



For individuals and organizations alike,
a **reputation** is far easier to
destroy than it is to **build**

ANDREW GRIFFIN





PITCHFORK
PARTNERS

**A strategy consultancy committed to
taking care of your reputation right from building it to
protecting and maintaining it**

In all scenarios. At all times.

A large, detailed red rose occupies the left side of the slide, its petals showing fine texture and shading.

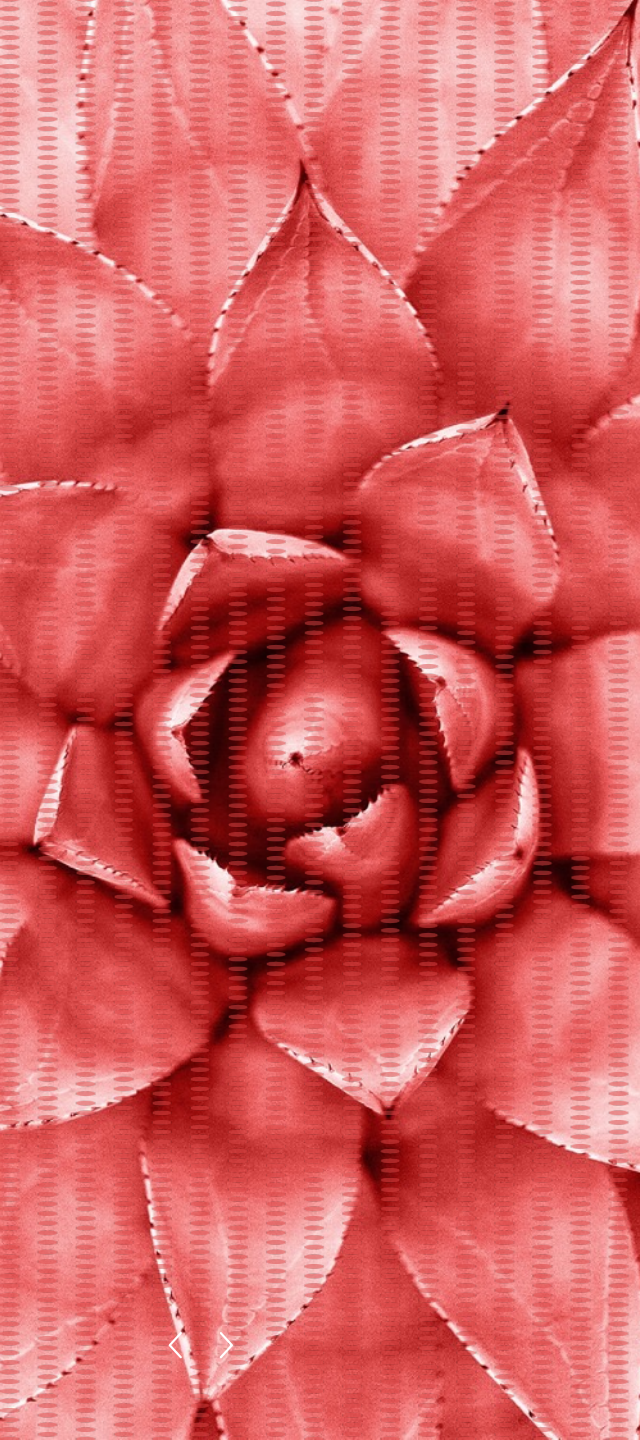
The **new** order



A **NEW NORMAL** is in order, but no one knows what it is



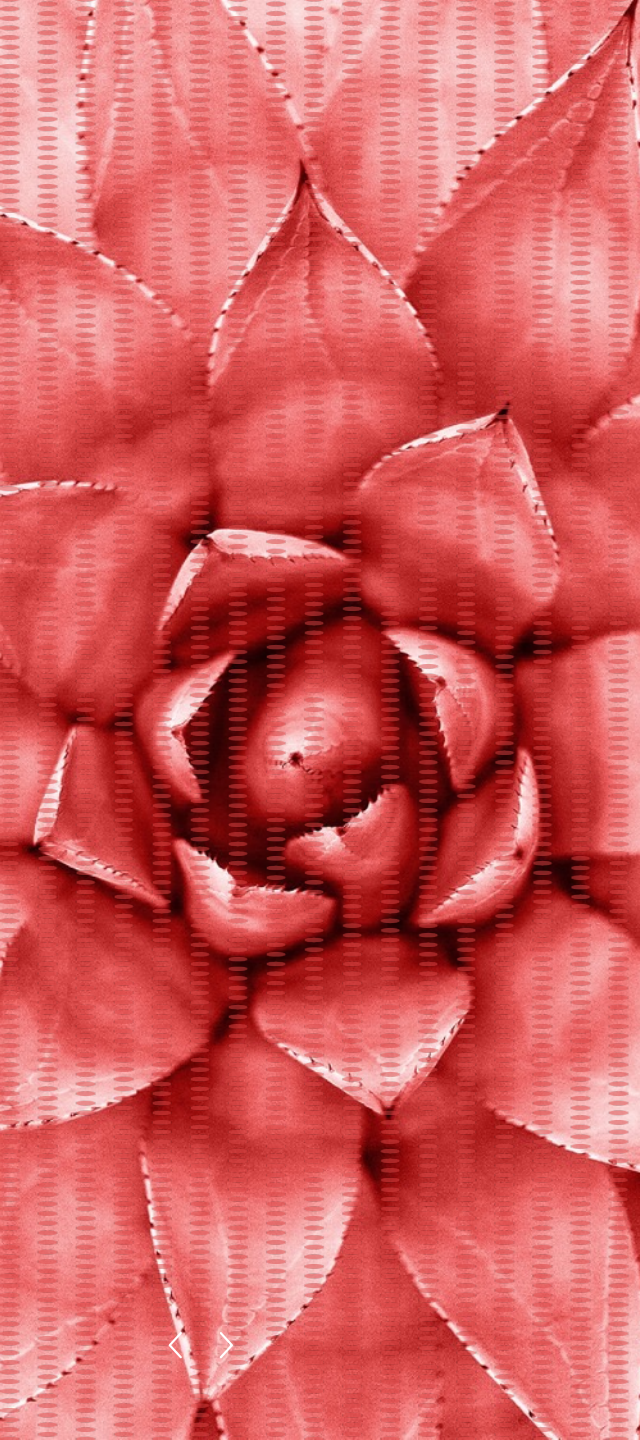
When **UNPRECEDENTED EVENTS STRIKE** like lightning, they leave us confused and scrambling to get back to our feet



Businesses may not be the **SAME AGAIN**, for example, consumer mobility is impacted, media consumption habits are changing, supply chains are being disrupted



But there is one arena where certainty reigns, and which will be your strongest asset. That is **REPUTATION**



While there may be a need to change our business and work models, there is absolutely no need to compromise



We say this, because we are prepared, to fight for your reputation, while you fight for your business

Reputation

▶ 01

Crises force business landscapes to change and may impact all touchpoints that a brand has with its stakeholders. Businesses need to adapt as quickly as the situations change

▶ 02

When digital may be the undeniable path to go, reputation of businesses also keeps shaping up with every digital action

▶ 03

Today, there is an even stronger need to ensure positive experiences with stakeholders and maintain reputation

▶ 04

You don't need to do it alone, you can do it together, with us

Who we are



We are your warriors. We keep up the spirit, engage with obstacles and move ahead with confidence with the help of leaders who've gone through fire many times in the past



We believe challenges are but opportunities. Disruptions are but open doors to greater successes



Who we are



Pitchfork believes that when traditional ways don't, tailored solutions do, and experienced minds make a difference



Our team specializes in understanding business needs and aligning communication to the business goals

OUR ADVISORY GROUP

Our advisory group consists of well-known names from various industries who roll up their sleeves and fire up their creative brains whenever called

Overview

PITCHFORK'S SOLUTIONS ARE HOLISTIC. DIGITAL AND SOCIAL MEDIA ARE INTEGRAL PARTS OF OUR OFFERING.



Our experiences and expertise help us help **you** focus on **every relationship set**. We also counsel CXOs of mid-sized and large companies for reputation management that looks beyond traditional media



We champion **reputation building, management** and **protection** in the following ways:



Reputation Building



Reputation Management



Reputation Protection



Reputation **Building**



MEASUREMENT

Research, measure perceived vs actual reputation potential



STAKEHOLDER MAPPING

Map the target audience



STRATEGY

Tactics to engage target audience, purposing workshop, messaging framework and media training



REPUTATION BUILDING

Brand communication, thought leadership, media and influencer engagement, crisis planning, and government and corporate affairs



MONITORING AND MEASUREMENT

Understanding and measuring the change



ONLINE MANAGEMENT

Reputation management in the online world

[BACK TO OVERVIEW](#)

Reputation Building

Reputation Management

Reputation Protection



Reputation Management



MEASUREMENT

Research, measure perceived vs actual reputation potential



STAKEHOLDER MAPPING

Map the target audience



STRATEGY

Tips and tactics to influence your target audience



MESSAGING

Our patented messaging framework



REPUTATION MANAGEMENT

Corporate communication and thought leadership, executive positioning, media and influencer engagement, crisis planning and management, and government and corporate affairs



REPUTATION MONITORING AND MEASUREMENT

Understanding and measuring the change



ONLINE MANAGEMENT

Managing reputation in the online world

[BACK TO OVERVIEW](#)

[Reputation Building](#)

[Reputation Management](#)

[Reputation Protection](#)



Reputation **Protection**



REPUTATION DAMAGE ASSESSMENT

Research and insights, mapping reputation index and factors that have influenced it, impact on business and people



REPUTATION REVIVAL AND RE-BUILDING

Crisis communication, media and influencer engagement, and government and public affairs



STAKEHOLDER IDENTIFICATION, MAPPING & ENGAGEMENT

Map the target audience



ONLINE REPUTATION REPAIR AND MANAGEMENT

Protection of reputation in the online world



DAMAGE CONTROL AND REVIVAL STRATEGY

Tips and tactics to engage with your target audience



REVIVAL MESSAGING

Messaging framework, FAQs and media training

[BACK TO OVERVIEW](#)

[Reputation Building](#)

[Reputation Management](#)

[Reputation Protection](#)

Social Media and Digital Marketing



DIGITAL STRATEGY AND EXECUTION

End-to-end integrated strategy covering full spectrum of social and digital world, creative and content strategy, development, and outreach



REPUTATION BUILDING

Brand communication, thought leadership, influencer engagement, digital PR



ONLINE REPUTATION MANAGEMENT

Listening and analytics, engagement, reputation management and protection in the online world, Crisis planning and management



WEB AND VIDEO PRODUCTION

Digital Development, UI/UX Design, Websites, Apps, Podcasts and Video Production



DIGITAL MEDIA PLANNING AND BUYING

Insights and media analytics, media strategy, planning and buying



LEAD GENERATION

Social Media and Google AdWords campaigns to drive sales



SEO / SEM

Strategy, Keyword Research, Content Development, Link Building,



EMAIL MARKETING

Campaign Design & Development, Lead Generation, Monitoring, Redemption Analysis, Response & Conversion Tracking

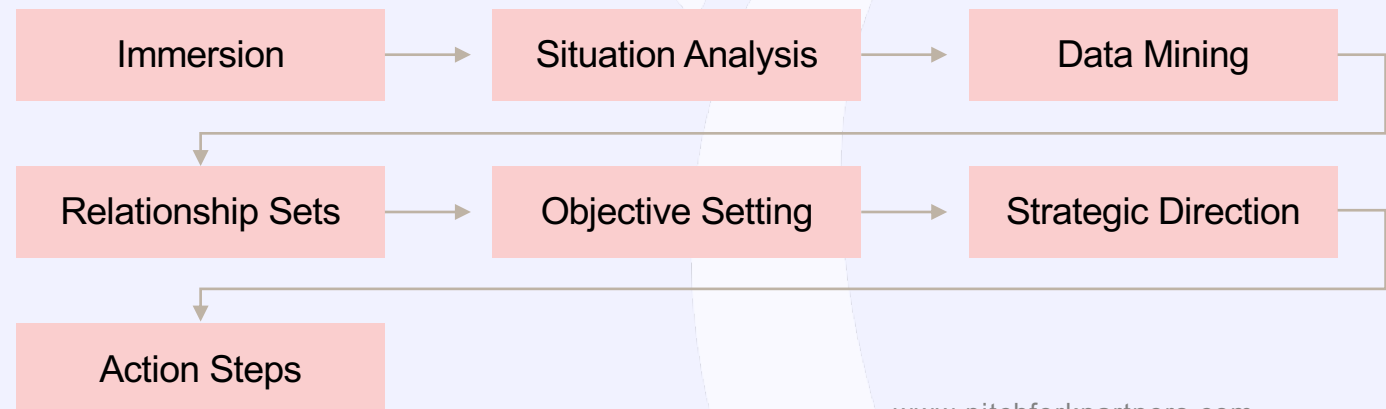
Our process



We believe in staying agile. So, when business landscapes change, their priorities change, our approach also changes to align with the transformation.

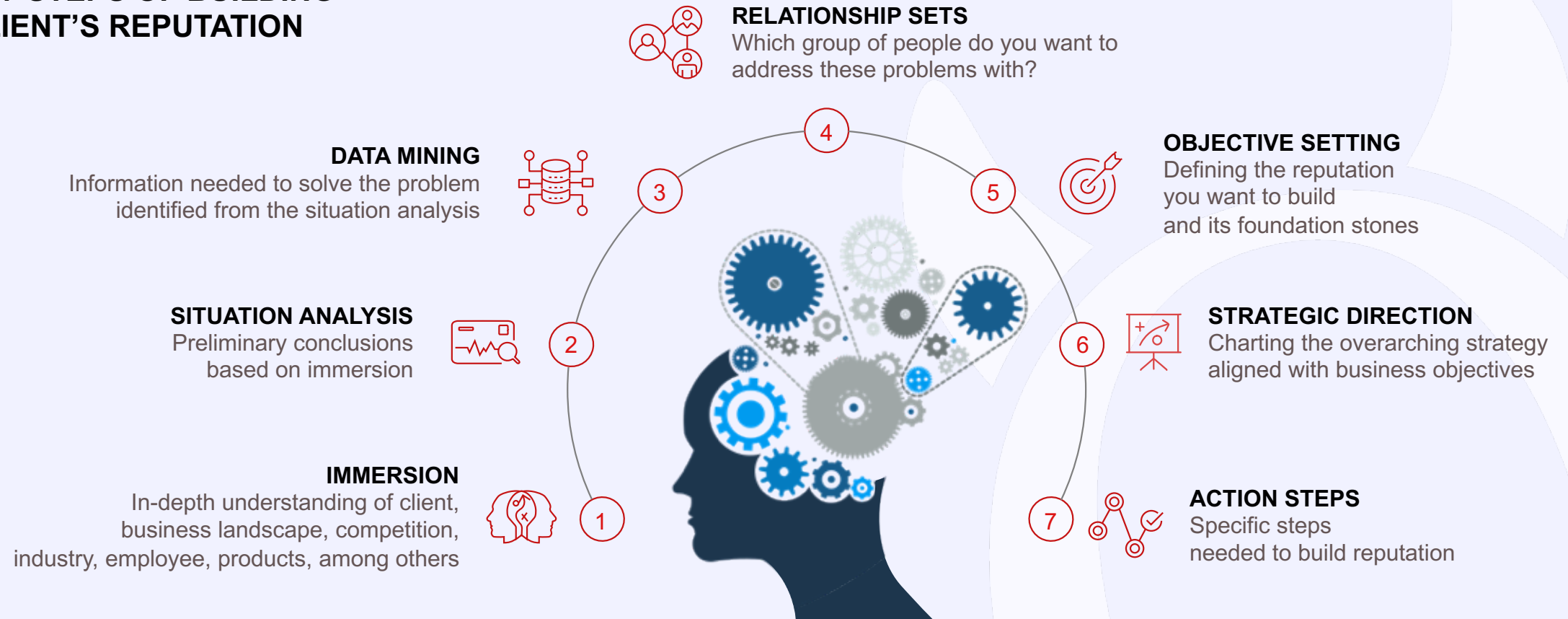


To help craft the right strategies to establish the change, we start with a focus on:



