivery across Bengaluru through this new service. The company is using a network of dark stores across the city to enable faster order fulfilment. During initial trials, NEWME delivered orders within 30 to 60 minutes, including during peak traffic hours. "Gen Z is clear in what they want—style that's current, access that's instant, and experiences that feel personal," said Sumit Jasoria, co-founder and CEO, NEWME. "The overwhelming response to our pilot confirmed that....(click on the link to read more)

<https://www.afaqs.com/news/mktg/newme-launches-60-minute-delivery-service-in-bengaluru-9310272>

**NEWME  
ZIP**



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

News By: Ashwin Patil  
M.B.A- 2<sup>nd</sup> Year



# MARKETING SPARKLEZ BULLETIN

## MARKETING TRENDS OF THE MONTH ~MAY

- 1** AI-Powered Personalization
- 2** Expansion of Social Commerce
- 3** Experiential Marketing's Resurgence)
- 4** AI in Search Advertising
- 5** Focus on Authenticity

## BRAND OF THE MONTH ~MAY



### WhatsApp – Leading Privacy-Centric Campaign

WhatsApp launched its most wide-ranging privacy-centered campaign to date, called “Not Even WhatsApp.” This global effort stressed the platform's dedication to user privacy since even WhatsApp cannot read users' messages. Across iconic locations in Delhi, they filmed it, actor Aamir Khan narrated, also Achowe directed a compelling TV spot the campaign featured. WhatsApp dedicated itself to the idea of secure communication. The move reinforced this in the digital landscape in which people do increasingly value privacy.

## MARKETING TRIVIA & FUN FACT

Which beverage brand played a major role in popularising the red-suited image of Santa Claus through its advertisements in the 1930s?

- A) Pepsi
- B) Coca-Cola
- C) Dr Pepper
- D) 7Up

Coca-Cola is credited with shaping the modern image of Santa Claus in a red suit! In 1931, Coca-Cola commissioned illustrator Haddon Sundblom to create a jolly, friendly Santa for its holiday advertisements - this version became the widely recognized image we know today.

• Source: <https://www.trendhunter.com/slideshow/may-2025-marketing>  
• <https://brandequity.economictimes.indiatimes.com/news/marketing/trendies-awards2025>

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MAY SPECIAL

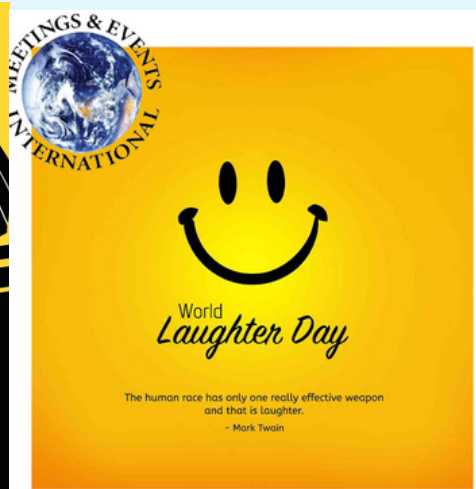


HAPPY  
**LABOUR DAY**



WORLD  
**RED CROSS**  
DAY

World  
**Lupus Day**<sup>TM</sup>



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