Thinking process at a glance

THE 7 STEPS OF BUILDING A CLIENT'S REPUTATION



Critical differentiators



Senior consulting staff



Partnerships with global/regional firms

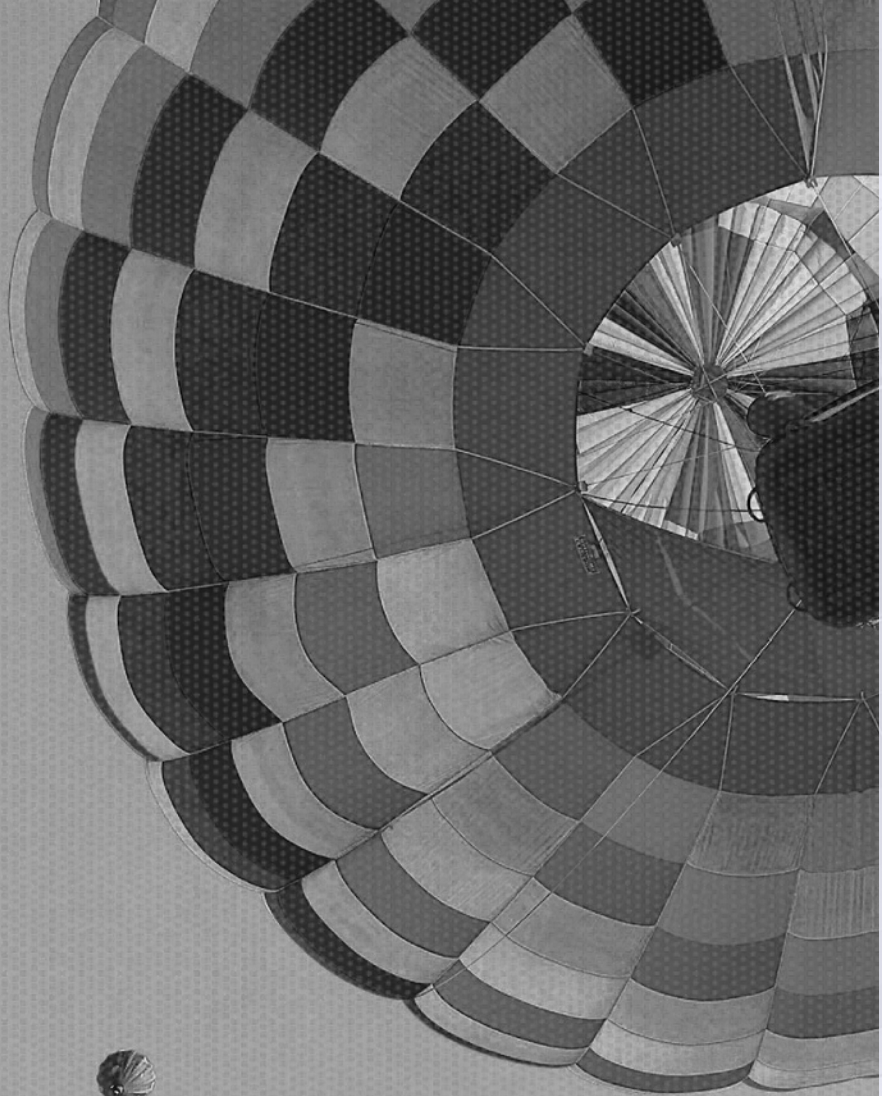


Result-oriented approach and clear value addition



Multi-market advisory capability

Clients



Client Relationships (2015 to 2021)

Diversified / Manufacturing

karloskar

HEXAS

CORTEVA™
agriscience

FUCHS

Somaiya
GROUP



Vashi
Electricals

Real Estate, Hospitality and Allied Sectors

LODHA
BUILDING A BETTER LIFE

Shree Cement

91 SPRINGBOARD

HOUSING

DELTIN GROUP
HOTELS AND CASINOS

BM&A
BOBBY MUKHERJI & ASSOCIATES

HOUSE OF HIRANANDANI

SUN ESTATES

sats

Steelcase

IRON MOUNTAIN®

Infrastructure, supply chain, logistics and shipping

Bahri

INDOSPACE
INDUSTRIAL & LOGISTICS PARKS

ARMSTRONG
Lives made easy...

SOHAR
PORT / FREEZONE

TMX

Sustainable Development

JC

SRICHAKRA POLYPLAST

SEED
promoting entrepreneurship for sustainable development

SHAKTI
SUSTAINABLE ENERGY FOUNDATION

Foundations

Bernard van Leer FOUNDATION

MIRACLE FOUNDATION
-INDIA-

TRANSPLANTS
FOUNDATION TO HELP THE POOR

Education

NAVNEET®

Vassar

stoodnt
Helping Student Dreams

Universal Education Group

ETIQUETTE THE BRITISH SCHOOL OF BSE

Client Relationships (2015 to 2021)

BFSI / PE / Fintech



Industry Bodies



Client Relationships (2015 to 2021)

Healthcare/Pharma

Consumer

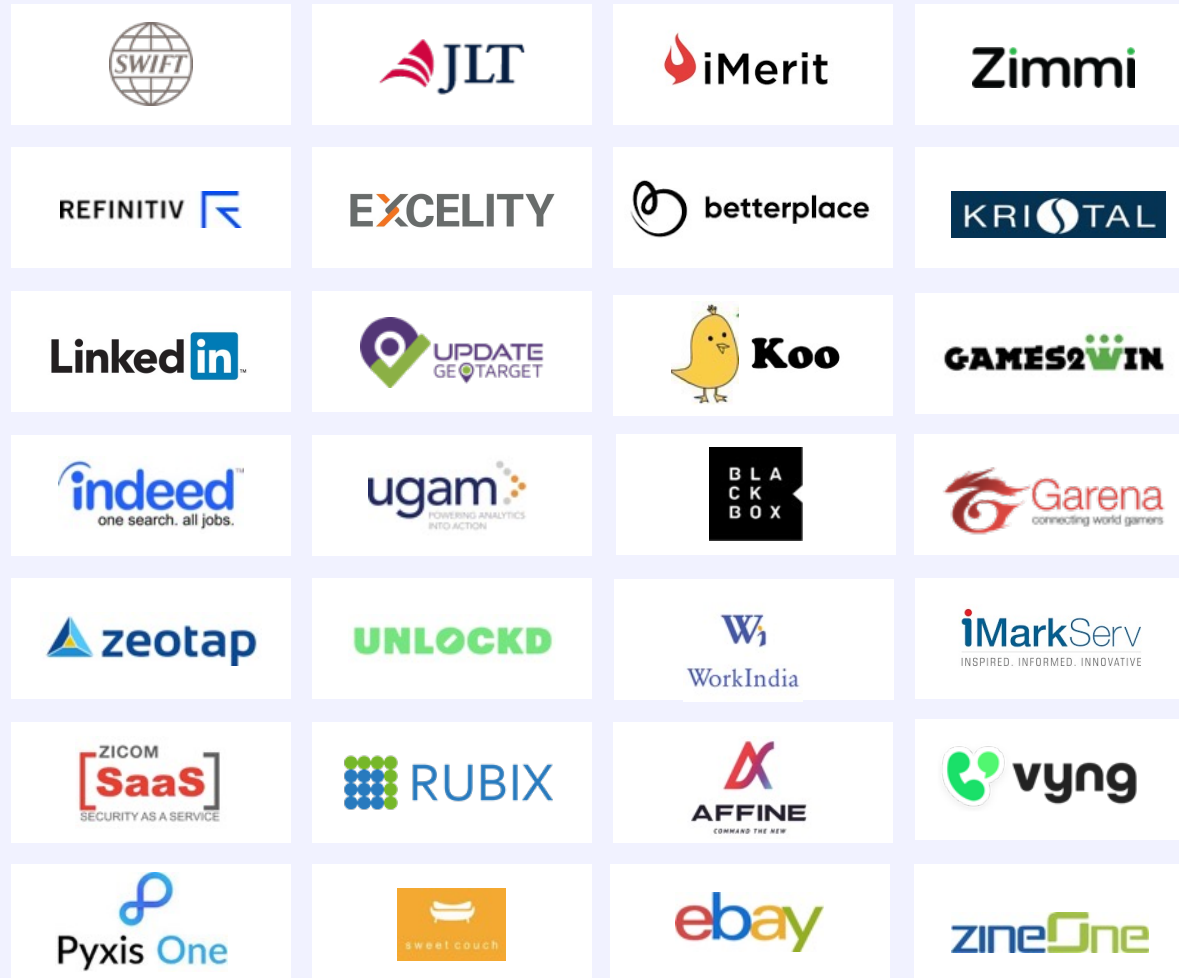
Auto / Aviation / OEMs

Media and Entertainment



Client Relationships (2015 to 2021)

Technology / B2B Tech / Consumer Tech / Social Media Platforms



Marketing / Martech / Consulting





Team



**ALEESHA
CHATHANATTU**



**ANKITA
WAGLE**



**ANWESHA
CHOWDHURY**



**ARGHO AJAY
MUKHERJI**



**ARPIT
TIWARI**



**ASHRAF
ENGINEER**



**ASHWINI
LOYA**



**DAYLON
D'CRUZ**



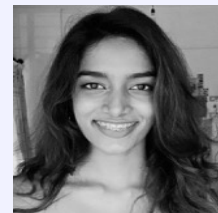
**DHARA
RAJPUT**



**DILIP
SATAM**



**FAYANNE
CARVALHO**



**GRIZEL
CARVALHO**



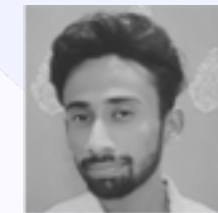
**HEMANI
VADGAMA**



**IQRA
GHORI**



**ISHITA
SHAH**



**ISRARUL
HAQUE**



**JAIDEEP
SHERGILL**



**JOYDEEPA SARMA
SARKAR**



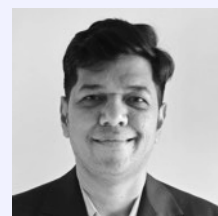
**KERZEENA
WADIA**



**KHURRAM
ASLAM**



**MEENAKSHI
ROHATGI**



**MUKESH
THARALI**



**MYRON
BRAGANZA**



**NAMIRA
SAYED**



**NITANSHI
SHARMA**



**NITESH
KADAM**



**NITI
MEHTA**



**NUPUR
KALE**



**PANNKAJJ
D DESAI**



**POOJA
CHETRI**



**PRASHANSA
MEHTA**



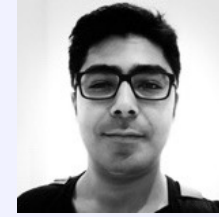
**PRATIBHA
KHANNA**



**PRIYANKA
SHETTY**



**RAJVI
BHANSALI**



**REZA
NOORANI**



**RICHELLE
D'SA**



**RIDDHI
SOLANKI**



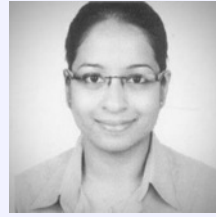
**ROHIDAS
UGALMUGALE**



**SAMAYEETA
DUTTA ROY**



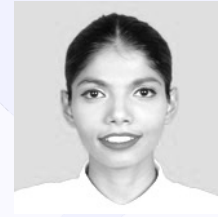
**SAMIKSHA
DHOKE**



**SHAGUNI
MEHTA**



**SHARON
LUCAS**



**SHAWNA
DAVID**



**SHILPA
PAL**



**SHUBHANGI
CHATURVEDI**



**SHWETA
SINGH**



**SNEHA
SHAHU**



**SUJAY
DHURI**



**SUNIL
GAUTAM**



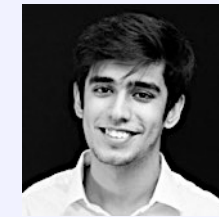
**VAISHNAVI
KANUGULA**



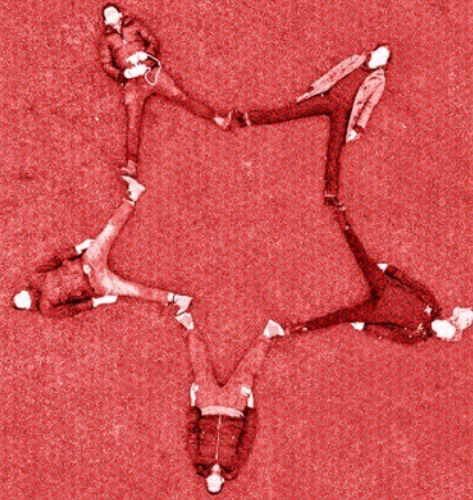
**VANSHIKA
SWAMI**



**VARUN
VISHWANATH**

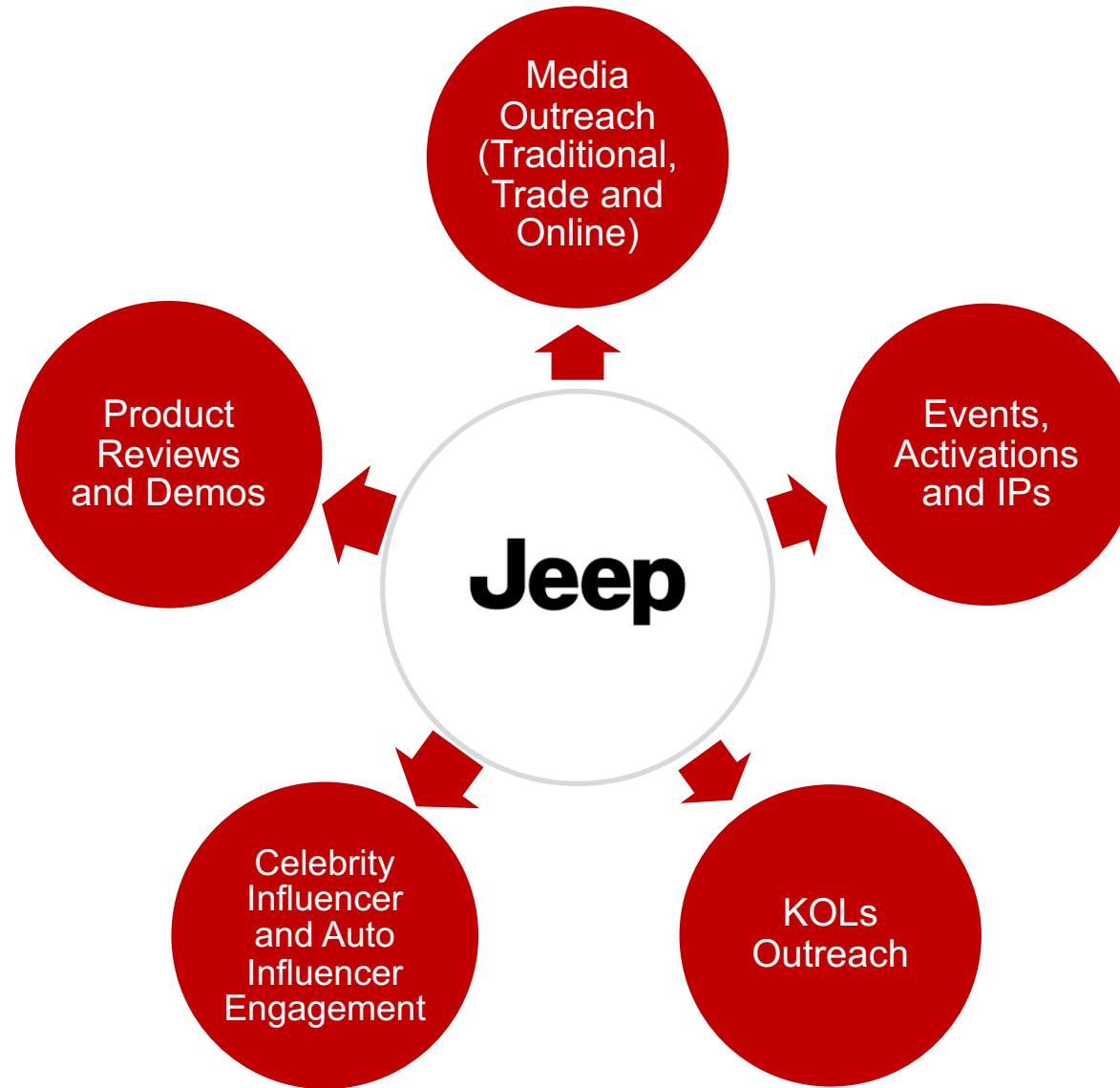


**VISHESH
BHAMBHANI**



Case Studies

Jeep



Jeep India - New Product Launch and Ongoing Communication

OBJECTIVE: Build a strong narrative around the legendary Jeep Compass and create influential content

CHALLENGES

- The SUV market is cluttered with new players
- Low community engagement due to micro-influencer-led activities
- Decrease in brand engagement due to COVID-19

STRATEGY

- Influencers such as Sonu Sood, Mahesh Babu, Radhika Apte and Milind Soman were selected for their individual personalities and success stories
- Sood was the star influencer who engaged with the Jeep community
- Created social media content – videos, posts – to engage with fans and the Jeep community as they share the same values as the brand
- Generate positive product reviews

IMPACT

- Immense engagement on social media and 10 lakh+ views on YouTube videos
- Increased followers on social handles of Jeep India and positive involvement from the Jeep community



Media Kit



motoroids_india • Follow

motoroids_india Jeep Compass Goodie Box 2021 Compass Invite

Interesting invite box with some great stuff inside - typical Jeep attention to detail
@jeepindia @sushantbalsekar

10w

gogate.anand How to get this goodie box

10w 2 likes Reply

View replies (1)

sreekanthoiiiiiii I wish I could buy it even by paying a premium ❤️ #oiiiiiii



mugdhamishra • Following

mugdhamishra My work from home game got an upgrade, thanks to @jeepindia !

10w

imsamant Woow superb gift... ❤️

10w Reply

suresh_valecha Lucky... 🙌

10w Reply

abhimahapatraa Looks fab! @sushantbalsekar bade bhai, humara bhi upgrade karo.

10w 2 likes Reply

♥️ 💬 📌

Liked by sidnchips and 267 others

Social Media Commentary



Hormazd Sorabjee @hormazdsorabjee · Dec 20, 2020

Planning to buy a car in the next 12 months? Will tell you what's coming and when. Tune into our monthly chat session on Dec 23rd at 5pm
I#RGInteract @RelianceGenIn



Autocar India @autocarindiamag · Dec 20, 2020

Which are the hottest new car launches slated for 2021?
@hormazdsorabjee answers all your queries LIVE on the latest #RGInteract session on December 23 at 5pm.

@RelianceGenIn #RelianceGeneralInsurance #LiveSmart
#TechnologyMeetsInsurance



Mugdha Mishra Anand @mishramugdha · Jan 5

FCA getting ready for a product offensive in India, Commits an investment of over \$250 million for production of four new Jeep SUVs. 1/2



2



29



Mugdha Mishra Anand @mishramugdha · Jan 5

The line-up includes the 2021 made-in-India Jeep Compass & three-row Jeep SUV, as well as Jeep Wrangler & next gen Grand Cherokee flagship (both to be assembled in FCA's JV manufacturing facility in Ranjangaon). Expect these on Indian roads by the end of 2022.

@whatcarindiamag

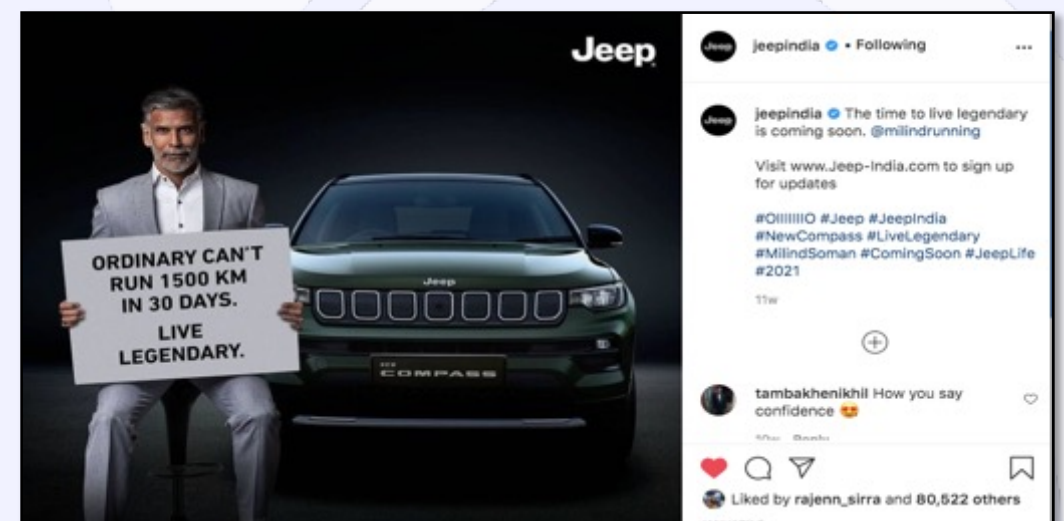


WhatCar? India @whatcarindiamag · Dec 28, 2020

India-spec #JeepCompass facelift will be revealed on January 7, 2021. Key changes will include; reworked front-end, new alloy-wheels, redesigned dashboard, 10.1-inch touchscreen, digital instrument cluster and more. #whatcarindia @mishramugdha @JeepIndia



Pre-Launch Influencer Engagement



Press Reports on Product Launch

CAR NEWS

AUTOCAR



Jeep Compass facelift launched at Rs 16.99 lakh

The **Jeep Compass** facelift has been launched in India, with prices starting from Rs 16.99 lakh and going up to Rs 28.29 lakh (ex-showroom, India). The SUV gets tweaked styling, an all-new interior, more features and can be had in four trim levels. For a limited period, a special 80th anniversary edition will also be available for Rs 22.96-26.76 lakh, depending on the government subsidies.

- Updated Compass gets 175hp, 3.0 diesel and 163hp, 1.4 petrol
- Gets a completely revamped dashboard along with more features.
- India gets Compass Trailhawk to debut in the coming months.

2021 Jeep Compass prices (ex-showroom, India, except Kerala)

	1.4P MT	1.4P DCT	3.0D MT 4x4	3.0D AT 4x4
Base	Rs 16.99 lakh	Rs 18.00 lakh	Rs 24.49 lakh	Rs 25.49 lakh
Longitude (O)	-	-	Rs 25.49 lakh	-
Compass S	Rs 22.96 lakh	Rs 23.49 lakh	Rs 28.29 lakh	-
Trailhawk	Rs 25.29 lakh	Rs 26.49 lakh	Rs 31.29 lakh	-

2021 Jeep Compass Facelift India Launch Live Updates: Price, Features, Specifications, Images

The new, 2021 Jeep Compass comes with an updated design, new styling, and a host of new and revised features that make it a bit more upmarket. Additionally, the company has also introduced a new Techno Green shade.

By Seshan Vijayagurun 27-Jan-21 11:33 AM IST

carandbike



The 2021 Jeep Compass facelift will get a new Techno Green shade, revised styling & updated features.

2021 Jeep Compass face-lift launched

By autoX Editorial | on January 27, 2021

autoX



Starting at Rs 16.99 lakh, the 2021 Jeep Compass face-lift demands Rs 50,000 more than the base price of the outgoing model. The 2021 Compass gets refreshed exterior, reworked interior and a longer feature list.

More than three years after the launch of the Compass in India, Jeep India has finally given it an update, and a substantial one at that. The updated 2021 Jeep Compass is now priced starting Rs 16.99 lakh for the base Sport trim with the 1.4-litre Turbo heart. To draw a comparison, the outgoing Compass' base Sport Plus trim with the same heart was priced at Rs 16.49 lakh. Here's a variant-wise comparison of the new and old prices.

2021 Jeep Compass launched at Rs 16.99 lakh

By Yash Sankh | January 27, 2021

TopGear INDIA



Jeep India has revamped the Compass for 2021. Prices for the Compass range between Rs 16.99 lakh to Rs 26.76 lakhs (ex-showroom, Delhi) across its trim levels. Jeep has also announced a limited production 80th anniversary edition Compass which starts at Rs 22.96 lakh (ex-showroom, Delhi). Pre-booking for the 2021 Compass has commenced on Jeep India's website with deliveries expected to start from the 2nd of February 2021.

Jeep Compass 2021 With Extensive Updates Launched At Rs 16.99 Lakh

by Ananthan Srinivas | Jan 27, 2021 | Views: 2841

It gets a host of updates, making it a more tempting option now

ZIGWHEELS



mint

FCA India launches new Jeep Compass at ₹16.99 lakh: Details here



The new Jeep Compass

THE TIMES OF INDIA

2021 Jeep Compass launched, starts at Rs 16.99 lakh

TIMESOFINDIA.COM | Jan 27, 2021, 12:36 IST



NEW DELHI: FCA India on Wednesday launched the 2021 **Jeep Compass facelift**. The facelift was revealed earlier in January and with the prices out now, the bookings for the model will commence from February 2.

The 2021 **Jeep Compass** starts at Rs 16.99 lakh (ex-showroom) and goes up to Rs 24.49 lakh (ex-showroom). The 2021 **Jeep Compass** is offered in 4 variants- Sports, Longitude (O), Limited (O) and the range-topping S. The automaker is also offering an 80th Anniversary edition which is priced at Rs 22.96 lakh (ex-showroom).

THE ECONOMIC TIMES

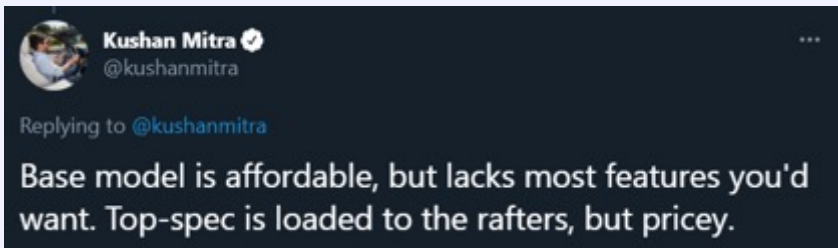
FCA India drives in new version of Jeep Compass with price starting at Rs 16.99 lakh

Synopsis
The company said its dealerships will commence customer test drives and deliveries of the new Jeep Compass from February 2, 2021.



New Delhi: Automaker **FCA India** on Wednesday launched the updated version of its premium SUV **Jeep Compass** in the country, priced between Rs 16.99 lakh and Rs 28.29 lakh (ex-showroom Delhi). The automaker also announced the launch of the 80th anniversary limited edition of the model, priced between Rs 22.96 lakh and Rs 26.76 lakh.

Social Media Commentary on Product Launch



Product Reviews on YouTube



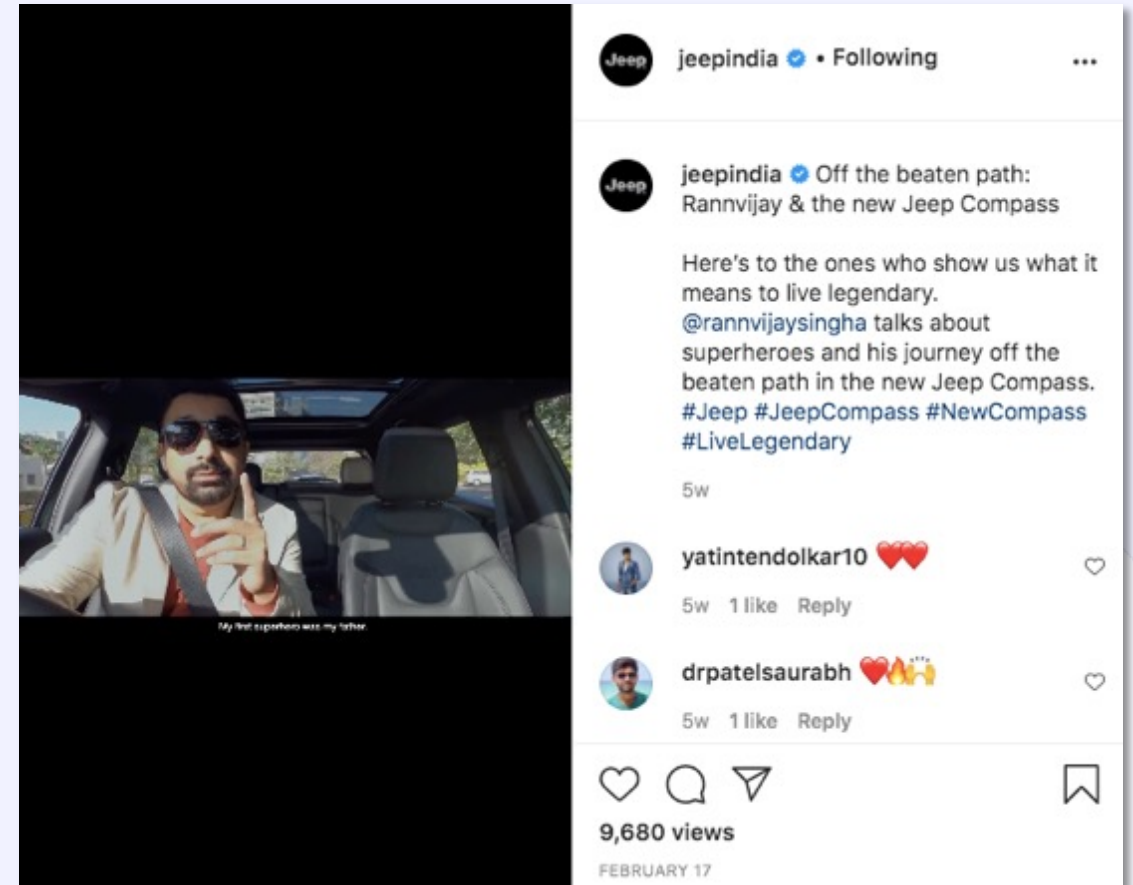
Influencer Social Media Snapshots



Celebrity Influencer Engagement



Celebrity Influencer Engagement



Regular Communication Activities

AUTOCAR
Find a Car News Reviews Features Galleries Stories Advice Forums

VIDEO REVIEW



INTERVIEW
Compass facelift, 7 seat Jeep SUV, Wrangler CKD & more | Dr Partha Datta Interview

Partha Datta talks about Jeep's upcoming SUVs for India and more

In conversation with Hormazd Sorabjee, Dr Partha Datta, President and MD, Fiat Chrysler Automobiles India talks of the upcoming launches from Jeep, the key features on the Compass facelift, Jeep's upcoming 7 seat SUV, plans to locally assemble the Wrangler and Grand Cherokee and the status of the compact SUV for India.

5,334 views 05th Jan 2021 share

AUTOCAR

Interview With Partha Dutta, FCA India's President And Managing Director

by Aniruthan Srinhar Jan 19, 2021 | Views : 7370

Partha and Kartikeya Singhee talk about future Jeeps including the facelifted Compass, the locally assembled Wrangler, and the India-bound sub-4 metre SUV



Jeep India is set to begin 2021 with the launch of the facelifted Compass, followed by three models by the end of 2022. We recently had a quick word with Partha Dutta, FCA India's President and Managing Director, who gave us a sneak peek into the carmaker's future plans including the India-bound sub-4 metre SUV.

EXPRESS DRIVES
HOME CARS BIKES REVIEWS INDUSTRY PHOTOS VIDEOS EV CV MOTORSPORT

AUTO / CAR NEWS

FCA to invest Rs 1827 crore: New Jeep Wrangler, 7-seater SUV to be made-in-India

There is also the new Jeep Compass that will be launched in a couple of days. FCA confirms that all these cars will make it to the Indian market by end-2022.

By Express Drives Desk
January 5, 2021 11:29 AM



EXPRESS DRIVES

Image used for reference

While the joint venture between Mahindra and Ford might not be happening and could be a dampener, here is positive news. Fiat Chrysler Automobiles will be pumping in Rs 1827 crore in the Indian market. This money will be used to upgrade its Ranjangaon plant in Pune. The plant will now locally manufacture the much-acclaimed Jeep Wrangler. Not only this, the next-gen Jeep Grand Cherokee as well as an all-new three-row midsize SUV that will debut in our market, will be made here. There is also the new Jeep Compass that will be launched in a couple of days. FCA confirms that all these cars will make it to the Indian market by end-2022. Production of the latter has already started and dispatches to dealers too have begun. The seven-seater SUV that will be made-in-India and shared with the rest of the world is codenamed H6.

LATEST AUTO NEWS

- 5-door Suzuki Jimny spotted without camouflage
- Tata HBX concept renamed to 'PUNCH': Launch before festive season
- First-ever Mercedes-AMG G3 S launched in India at Rs 2.07 crore: AMG shows the highest growth in H1 2021
- Kia Seltos crosses 2 lakh sales mark, 1.5 lakh connected cars sold in 2 years

ET Auto.com
From The Economic Times

News Features IndustrySpeak Dealers Data & Analytics ETAutoTV Brand Sol

Passenger Vehicle Auto Components Commercial Vehicle Future of Auto Engineering Two Wheel

Happening Tomorrow / Improving the Performance and Cycle Life of Batteries with

Auto News / Latest Auto News / Passenger Vehicle / UVs

Jeep to double sales network as launches of new SUVs are under way

Jeep India plans to expand its portfolio with the launches of small and seven-seater SUVs to consolidate its market position in the country. It hopes to be back to the 2018 market share level by next year. For that, the company will double the Jeep network over the next two years from the present 65.

Shalini Priya • ETAuto • Updated: February 24, 2021, 09:53 IST

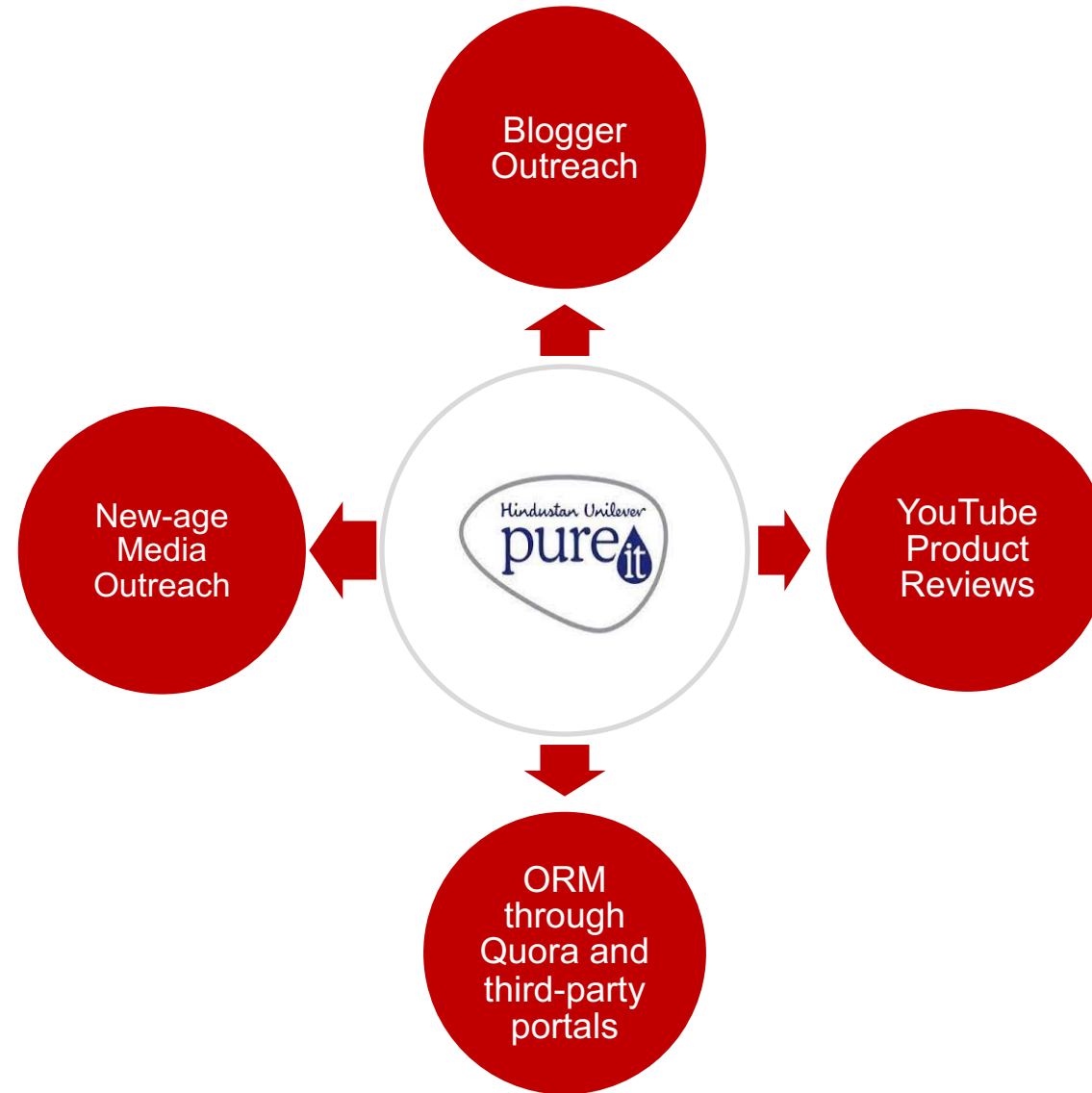


New Delhi: Jeep, a part of newly formed Stellantis is restructuring its business in India with more localisation and by bringing new India-centric products. It will launch four new models in the next 18 months.

In an exclusive interaction with ETAuto, Partha Datta, managing director, Jeep India, confirmed that a seven-seater SUV codenamed H6, and a sub-4

FCA India will double the Jeep network over the next two years from the present 65, Datta said.





Unilever Pureit Water Purifier

OBJECTIVE: Build strong brand reputation, create differentiated positioning for Pureit Copper RO, establish it as one of the top brands in the water purifier category

CHALLENGES

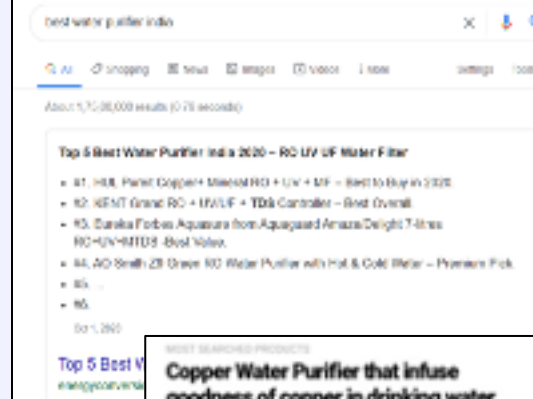
- While water purification is a huge market, it is crowded
- There are several options and models are launched regularly
- Although a good product is essential, it is also critical to increase share of voice and rank high on search engine results
- Most customers spend considerable time checking reviews and comparing products online

STRATEGY

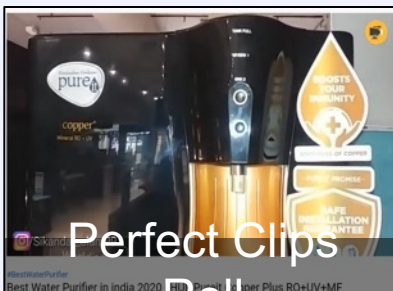
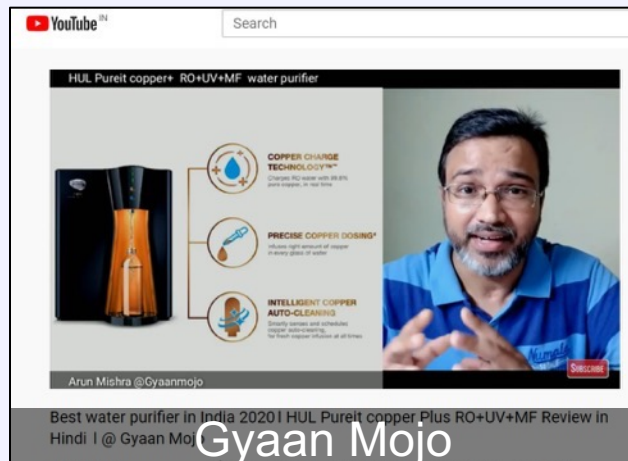
- Relevant content was developed using top ranking keywords to make users aware of the benefits of the copper water, product, value it offers over other product
- Capitalized on the association with celebrity Mandira Bedi to receive more media visibility
- Collaborated with leading portals and YouTube channels for product reviews and rankings, showcasing customer testimonials, and engaged with influencers for positive word of mouth

IMPACT

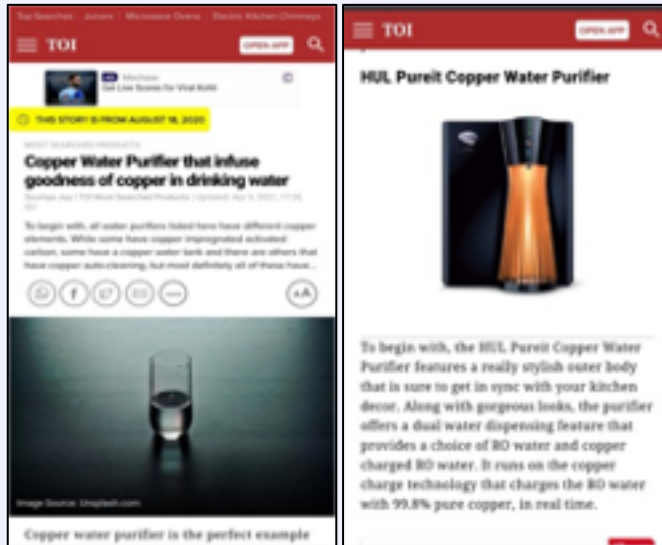
- In less than eight months, Pureit Copper+ RO was ranked as one of the most recommended purifiers by TimesofIndia.com, KitchenArena.in, Reviewsdekho.com, Gyanmojo
- Appeared in the top five Google search results for keywords such as best water purifier, best water purifiers for Indian home, best RO water purifier



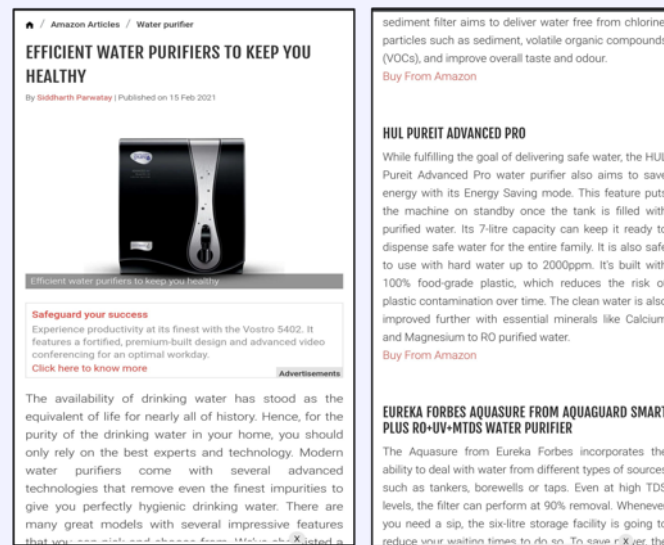
Micro and Macro Influencer Engagement



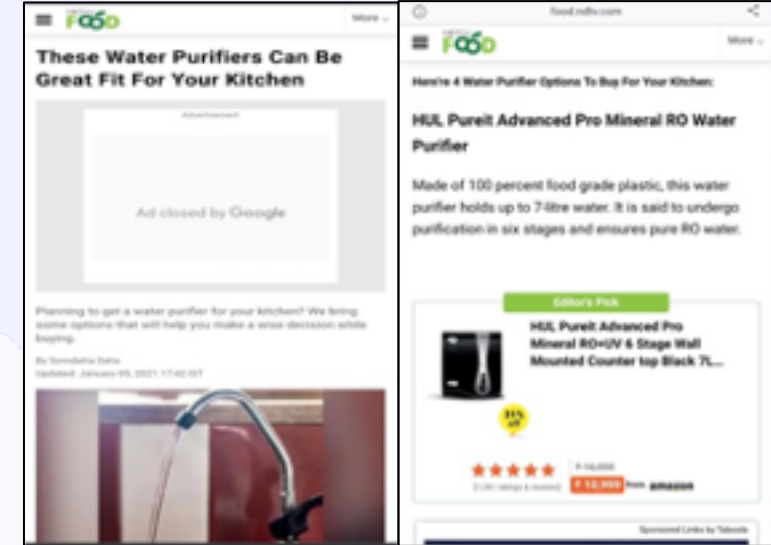
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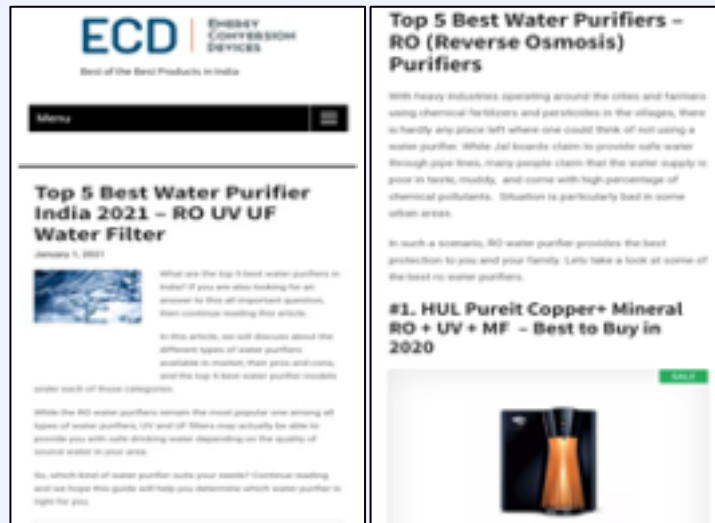
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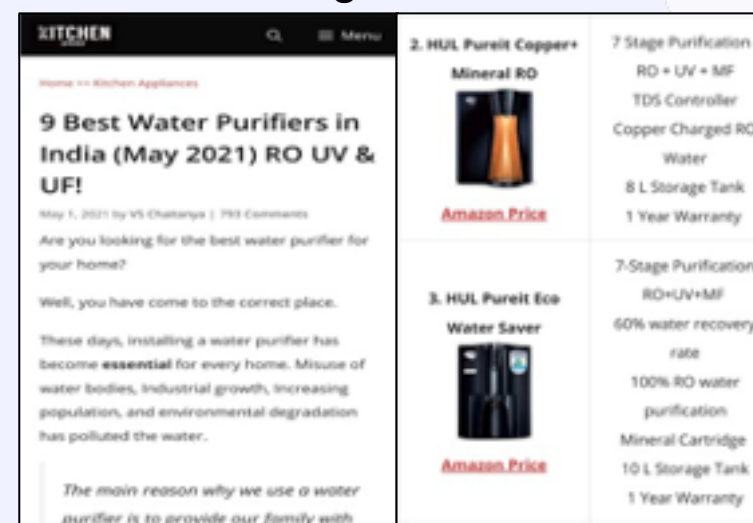
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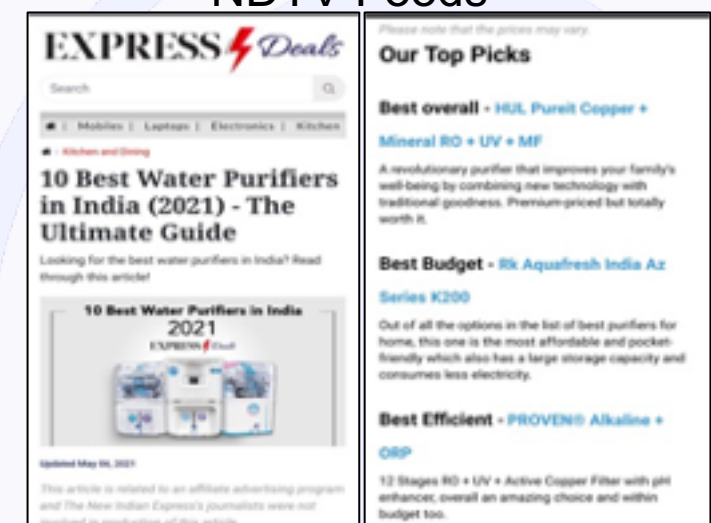
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August 10, 2021

Why water purification is necessary during monsoons? And 3 simple ways to do so.

Monsoons are a mood booster, but this is also the time when you need to be cautious of your health and wellbeing. Here's why you must purify water before drinking and few simple ways to do it. [Read more here.](#)



July 23, 2021

Why do we need to filter water before drinking?

Water filtration is not just a choice anymore. With an all-time increase in water-borne diseases, it has become essential to filter water before consumption for the health and safety of your family. Consuming unfiltered water can lead to a slew of diseases, making water filtration a must. [Know more here.](#)



January 20, 2021

Does your drinking water taste differently? Here is all you need to know.

Does your drinking water taste different? Here is how the TDS levels and other impurities in your source of water can impact the taste and affect your health. [Read more here.](#)



June 25, 2021

When should you change the filters of your water purifier?

As consumers, we are often are not sure about the right time of replacing our water purifier filters. This unawareness may lead to overusing of water filters that reduces the life of our water purifier and may even put our health at risk. Here's a list of indicators that you should look out for. [Read more here.](#)



June 11, 2021

5 Benefits of Pure Water for Skin & Hair

Water is core to human existence as it offers multitude of benefits for our health. But did you know drinking pure water can do wonders for your skin and hair? Here's how. [Read more here.](#)

karloskar
limitless



Integrated communication for a conglomerate - Kirloskar

Established in 1888, the Kirloskar Group is one of India's largest conglomerates. It is known for pioneering the industrial revolution in India and best-in-class engineering solutions in manufacturing. Pitchfork Partners is representing Kirloskar for group-level corporate communication, driving a multitude of efforts – from media relations to social media and digital marketing to employee engagement

Challenges

With changing times, it was important to position Kirloskar as future-ready, innovative, customer-centric and sustainable.

- Innovation has been done but discreetly, not at the same pace as others
- Singular focus on quality of products and service, not seen as an aggressive (with respect to expansion and diversification, new products or offerings, marketing/visibility) player when compared to peers
- Current work culture doesn't reflect a result-oriented mindset; hierarchy-driven approach doesn't let ideas foster
- Lack of clarity about the group (structure, leadership, growth potential)

Objectives

Position and Authority

- Inform and educate about innovations done – from processes to products
- Reinforce leadership position that each company enjoys in its respective industries/segments and build credibility for new business segments

Respectability

- Build an image of being a dynamic/agile, future-ready conglomerate
- An aspirational powerhouse that fosters ideas, innovations to serve customers better

Distinction

- Build a strong leadership voice for KIL by showcasing next-gen, professional management
- Influence public opinion

Integrated communication for a conglomerate - Kirloskar

Action Steps

We based our efforts around four messaging pillars: Customer-Centricity, Innovative Thinking, Sustainable Progress and Future-Ready. Establishing consistency and quality in content was key with all (6) group companies

Internal Communication

- Evaluated the current systems and processes, content strategy for internal and external communication across companies of the group
- Kickstarted employee engagement campaign on innovation to instill pride and respect
- Created visibility about the group amongst all companies by establishing a group-level quarterly newsletter – **Kite Post**, for all employees, dealers
- Helped other companies to revamp and enhance their internal communication efforts, from corporate newsletters to dealer communication
- Increasing collaboration and engagement among group companies by identifying unique stories about innovations, technology prowess

External Communication

- Established social media presence for all group companies with meaningful content related to products, people, purpose
- Launching group-level social media campaigns such as 'Pride of India' showcasing the legacy it enjoys and future-ready initiatives it is undertaking
- Profiled KIL's leadership and management teams with the help of a video masterclass series and blogs for digital platforms such as LinkedIn
- Increased awareness among senior editors and reporters about the leadership in various industries and business plans

Results: Internal Communication

- Inaugural issue of the group's internal magazine received a phenomenal response by hitting a readership of 50%
- Profiled leadership team within KIL with strategic initiatives



Results: Social Media

- From negligible presence to reaching 7,00,000 on Facebook and creating impressions of over 2,00,000 on LinkedIn, the total reach of companies increased exponentially
- 'Pride of India' campaign surpassed competition presence (established over a period)
- In addition to the reach, impressions, followers, engagement increased dramatically – thus, creating a community of dealers, customers, potential talent, professionals, among others.
- Platforms like LinkedIn and Facebook elevated the Group's employer branding with an increase in job enquiries and overall positive comments from people outside of the Kirloskar network



Brand Refresh- Internal Communication

On the back of a rich heritage, KIL embarked on the journey of a complete brand refresh to position itself as a separate and singular entity, while also ensuring that its history remains showcased. This exercise was especially challenging as there was a need for a retention of the group's foundation while being forward-thinking and future-focused. This gave birth to the 'Limitless' vision, supported by Pitchfork Partners through a large-scale ongoing internal communication campaign, launch event, external communication and ongoing media interactions along with real-time crisis management.

Internal Communication

- Multi-step campaign building up to the brand refresh exercise:
 - Improve employee awareness and strengthen the knowledge about the founding fathers.
 - Keep employees engaged through fun quizzes, games, and prize distributions.
 - After the heritage communication, the new set of six values that accompanied the refreshed vision had to be introduced and reinforced throughout the group
 - This batch also was delivered through attractive designs and games
 - The buzz was created subsequently without revealing the purpose, creating suspense among the participants
 - Sustenance campaign started post-event to keep the momentum going

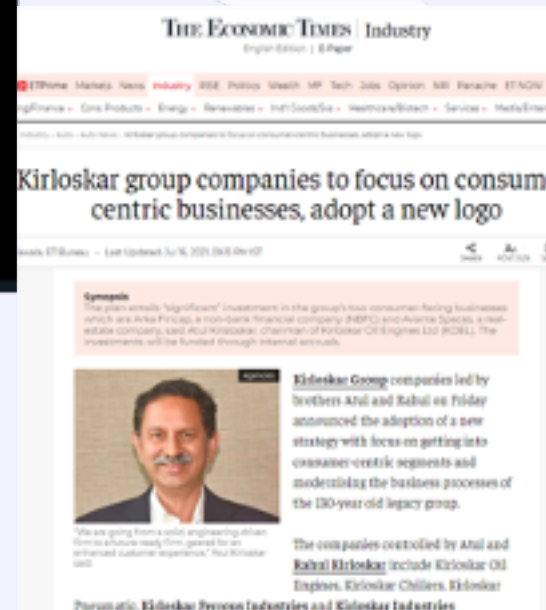


Brand Refresh- External Communication

The management is media-averse and needed to revisit media trainings and prepare for the interactions lined up. Pitchfork curated answers for all possible questions, related to the refresh and beyond, not limited to and including difficult questions related to ongoing disputes

External Communication:

- Press releases
- Quick dissemination
- Coordination and invitation of journalists for live virtual press conference
- Real time Q&A support- during and post-event
- Organizing one-on-one media interactions
- Ongoing media interactions to keep the momentum going around the refreshed brand identity
- Leadership profiling for current and next-gen management
- Real-time crisis management
- Constant follow-ups and coordination with journalists to ensure our messaging and responses are correctly positioned in the media universe



As part of rejig, Kirloskar group to expand i

OUR BUREAU

PUNE, JULY 16
Kirloskar group of companies, spearheaded by Atul and Rahul Kirloskar, have rejigged their respective business vision which involves infusion of new technologies, apart from new offerings including real estate and NBFC.

The plan will cover eight business areas, laying the foundation for the B2C domain while continuing to power robust growth in the B2B companies. This will include large investments over two-three years across all business lines. This is being done across Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries.

Among the new consumer-facing businesses, there will be significant investment in the realty business Avante Spaces and the financial services unit, Arka Fincap. Avante Spaces is developing the first of its kind land parcels based on customer-centric and future-forward principles. The business is looking at a mixed development offering that includes retail and commercial space in smart buildings, a press statement by the company added.

Arka Fincap was established last year as a subsidiary of Kirloskar Oil Engines and with a seed capital of ₹1,000 crore, it is focusing on structured term financing solutions for corporations and loans to MSME borrowers and the real estate sec-

tor. In three years, Arka Fincap will expand into retail lending and consumer finance.

Transformation plan

Atul Kirloskar, Executive Chairman of Kirloskar Oil Engines, and Rahul Kirloskar, Executive Chairman of Kirloskar Industries, revealed the transformation plan in a virtual press conference on Friday.

Mahesh Chhabria said the Kirloskar companies decided to monetise the asset base, cash, and the land bank.

The NBFC venture is a wholly-owned subsidiary of Kirloskar Oil Engines Limited which is a

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July 16, 2021

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Sections

Kirloskar undertakes refresh exercise for its va business divisions

The Limiteds' mission will transform Kirloskar Oil Engines Ltd., Kirloskar Chillers, Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.



Atul Kirloskar, Executive Chairman of Kirloskar Oil Engines

Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries have undertaken a refresh of their respective business vision. The refreshed vision is aligned with the need to be future-ready in a constantly evolving world and stems from the desire to enhance the experience throughout the customer journey, the company said.

The exercise involves not just a realignment of the businesses from robust engineering-led firms to solution providers that build holistic, customer-centric businesses. But also focus more customer-centric than ever.

Five firms of Kirloskar Group to 'refresh' respective businesses



New Delhi: Five firms of Kirloskar Group led by brothers Atul and Rahul on Friday announced a "refresh" exercise of their respective businesses, with an eye on evolving from engineering-led firms into customer-focused solution providers. Under the exercise, Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries will refresh their respective vision, offerings, technology, brand articulation and employee practices.

PTI

Kirloskar to invest additional ₹250 cr in NBFC arm, monetise land assets

FC BUREAU & PTI
Pune/Mumbai, July 16



Atul Kirloskar

MANUFACTURING FOCUSED Kirloskar Oil Engines (KOEL) on Friday announced it will be investing another ₹250 crore in its non-bank finance company (NBFC) Arka Fincap. They also announced plans to monetise its 40-acre land bank in its base of Pune for its realty company Avante Spaces.

The group has announced reorienting of businesses from B2B manufacturing engineering companies to solutions providing B2C companies. The companies have planned large investments over the next 2-3 years across all business lines. This includes a ₹1,000-crore foray into the NBFC business with Arka Fincap.

Atul Kirloskar, executive chairman of KOEL, said they were a debt-free cash-rich company. "We had committed ₹1,000 crore for the NBFC business as seed capital, of which we have invested ₹750 crore already. We want to monetise the remaining ₹250 crore into the company by March 2023."

Arka is a subsidiary of KOEL and began

operations with a seed capital of ₹1,000 crore. It is focusing on structured term financing solutions for corporations and loans to MSME borrowers and the real estate sector. Arka Fincap will expand into retail lending and consumer finance.

Atul and his brother Rahul Kirloskar are "very patient with the capital" and are not in the game of expanding the valuations for the firm. The non-bank lender has borrowings of ₹900 crore and has the scope to increase on this sum.

The other consumer-facing business will be the realty company, Avante Spaces. Kirloskar said this company would monetise the land assets for the real estate business with first of the land parcels being developed in Pune. This 12-acre parcel will see two million sq ft mixed-use development with retail and commercial spaces.

Arka, along with Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous and Kirloskar Industries, has rebranded the Kirloskar brand identity. The companies have inducted new leadership with Mahesh Chhabria leading Kirloskar Industries, Vinod Khanna leading Arka Fincap, Vishesh Parth leading the real estate business and K. Srinivasan as MD of Kirloskar Pneumatic. RV Gurnani, Sanjeev Ramani and Anish Mayal continue to lead Kirloskar Ferrous Industries, KOEL and Kirloskar Chillers, respectively.

Atul Kirloskar indicated that there is headroom for the promoter family to raise debt from the bank, stating that as of end of FY21, it had a net worth of ₹3,300 crore and a net profit of ₹1,000 crore across the companies, with a zero debt.

conglomerate.
Without disclosing details,

of Kirloskar group at 'refresh' exercise



new consumer-facing ventures, such as the realty business Avante Spaces and non-banking finance company Arka Fincap.

The development comes at a time when the feud over a deed of family settlement over the assets of the more than 130-year-old Kirloskar group reached the Supreme Court, with Sanjay Kirloskar, CMD of Kirloskar

against an order of the Bombay High Court that had relegated the dispute to arbitration.

Announcing the 'refresh' exercise, Kirloskar Oil Engines Executive Chairman Atul Kirloskar said, "We have undertaken the journey towards becoming a fully integrated conglomerate. Our new vision keeps the changing needs of the customer in mind, reorienting us from manufacturing to solutions around it."

"We are going from a solid, engineering-driven firm to a future-ready firm, geared for an enhanced customer experience. We are looking at the adoption of new-age technol-

digitisa-

COS GO FOR A NEW LOGO; TO MONETISE ASSET BASE TO FUND INVESTMENTS

Kirloskar Group Cos to Now Focus on Consumer-centric Businesses

Our Bureau

Mumbai: Kirloskar group companies led by Atul and Rahul Kirloskar on Friday announced adoption of a new strategy with focus on getting into consumer-centric segments and modernising the business processes of the 130-year-old legacy group. As part of the plan, group companies controlled by the two brothers also adopted a new logo.

The plan entails "significant" investment in the group's two consumer-facing businesses - Arka Fincap, a non-bank financial company (NBFC), and Avante Spaces, a real-estate company, said Atul Kirloskar, chairman of Kirloskar Oil Engines.

The investments will be funded through internal accruals. "We are cash-rich and debt-free and to fund the in-

vestments we are going to monetise our asset base," he said.

Companies controlled by Atul and Rahul Kirloskar include Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries, and Kirloskar Industries.

Arka Fincap is fully-owned by Kirloskar Oil Engines and set up with a seed capital of ₹1,000 crore. It will focus on lending to the real-estate sector, MSMEs and wholesale lending.

Avante Spaces, owned by Kirloskar Industries, is developing its first land parcel at Pune with a mix of commercial and retail real estate.

As part of the plan, the companies will expand their leadership teams and get professional executives on board.

"We are going from a solid, enginee-

ring-driven firm to a future-ready firm, geared for an enhanced customer experience," Atul Kirloskar said. "We are looking at the adoption of new-age technology solutions and digitisation, a future-ready team that is exposed to the best people practices and recognises and rewards performance."

The development comes amid a feud among the fourth generation of the industrialist family over a deed of family settlement pertaining to assets of the group. Atul and Rahul along with the rest of the family are on one side and their brother Sanjay Kirloskar, promoter of Kirloskar Bothers, is on the other.

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Five Kirloskar firms announce transformation, adopt new logo, branding



SPECIAL CORRESPONDENT

MUMBAI, JULY 16, 2021 22
UPDATED: JULY 16, 2021 22

SHARE ARTICLE

Five Kirloskar companies, led by brothers Atul and Rahul Kirloskar, said they would undergo a transformation in a bid to make them future ready and customer centric, with innovation being at the core of the group's business philosophy. The five companies are Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries.

Brand Refresh - Crisis Communication

Disputes regarding the legality of this refresh was predicted and prepared for in advance. When media reached out with questions/response requirements, Pitchfork was prepared with vetted answers and quickly closed the loop, leaving no scope for further allegations

Crisis Management:

- Preparation of response statements
- Real-time coordination with client's legal team and journalists to resolve queries
- Addressing all points of dispute related to brand refresh
- Positioning leadership before the media to tackle and address questions pertaining to the brand refresh and alleged infringement
- Organising one-on-one media interactions to address business and brand-related queries to control negative sentiment

किर्लोस्कर परिवार में विरासत पर विवाद

नई दिल्ली, 10 जुलाई : देश के सबसे पुराने और प्रसिद्ध फॅब्रिकेशन कंपनी में 130 वर्षों की विरासत को लेकर विवाद हो गया है। संजय किर्लोस्कर अपने निधियों (बेजोवेल) में पंजीकृत की गई उनकी 'पंप' अलग-अलग किर्लोस्कर के तरह अपने अपनी पुराने कॉर्पोरेट पर लगानी 130 साल की विरासत होने से जनाज की पुनर्जा करने के प्रयासों का अंग बन गया है। हालांकि, अलग-अलग किर्लोस्कर पंपों द्वारा निर्मित बेजोवेलों में संजय किर्लोस्कर की कंपनी के सभी अंगों को रखा है।

परिवारिक संघर्ष विवाद मामले के बीच कंबोएल ने पूर्ण क्षमता निष्पादन से भी बच निकल है। इस बच में कुछ बिना गया है कि किर्लोस्कर अपना इंडिया (कंबोएल), किर्लोस्कर इंडस्ट्रीज लिमिटेड (कंबोएल), किर्लोस्कर न्यूट्रिकल सोल्यूशंस लिमिटेड (कंबोएल) तथा किर्लोस्कर फेस इंडस्ट्रीज लि. (कंबोएल) ने कंबोएल को विरासत का हिस्सा बनाने का

मध्यस्थता सर्वोत्तम उपाय : सुप्रीम कोर्ट

नई दिल्ली, 10 जुलाई : किर्लोस्कर अनेक निधियों के बीच 130 साल की विरासत को लेकर विवाद हो गया है। संजय किर्लोस्कर अपने निधियों (बेजोवेल) में पंजीकृत की गई उनकी 'पंप' अलग-अलग किर्लोस्कर के तरह अपने अपनी पुराने कॉर्पोरेट पर लगानी 130 साल की विरासत होने से जनाज की पुनर्जा करने के प्रयासों का अंग बन गया है। हालांकि, अलग-अलग किर्लोस्कर पंपों द्वारा निर्मित बेजोवेलों में संजय किर्लोस्कर की कंपनी के सभी अंगों को रखा है।

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Now, Sanjay Kirloskar accuses brother's firm of copying logo

Says Kirloskar Industries trying to scuttle the 130-year-old legacy of flagship brand

PRASHANT

Mumbai, July 10

The spat among the Pune-based Kirloskar brothers has intensified with Kirloskar Brothers (KB), led

claiming that they were 130 years old, but KB was formed in 1978 and the rest of the companies are less than 15 years old.

Instead, KB, the letter says, was established in 1978 and has a 130-year-old legacy, all this when KB, KPI, KPS, and KPR were under different management than that of KB, the letter says.

"So far, KB was the original pump manufacturing company of Kirloskar group. But now other companies are getting into the pump business using the 130-year-old Kirloskar logo, trademark, and related material," a source told Businessline.

KB's complaint was that a pump release by KB claimed to be an "integral part of India's industrial revolution", and this was a misrepresentation of facts and leads to conveying misleading information, it says KB, controlled



Sanjay Kirloskar

pointed out instances where KB, KPS, and other companies used the trademark and copyright material of KB. In their various announcements, there was a trend of family settlement (DFS) signed between the entities led by Sanjay, Atul and third brother, Rahul Kirloskar.

SC ruling

As per KB, a company called Kirloskar Proprietary (KP), was formed in September 2009 when the Kirloskar family split.

This KP is the repository of logos and trademarks, which KB and its related entities cannot use as they don't own a stake in KP.

Meanwhile, the Supreme Court, heard the dispute over DFS and ordered state-owned the civil suit and Bombay High Court order directing arbitration, and urged the brothers to consider dispute resolution through mediation.



Kirloskar family feud: Brothers' firms spar over 130-year-old legacy

Kirloskar Brothers Ltd accused four firms under its brothers Atul and Rahul of trying to "usurp" its legacy of 130 years and trying to mislead the public, which has been refuted by the other side.

Topics
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Press Trust of India | New Delhi
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ALSO READ

Kirloskar brothers spar over non-compete agreement, family settlement deal
Kirloskar Brothers to be

Kirloskar Brothers Ltd (KBL), led by Sanjay Kirloskar, on Tuesday accused four firms under his brothers Atul and Rahul of trying to "usurp" its legacy of 130 years and trying to mislead the public, which has been refuted by the other side.

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सेबीकडे पत्राद्वारे केली तक्रार; अन्य बंधूंकडून मात्र इन्कार

लोकमत न्यूज नेटवर्क
नवी दिल्ली : देशातील एक प्रमुख उद्योगिक घराणे असलेल्या किर्लोस्कर कुटुंबात १३० वर्ष जुन्या वारशावरून संघर्ष उफाळून आला आहे. संजय किर्लोस्कर यांच्या नेतृत्वाखालील किर्लोस्कर ब्रदर्स लिमिटेड (केबीएल) आरोप केला आहे की, त्यांचे बंधू अतुल

यामुळे सुरु झाला वाद

यांच्या एत, राहुल आणि राहुल किर्लोस्कर यांच्या नेतृत्वाखालील चार कंपन्यांनी आपल्या नव्या बंधूंसोबत त्या आणि नवा किर्लोस्कर लोको घोषित केला होता. हा त्या आणि लोको १३० वर्ष जुन्या नावाचा वारसा दर्शवतो, असे घोषणेच्या वेळी सांगण्यात आले होते. यामुळे अतुल यांचे पत्र केबीएलने सेबीला लिहिले आहे. केओईएल, केआयएल, केपीसीएल आणि केएफआयएलची स्थापना अनुक्रमे २००१, १९७८, १९७४ आणि १९९२ मध्ये झाली आहे. यांना १३०

किर्लोस्कर भाड्यां में विरासत को लेकर विवाद

नई दिल्ली, २७ जुलाई (भाषा)।

संजय किर्लोस्कर की अगुआई वाली किर्लोस्कर ब्रदर्स लि. (केबीएल) ने मंगलवार को आरोप लगाया कि उनके भाइयों अतुल और राहुल के तहत आने वाली चार कंपनियां उसकी १३० साल की विरासत को 'छीनने' व जनता को गुमराह करने का प्रयास कर रही है। हालांकि, दूसरे पक्ष ने इन आरोपों को नकार दिया है। परिवार में विवाद गहराने के बीच केबीएल ने बाजार नियामक भारतीय प्रतिभूति एवं विनियम बोर्ड (सेबी) को लिखे पत्र में दावा किया है कि किर्लोस्कर आयल इंजर्स (केओईएल), किर्लोस्कर इंडस्ट्रीज लि. (केआइएल), किर्लोस्कर न्यूमेटिक कंपनी (केपीसीएल) व किर्लोस्कर फेरस इंडस्ट्रीज लि. (केएफआइएल) ने केबीएल की विरासत को छीनने या दबाने का प्रयास किया है।

पत्र में कहा गया है कि इसके अलावा उन्होंने केबीएल की विरासत को अपनी

Kirloskar family feud: Brothers' firms spar over 130-yr-old legacy

PTI @ New Delhi

KIRLOSKAR Brothers Ltd (KBL), led by Sanjay Kirloskar, on Tuesday accused four firms under his brothers Atul and Rahul of trying to "usurp" its legacy of 130 years and trying to mislead the public, which has been refuted by the other side.

As the family feud simmers, KBL in a letter to capital markets regulator Sebi claimed that recent press releases by Kirloskar Oil Engines Ltd (KOEL), Kirloskar Industries Ltd (KIL), Kirloskar Pneumatic Company Ltd (KPCL) and Kirloskar Ferrous Industries Ltd (KFIL) "have sought to usurp the legacy" of KBL.

Also, they attempted to pass off the legacy and track record of KBL as that of their own, the letter said.

When contacted, a spokesperson of Kirloskar Industries Ltd

BUSINESS

Kirloskar files complaint against siblings' firms



SPECIAL CORRESPONDENT

MUMBAI, JULY 27, 2021 22:51 IST
UPDATED: JULY 27, 2021 22:51 IST

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Sanjay Kirloskar-led Kirloskar Brothers Ltd. has filed a complaint with the Securities and Exchange Board of India (SEBI) against four companies led by his brothers Atul and Rahul Kirloskar, alleging that they had misled investors and usurped its more-than-a-century-old legacy.

The complaint is against Kirloskar Oil Engines, Kirloskar Industries, Kirloskar

The complaint is against Kirloskar Oil Engines, Kirloskar Industries, Kirloskar

The Economic Times | News

English Edition | 8 Page

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Kirloskar companies tussle over right to claim 130-year legacy

and Chaitanya ET Bureau • Last Updated Jul 27, 2021, 10:08 PM IST

Synopsis

Companies led by Atul and Rahul Kirloskar had earlier this month launched a new group strategy with focus on getting into consumer-centric segments and modernising their business processes. The companies also adopted a new logo.



Kirloskar Brothers Ltd (KBL) is chaired by Sanjay Kirloskar.

A tussle is brewing again in the Kirloskar family after [Kirloskar Brothers Limited](#) (KBL), chaired by [Sanjay Kirloskar](#), objected to the mention of the 130-year legacy of the company by other Kirloskar companies led by Atul and Rahul Kirloskar.

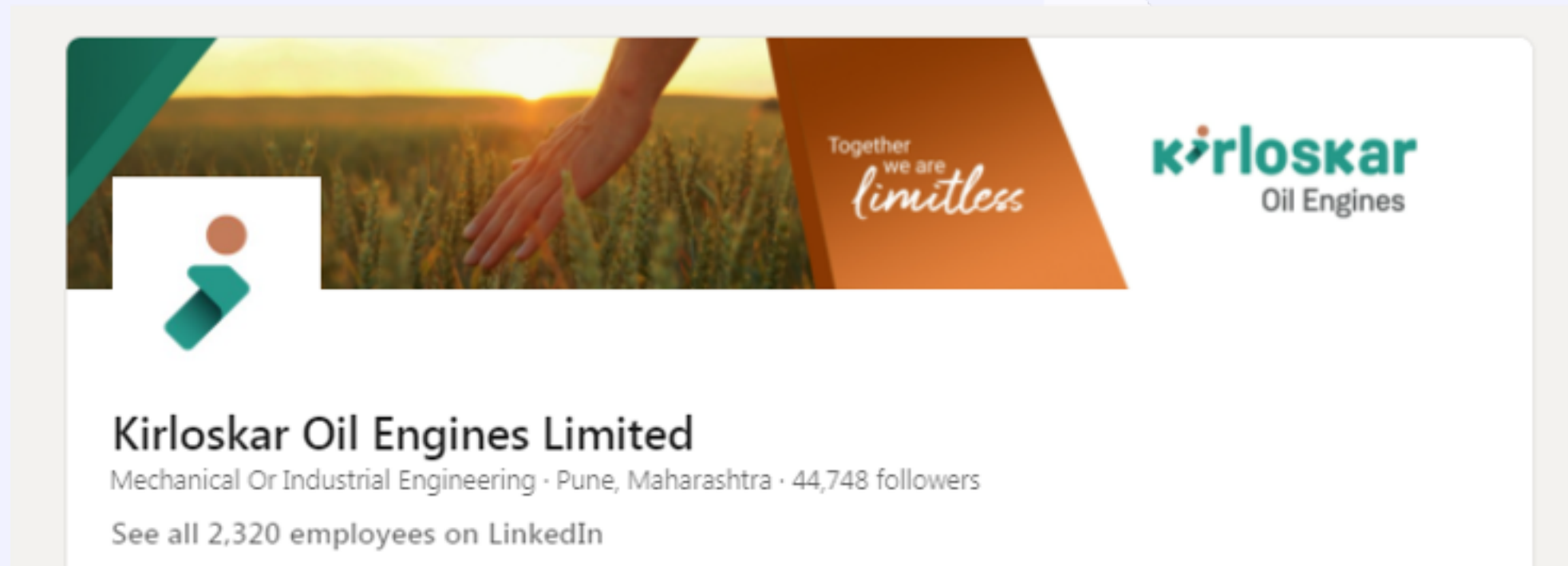
In a letter to markets regulator Sebi and the stock exchanges, KBL has stated

exclusive claims over the legacy of the Kirloskar name

Brand Refresh - Social Media

As a conglomerate, enjoying centuries of customer loyalty and groundbreaking innovation, KIL needed a platform to interact with its audience. Their social media footprint had to be increased and refreshed to align their corporate values and subsequently the new vision of future-focused customer-centricity on the back of innovation and sustainability. The communication frequency is planned in advance and all posts follow the brand narrative of 'Limitless'. The brand colours of teal and copper patina are used for every design to establish familiarity and consistency.

The posts also highlight award wins, media coverage, internal and external celebrations, along with reinforcement of the six corporate values that come with the refreshed brand vision- Limitless.



Kirloskar Oil Engines Limited
44,748 followers
2mo • 🌐

Building farm machinery meant working closely with farmers and their agricultural land. On a visit to a vineyard, Laxmanrao Kirloskar was... see more



LAXMANRAO KIRLOSKAR *Agri*

Kirloskar Oil Engines Limited
44,748 followers
3d • 🌐

We design engines that connect potential with opportunity to build a future that is limitless.
#KirloskarLimitless #Kirloskar... see more




WHEN OUR ENGINES

0:18

Kirloskar Limitless
338 followers
1mo • 🌐


Together, we harness our potential to unlock a future of infinite possibilities. Because together, we are limitless. Visit www.kirloskarlimitless.com... see more



1:38

Kirloskar Limitless
338 followers
6h • 🌐

Together, we evolve as we constantly challenge ourselves. Together, we walk into a limitless future. Visit... see more



OUR CONSTANT EVOLUTION

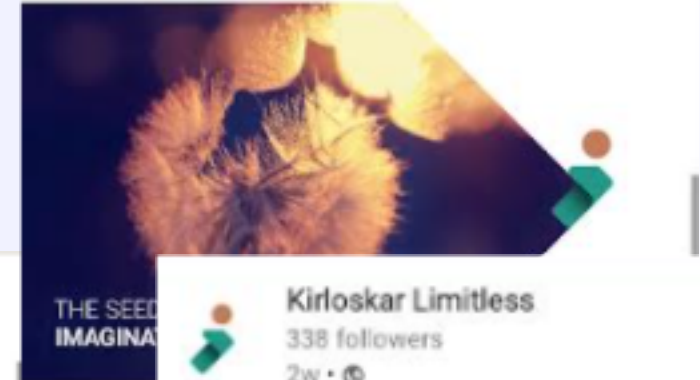
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Kirloskar Limitless

Home About **Posts** Jobs People Videos

338 followers
1w • 🌐


Powered by your imagination and our innovative solutions, we take a bold step into the future. Because together, we are limitless. Visit... see more



THE SEED OF IMAGINATION

Kirloskar Limitless
338 followers
2w • 🌐

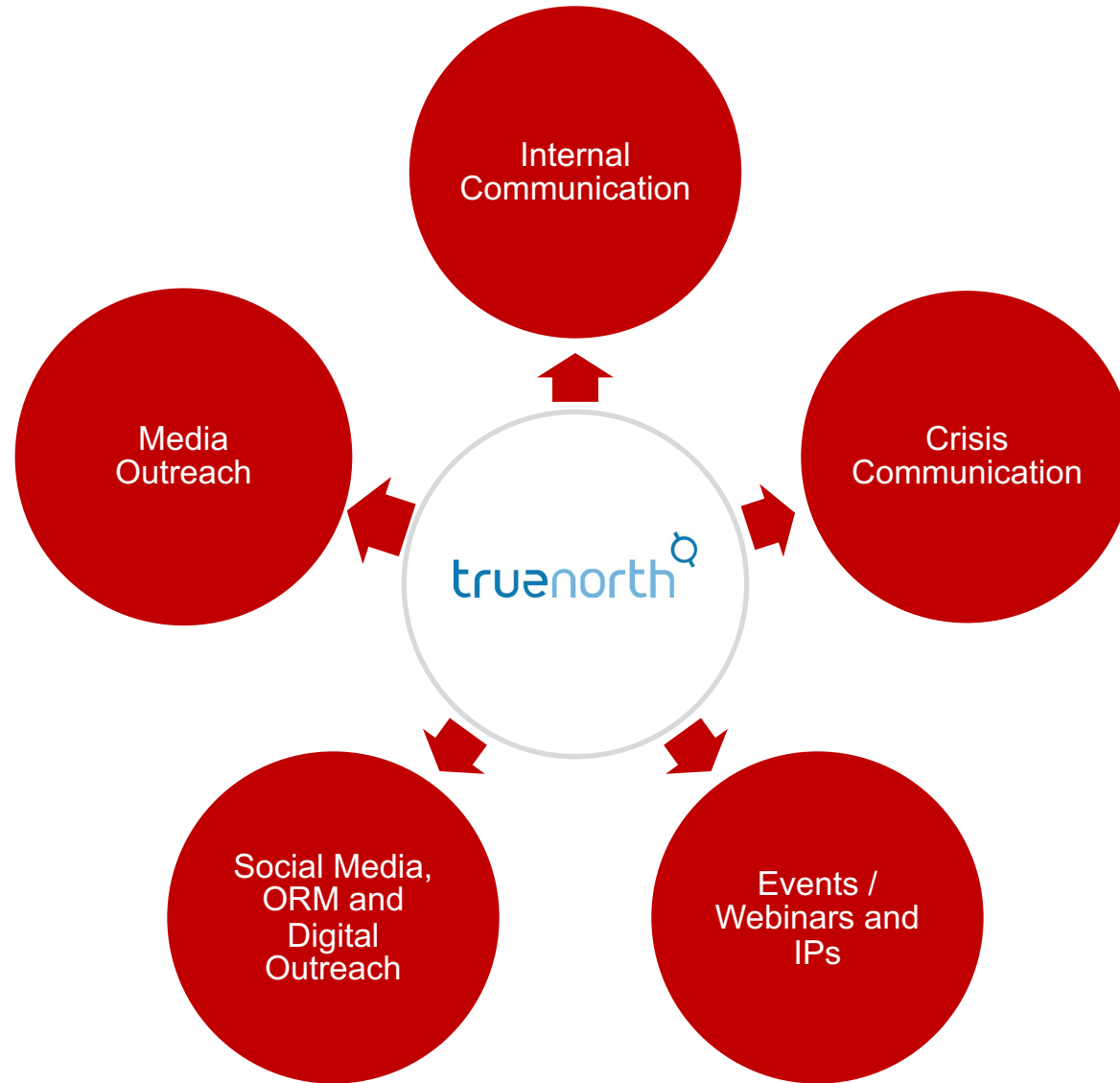
Together, we cause ripples in still waters, forever transforming the world. Together, we are limitless. Visit... see more

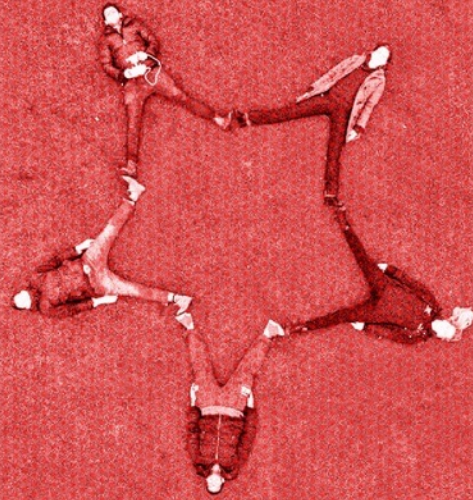


TOGETHER WE SET SAIL

0:21

truenorth^Q





**True North Journeys with
Andre Agassi (2017),
Michael Phelps (2019)&
Ajinkya Rahane (2021)**

True North Journeys with Andre Agassi (2017), Michael Phelps (2019) & Ajinkya Rahane (2021)

With True North Journeys, our aim was to shine a spotlight on invaluable life lessons in the form of inspirational narratives that reflect True North values and showcase the positive impact achieved through individual or collaborative efforts.

Objective

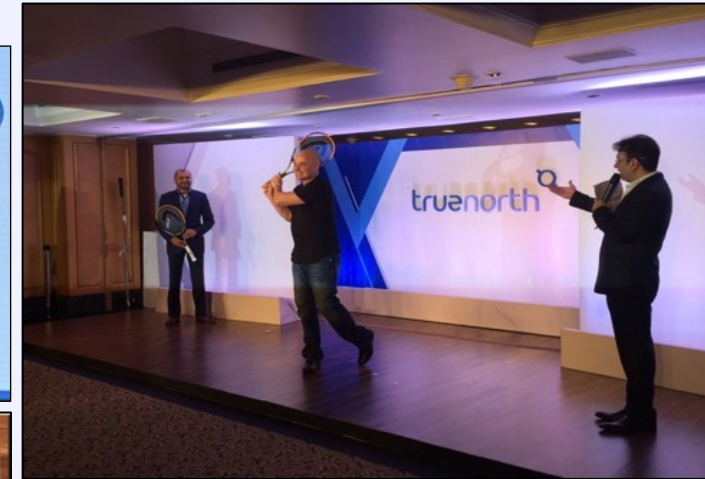
In 2017, we invited the **tennis legend Andre Agassi** to celebrate our transition to a new brand identity from the erstwhile India Value Fund Advisors (IVFA). In 2018, we invited **Olympian Michael Phelps** to commemorate the firm's entry into its 20th year and the official launch of True North Journeys. In 2021, we invited **cricketer Ajinkya Rahane** for a first ever virtual True North Journeys event after Team India's historic win in Australia.

Strategy

- Leveraged the 2017 edition to **establish firm's digital media presence on LinkedIn and Twitter and re-establish the new brand identity** and sector focus
- Coordinated the **media buying** for the traditional and digital media advertisements
- **Afternoon session:** Organised a closed-door select tete-a-tete for about 40 senior business leaders for the 2017 and 2019 editions with the personalities chatting with the host
- **Evening session:** Witnessed attendance of over 1,500 in both years; extended invites only to select senior editors to build crucial relationships
- In early 2021, **the virtual True North Journeys with Ajinkya Rahane** renewed the collective spirit of True North after a challenging pandemic year. Rahane's conversation with Gaurav was **followed by an exclusive Q&A session** with employees

Results

- **Increased visibility** in the media with coverage appearing in top dailies like The Times of India, Mid-day, The Hindustan Times, etc.
- Effective platform for **reinstating the overall brand ethos** within the ecosystem
- Event created **an industry benchmark** with people waiting for future editions



Visibility

Unveiling the new brand identity with Andre Agassi in 2017

The Times of India

'I can't believe how easy Roger makes it look'

He Is Arguably The Greatest, Says Agassi

Nitin.Naik@timesgroup.com

Mumbai: Tennis legend Andre Agassi had the reputation early on of being a rebel and a showman. "There was a lot of things I was good at and rebellion was one of them," he said here on Wednesday.

He was also known for his rapping passing shots which left some of the best serve and volleyers in the world embarrassed when they approached the net. The one guy though, who always got the better of him was Pete Sampras. "I woke up one day after having a dream that I was Pete Sampras. I quickly went off to sleep," he said.

In Mumbai on a whistlestop tour of India for rechristening of India Value Fund to Truenorth, a venture capital fund, Agassi spoke with stunning candour about

Sampras, his wife and German great Steffi Graf and the love hate relationship with his father Mike. But it was Roger Federer, the man who beat him in the 2005 US Open final who drew out the most candid response from him. When asked who was greater, Sampras or Federer, Agassi hesitated little while before mentioning the Swiss and talked about him with a certain reverence he didn't reserve for even his greatest rival.

"I cannot believe how easy he makes it look. It almost pisses me off. He is arguably the greatest ever because of what he could do on every surface. He could beat the best from the back of the court by playing the back of the court. He had Plan A, B, C, D. And he never usually got to Plan C or D. So this is just somebody incredibly special. But he's also dealing with two other guys you can argue are at the top of our sport - Novak Djokovic and Rafael Nadal."

A chat with Agassi is incom-



HOW DO YOU DO IT? Andre Agassi with Roger Federer in a file photo

lete without asking him about his soulmate and wife Steffi. "I call her the Rock of Gibraltar," he said and then quickly slipped into mischief mode. "She doesn't even know where her trophies are by the way. I think she has 22 or so something like that," he mentioned with mock ignorance.

While winning Slams took a lot out of him, Agassi reckoned winning over Steffi was his greatest triumph. "When Steffi Graf

says yes, you feel you have actually arrived," he said inviting laughter from the 850-strong audience.

Known for sporting fancy hairdos early in his career, which he later revealed were actually hair pieces, Agassi said while a lot of people thought he had lost the French Open final in 1990, which was his first major final, to Andre Agassi, for him it was actually a victory. "I thought I won because I stopped the hair piece from falling off," he stunningly revealed.

The man who stunned the world by winning Wimbledon in 1992 said his father was extremely stingy with his appreciation of the feat. "I called him and asked him if he saw the final (vs Goran Ivanisevic). He rebuked me by saying 'You had no business losing the fourth set.'" (He lost 6-1).

Agassi described tennis as a sport he hated, but went on to love because it gave him a chance to set up his foundation.

Federer is the greatest ever: Agassi

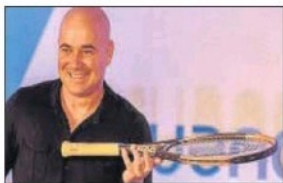
HT Correspondent
+919700104000

MUMBAI: Tennis legend Andre Agassi on Wednesday admitted it actually "pisses him off" to see the manner in which Roger Federer dominates opponents and wins points.

Speaking at a conclave in a conversation with ace commentator Harsha Bhogle, the former World No 1 said: "I cannot believe how easy he (Federer) makes it look. It almost pisses me off that he just makes it look so easy. It's a great generation of tennis. One that takes decades and makes it into one generation that everybody should be grateful to be able to watch."

Agassi, who has eight Grand Slam titles and an Olympic medal to his name, lauded the Swiss maestro, stating he was better than Pete Sampras and was arguably, the best in the business.

"You're looking at arguably the greatest ever because of what he could do on every surface," Agassi said. "He could beat the best from the back of the court. He had Plan A, B, C, D. And he never usually got to Plan C or D. Occasionally he'd go to Plan B. So this is just somebody incredible."



Andre Agassi during a promotional event on Wednesday. KUNAL KUMAR

He could do on every surface," Agassi said. "He could beat the best from the back of the court. He had Plan A, B, C, D. And he never usually got to Plan C or D. Occasionally he'd go to Plan B. So this is just somebody incredible."

ly special. But he's also dealing with two other guys that you can argue are at the top of the history of our sport, with Djokovic and Nadal."

On being prodded about his rivalry with Pete Sampras, and what he felt about the emphy, Agassi said: "I woke up one day and I had this dream I was Pete Sampras, so I immediately went back to sleep. Sorry I can't help about the jibes I've thrown against Sampras."

It was the launch ceremony of True North, a venture capital firm, and Agassi unveiled himself at his candid best. He spoke about his father, his relationship with Steffi Graf and a number of novel stories that only the few present, would cherish and take away with them.

Entering the 20th year of the firm with Michael Phelps in 2019

The Times of India

'If you say you can't do something, you've made up your mind'

Most Decorated Swimmer Says Coach Prepared For Everything

TIMES NEWS NETWORK

Mumbai: If you check out the medal record section of Michael Phelps's Wikipedia page, you could have a pretty sore thumb by the time you've scrolled to the bottom.

We are, after all, talking about the most decorated swimmer in history. Across a glittering career that spanned more than 15 years including five Olympic Games, the American racked up a jaw-dropping tally of 52 medals in major international long course

swimming events!

Break it down and it comprises 65 gold, 14 silver and 3 bronze, a ratio that makes one thing pretty clear — here is a man who settles for nothing less than the best.

But, as the man from Baltimore stressed to a select audience at a suburban hotel here on Wednesday, the drive to achieve what no other athlete had ever accomplished before is what propelled him to a place in sporting history that could well be his permanent.

THE GOAT

Right from a young age, Phelps said, his coach Bob Bowman, the man who would shape him into the gold glut he would become, had hammered home an important point. "Bob really taught me at a young age to remove the word 'can't' from your vocabulary."



Michael Phelps at a corporate event in Mumbai on Wednesday

"This is such a negative word that if you say you can't do something, you've clearly made up your mind. And you're clearly telling yourself that it's impossible for you to do that. So instead of using it from time to time, just throw it out, because you have to believe that anything is possible," said Phelps, who was in the city at the invitation of True North, the home-grown private equity fund that is celebrating its 20-year journey this year.

Bowman had unique ways of challenging his protégé and pushing him to his limits, at times even breaking Phelps's goggles so the aspiring champion would learn to deal with any challenge the pool could throw up. Those lessons, Phelps said, came in handy when his goggles filled up with water during the 200m butterfly event at the 2008 Olympics in Beijing. It didn't stop him from winning the event by almost seven-tenths of a second. "For the last 175 meters of the race, I basically swim blind. And I reverted to all the things that I did in training to help me see."

"So I was able because of how my coach prepared me to stay calm and stay relaxed and just revert to everything that I had done in training over the last 15 years," said Phelps.

Nothing could quite top the feeling of holding 28 Olympic medals, 23 of them gold, you would imagine, but Phelps said

confronting his battles with depression which drove him to suicide and have now made him determined to help others suffering from the illness had done just that.

"I've learned a lot about myself and you know really over the last five years, I've gone through probably a handful, maybe a half a dozen depression spells throughout my life and I know that it's not just going to go away," Phelps said.

"So for me, asking for help, was something that was very, very very difficult. So for me, my journey and my mission is trying to help and trying to save as many lives as I possibly can."

"I saved mine and I hope I can save another that's way more important to me than winning an Olympic gold medal," he added drawing a round of applause from the audience.

The Hindustan Times



Mumbai Mirror

From Steffi to Slams: Agassi wows Mumbai

A bit of gyaan and plenty of fun as former world number one talked about his playing days and being a tortured perfectionist

Tariq Engineer
@tariqengineer

TWEETS @MumbaiMirror

Andre Agassi, the former tennis world number one from the US, entertained a crowd of around 800 people at a suburban hotel on Wednesday night with stories of his tortured childhood, his hate-love relationship with tennis and the joys of being married to Steffi Graf, the German former women's world number one and winner of 22 Grand Slams.

"If you want to make sure you stay humble, marry someone who's better than you at everything," Agassi said to laughter from the crowd.

Agassi was in conversation with Harsha Bhogle at an event organised by the India Value Fund, which has



Andre Agassi

flowed in the tennis star as part of their fundraising exercise. The conversation centred on Agassi's playing career and the unusually candid autobiography he published in 2009, called Open. Agassi revealed in the book that he hated tennis because he had no say in

choosing it as a career. From the time he was six months old, his father started him down that path by taping a table-tennis racket to his hand and hanging a balloon over his crib. "I would be trying to shake this racket off my hand and my father would be telling my mother, 'Look, he's a natural!'"

Over the course of about an hour, Agassi gave us glimpses of himself as the "tortured perfectionist" tennis player, the philosopher, and the loving husband and father. The first Agassi was built by his father, who "believed the fastest way to the American dream was money" and the burden of that responsibility fell on Agassi's shoulders.

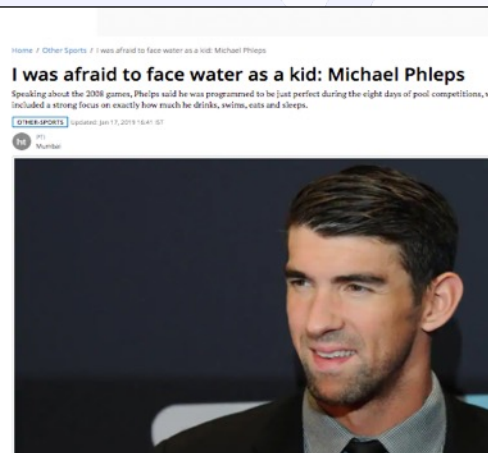
"I was wake up, play tennis, brush your teeth, in that order," Agassi said. He was expected to win while losing felt like a "cardinal sin." Agassi thought becoming World No. 1 would heal his

pain but when he got to the top of the mountain, he discovered it didn't change anything and what should have been his greatest moment became, instead, his nadir. "It took me 25 years to become No. 1 and just two years to fall off the radar," he said. But through all of this Agassi was learning about himself and about life, just on a global stage. The philosopher in him, the one that saw life as a journey of discovery, realised that "Success and failure are illusions. Failure is not an event. It is an interpretation of an event."

Life, Agassi said, is about making connections and making the choice to be the best at whatever you choose to do every day. Those comments drew the loudest ovation of the night from the crowd, which consisted of those who have worked with IVF,

and their families. It was not an event for tennis fans. Bhogle failed to ask Agassi about his current passion, which is education, but during the course of the evening Agassi revealed that one night he was watching a 60 Minutes episode about education and realised that he wanted to build a school to give underprivileged kids a chance at determining their own lives. Playing tennis therefore became a way to achieve that goal. "Almost the next day I took out a 40 million dollar mortgage," Agassi said.

The greatest joy of his life, though, is Steffi, whom he married in 2001. Asked to name his most cherished accomplishment from among his eight Grand Slam titles and Olympic Gold, Agassi said, it was "when Steffi said yes."



The Indian Express

SPORTS

Michael Phelps says he was scared of water as a kid

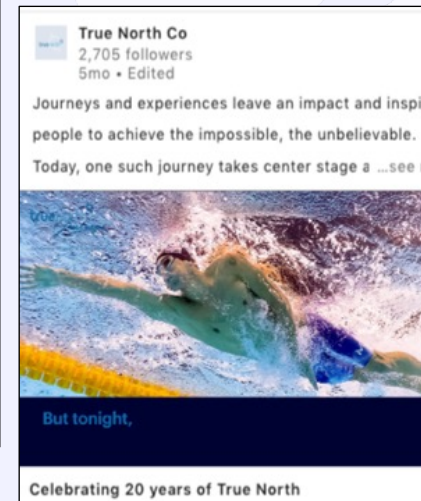
He may have been the greatest swimmer ever whose exploits in the pool include smashing almost all world records, but as a kid, Michael Phelps dreaded the water.

Event Day Buzz

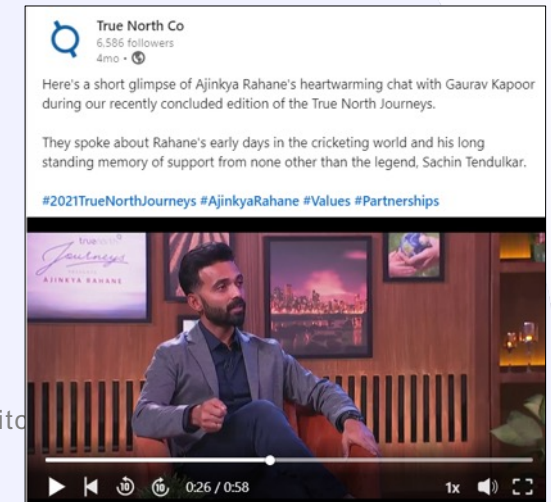
2017



2019



2021



True North Private Equity

True North is one of India's most mature homegrown private equity firm. It has a track record of 20+ years across six funds and several economic cycles

Objective

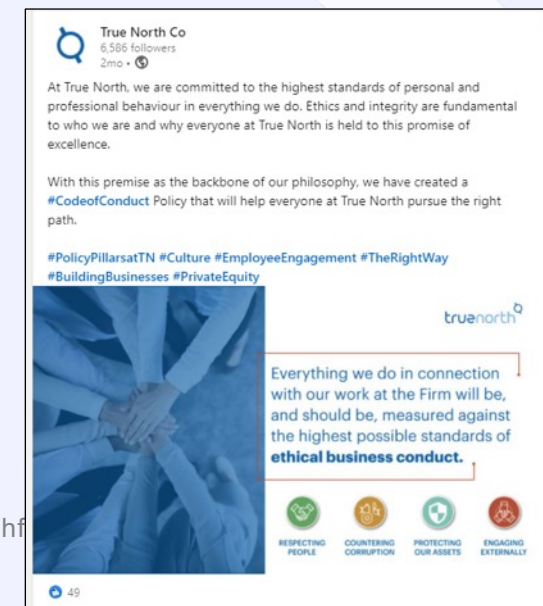
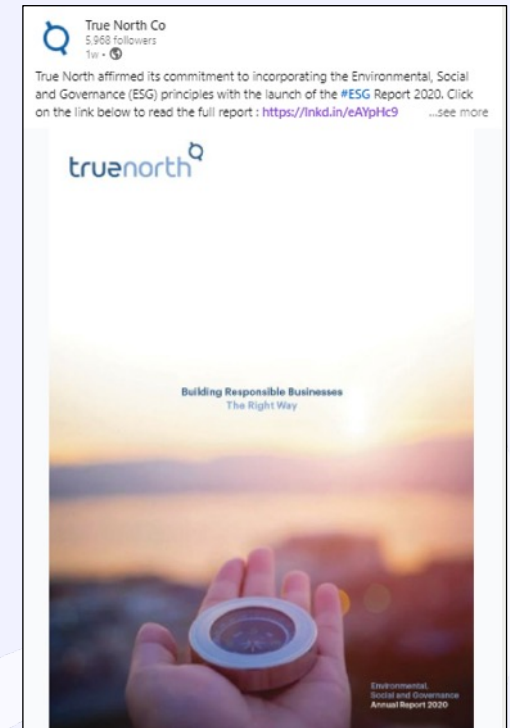
An integrated communication mandate to build a stellar reputation for True North as firm that empowers and transforms its portfolio businesses based on the investment philosophy of 'The Right Way'.

Strategy

- **Build visibility** about True North as a partner to its portfolio companies, not just a mere investor, **showcase successes of portfolio companies** wherever possible
- **Media outreach** to build a strong voice for partners across focus sectors: consumer, financial services, healthcare and technology
- **Content Ideation and creation** for important internal announcements – new deals, exits, new policies, initiatives, etc. We closely liaise with True North's HR team to drive internal communication
- **Select participation in reputed industry awards, seminars, webinars and summits** organised by IVCA, VCCircle, Mint, EMPEA among others
- **Incorporating firm's ESG values across communications** - ESG report, social and media messaging

Results

- From being a media-averse company five years ago, there has been considerable **transformation and recall for the brand**
- Most **partners have become an important port of call for major industry happenings** with our healthcare expertise gaining critical mass
- **The managing partner is looked on as an industry veteran** and a strong voice in the PE industry



True North Buys Gynaecology Brands from Glenmark Unit

Our Bureau

Mumbai: Integrate, a portfolio company of private equity firm True North, has agreed to buy a portfolio of brands from the gynaecology division of Glenmark Pharmaceuticals for a consideration of ₹115 crore.

This new addition includes established brands such as Dubagest, Mumfer, Fenza and Milical along with the sales and marketing team of G&G division. The brands are well-established in their respective categories and have a strong equity with the gynaecologist fraternity, the companies said in an exchange notification.

The transaction is expected to close by March 31, the state-

ment said.

The gynaecology market is currently estimated at ₹12,500 crore. The brands of G&G division are currently operating in just about 20% of the market and there are some fast-growing spaces that are still available for entry.

In October 2018, Integrate entered the orthopaedic business by partnering with the orthopaedic division at Glenmark.

"The gynaecology market, like orthopaedics market, is growing faster than IPM and this portfolio provides us a platform to add value to customers in this space. While the focus will be on driving organic growth, we believe that acquisition will continue to be one of the important routes..." said Kedar Rajadnye, CEO, Integrate.

The Economic Times

True North invests over ₹500 crore in Biocon Biologics

Times News Network

Bengaluru: Private equity firm True North has invested about \$74 million (Rs 536 crore) in Biocon Biologics, the biosimilar arm of Biocon, for a 2.5% stake. The deal values the unit at about \$3 billion on a pre-money equity basis.

Biocon Biologics has recorded rapid growth over the last few years as many of the drugs received commercial approval in the mature markets of US and Europe. Biocon believes the

first wave of biosimilar products and invest in the long term through broadening our pipeline, expanding our manufacturing capacity and increasing our commercial footprint," Biocon chairman and managing director Kiran Mazumdar-Shaw said.

Biosimilars or biologics are drugs made from complex molecules manufactured using living microorganisms, plants, or animal cells. Though there are no differences in terms of safety and effectiveness

from the segment will help it cross \$1 billion in revenue this fiscal. It has a product pipeline of 28 molecules, including 11 by Mylan, several with Sandoz, and is developing many independently. This is True North's, formerly known as India Value Fund Advisors (IVFA), third investment in Biocon. It had picked up about 10% in the contract research arm Syngene before the company went public in 2015 and also in Biocon in 2003 in a pre-IPO round.

This is at an important inflection point as we gain commercial success with our

Biocon Biologics reported revenue of Rs 1,517 crore last fiscal, almost double the Rs 770 crore it did the year before. The company is targeting revenue of \$1 billion from the biologics business in the next three years.

Business Standard



True North scouts for acquisitions

SOMN BAS
Mumbai, 29 February

Homegrown private equity (PE) player True North is scouting for acquisitions in the orthopaedic and gynaecology space to build its domestic formulary portfolio. The PE firm is open to having co-investors, including other PE firms, to fund future acquisitions by Integrate. "In the last four-five years, we have been eyeing pharma as an area of opportunity and we are looking at several other segments — from contract manufacturing to active pharmaceutical ingredients, biosimilars and also domestic formulations," said Sand.

Chander, partner, True North. True North wants to have a platform in the domestic formulations space, where it is only one of the largest shareholders. To build scale, it started scouting for divisions of drug firms that it could acquire. Chander said it is a fund that is focused on control and buybacks.

Now, True North is focused on growing

Integrate by buying other products, divisions or smaller companies. Integrate is looking at a 12-15 per cent growth.

A natural extension of the orthopaedic division (which had an osteoporosis product), was the gynaecology segment as calcium supplements, among others, fit well into it. Also, neurology is another segment the PE is actively looking at as it fits well with the pain management portfolio it has.

True North, however, is looking at acquiring a gynaecology division soon. It wants to have presence across the spectrum to fill prescriptions. Chander said that it is open to having a deal where it can play the portfolio gaps that remain.

For the next two years, Integrate will focus on the orthopaedic and the gynaecology segments.

It now has a 350-odd orthopaedic field force and a 180-strong gynaecology field force.

Biocon was one of the initial investments made by True North where it made 10% returns on its investments in Biocon in 2003.

Forbes India Feature

Enterprise

Home Advantage

How True North grew along with a nascent PE sector over the past two decades to now manage nearly \$3 billion in assets

By POOJA SARKAR

"Domestically, nobody understood the PE business as nobody had done this before. So we said we'll try... if it works it works, else we will get another job."

VISHAL NEVATIA,
MANAGING PARTNER,
TRUE NORTH

PHOTO COURTESY: PRADEEP SHARMA

FORBES INDIA • OCTOBER 25, 2019



Business Standard

True North plays to its strengths

To stay away from infra, real estate

ANJANA LAUL
Mumbai, 19 July

The buzz has been that Vishal Nevatia, managing partner of True North, offered to relinquish his carry when a particular fund didn't perform. But ask him about it and the former accountant with US-based accounting firm Arthur Andersen will say it happened a little differently. Carry, or carried interest, is a share of profit that the general partners (GPs) of private equity (PE) firms receive as compensation.

"During Fund IV, we didn't anticipate the economic downturn that followed," he says. "We wanted a couple of years because interest rates were high and opportunities had hit a wall, and then decided to reduce the fund size by a \$100 million. We returned our fee on that." Legally he didn't have to because not investing during a bad season is also prudent management.

A decade later, the PE ecosystem is a different world. According to data from VC, at \$1.7 trillion of VC and venture capital (VC) investments, 2018 was the best year since 2007 for the industry globally, with more than \$1 billion driven by large

PORTFOLIO PERFORMANCE

Investment	Invested	Exit
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple
Investor	PE	Multiple

Source: True North's managing partner

True North specialises in consumer, financial, health care, and new technology sectors, and is a few months away from closing a \$4-billion round for Fund VI. That includes a \$200-million core fund and an additional \$200-million to be deployed through a co-investment vehicle for key focus areas. Technology, the latest focus, has also seen Nevatia add a senior adviser and two managers from other PE companies, with a recent \$50-million investment in New York-based digital content design company the Boom Group.

Nevatia says the firm's mission is to build "advised companies". "Take care of the customer and you will automatically satisfy other stakeholders," he says. True North, which has managed

about \$1 billion in assets, is a mix of

Visibility

The Hindu Business Line

Home First Finance gets SEBI nod for ₹1,500-cr IPO

OUR BUREAU

Mumbai, March 3

The Home First Finance Company (HFFC), an affordable housing finance firm, has received SEBI's nod to raise ₹1,500 crore through an IPO.

Fresh issue, OFS

The company had filed a draft red herring prospectus (DRHP), the initial papers for the IPO) with the market regulator on November 28, 2019.

The IPO consists of a fresh issue of up to ₹400 crore and an offer-for-sale of up to ₹1,100 crore by the selling shareholders. The shares of face value ₹2 each will be listed on the NSE and the BSE, according to note on the SEBI website.

True North Fund V LLP, Aether (Mauritius), Bessemer India Capital (Mauritius), PS Jayakumar, Manoj Vishwanathan and Bhaskar Chaudhry are the promoters

selling shares. According to the DRHP, the company may consider a pre-IPO placement of up to ₹160 crore. Depending on the success of the pre-IPO placement, the size of the fresh issue will be reduced.

The company intends to utilise the net proceeds to augment its capital base to meet its future capital requirements.

Between FY17 and FY19, Home First's gross loan assets grew at a CAGR of 69.8 per cent, from ₹847.32 crore to ₹3,113.37 crore, as of September 30, 2019.

Customer break-up

Salaried customers accounted for 72.6 per cent of its gross loan assets, while the self-employed accounted for 24.6 per cent.

Axis Capital, Credit Suisse Securities (India), ICICI Securities and Kotak Mahindra Capital Company are the book running lead managers for the share sale.

Mint

True North keen on more insurance bets after Max Bupa deal

PE firm also open to minority investments depending on partner

Swara Singh Chandel
swara.singh@mint.com
MUMBAI



True North managing partner Vishal Nevatia

ABHISHT BHATNAGAR/MINT

Home-grown private equity (PE) firm True North, which last week agreed to buy a controlling stake in Max Bupa Health Insurance Co Ltd, is looking to expand its insurance portfolio and is seeking more investment opportunities in life and general insurance sectors, said a senior executive at the PE firm.

While its first investment in the insurance space is a buyout, according to True North managing partner Vishal Nevatia, the PE firm is also open to minority investments if it finds the right partner.

"We are looking at life and general insurance as well. True found the right partner with an exciting vision and aligned values. We have planned to invest material amount of capital going forward. Bupa and True North are completely aligned, share the same vision and there will be an equal amount of commitment from both teams who are passionate about building a brand to which people can trust their health then that's a wonderful place to be. We have done that in hospitals. We have partnered with five

Institute of Medical Sciences, Aster DM Healthcare, Manipal Hospitals and medical devices maker Trivium. "It is one of the spaces that we really like and we think that there are very few healthcare brands in India to which people can trust their health. Hence, we believe that if we can partner with entrepreneurs or leadership

partners who are passionate about building a brand to which people can trust their health then that's a wonderful place to be. We have done that in hospitals. We have partnered with five

hospitals chains in the last 20 years," said Nevatia. Health insurance is an important part of the ecosystem of providing high-quality healthcare to people at reasonable prices, he added.

True North has so far raised six PE funds with a combined corpus of \$2.8 billion.

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Maruti cuts production target in April by 10% to 1,50,000



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HOME / BRAND SOLUTIONS

BRAND SOLUTIONS

Watch: 'In Pursuit Of Excellence' with Abhijit Joshi, Veritas Legal and Satish Chander, True North

By Team Brand Solutions | © 20 February, 2020



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In the first episode of the series 'In Pursuit Of Excellence', catch Jaideep Menta, CEO, Mosaic Digital in conversation with Abhijit Joshi, Founder and Managing Partner, Veritas Legal and Satish Chander, Partner, True North on secondary market exits.

Brand Solutions is a marketing initiative for sponsored posts. No VCCircle journalist was involved in the creation of this content.

Outlook

THE NEWS SCROLL

18 MAY 2021 Last Updated at 6:54 PM | SOURCE: PTI

True North aims to cover majority of AUM under ESG principles



Mumbai, May 18 (PTI) Homegrown private equity major True North on Tuesday said it is aspiring to cover a "majority" of its assets under the environmental, social and governance (ESG) principles. The fund, which has committed over Rs 15,000 crore in 62 investments, launched its inaugural report on ESG practices undertaken in 2020, with a commitment to make it an annual feature. Its partner Vishal Nevatia said while the artificial intelligence-led future brings great promises, it is also likely to "widen inequalities further" and "increase social strains if left to run its course." "It is imperative that as custodians of responsible capital, we do everything within our control to address the two biggest risks facing our society (i.e. inequality and climate change)," he said. In the last 12 months, the biggest challenge has been centred around managing the wellbeing of the 36,000 employees and their families working for the fund or its investee companies, he said. PTI AA MR MR



Multiples PE, TrueNorth, Gaja Capital & Tata Capital Healthcare Fund win private equity excellence award

TNN | Jun 4, 2020, 10:46 IST



Pre-eminent source of news

While you stay at home, we bring the industry to you



equity & venture capital industry has to offer.

The awardees were selected based on both self-nomination by the participating PE-VC firms as well as "crowd sourced" nominations and voting from the limited partner, PE-VC and advisory communities.

CHENNAI: Multiples PE, TrueNorth, Gaja Capital and Tata Capital Healthcare Fund were voted the top private equity investors in India during 2019.

The Venture Intelligence "Awards for Private Equity Excellence" (APEX) is dedicated to celebrating the best that the Indian private

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E-Commerce & Internet Economy
Technology
Real Estate and Infrastructure
Financial Services
Social Infrastructure

Indian PE firm True North earmarks \$200-250m for new-age consumer startups



Indian private equity firm True North has earmarked about \$200-250 million from its sixth fund for 3-4 deals in the consumer space, its partner Ashish Bhargava told DealStreetAsia in an interview.

The firm, which has been an investor in the country's traditional consumer businesses, now has its eyes on new-age consumer startups that are building strong niche brands on the back of the digitalisation wave spurred by COVID-19. Some of the segments within consumer that the firm is bullish on include gourmet food, personal care, and sports equipment.

As some of these companies have matured, True North, a late-stage investor, feels

YOURSTORY

INVESTMENT

True North Fund announces a partial exit from PolicyBazaar

By Trisha Medhi | April 9, 2021



True North sold a part of its holding in PolicyBazaar to five independent buyers –

'Future is bright for PE/VC fundraising'

Staff writer
feedback@livemint.com

It has been a year since the covid-19 pandemic caused disruption in our lives. The deal-making landscape was no exception. Data suggests that the past year saw a slight dip in funds raised in the private equity (PE)/venture capital (VC) space. But, as this industry explored out-of-the-box solutions for various aspects, the correction was quick, and some encouraging fundraisings happened over the course of 2020.

The most exciting thing for this decade is that the mobilization of domestic capital will be a major game-changer for the fund management industry in India.

The latest episode of Trilegal presents Mint CXO Dialogues, titled *Post Covid landscape for PE/VC funds: What 2021 will look like for fund managers*, showed the way ahead for the fundraising environment in the country in 2021, the opportunities coming up, and the challenges and the changes that are required to support Indian fund managers. At the session, experts representing both general partners (GP) and limited partners (LP) spoke about the experiences of the last year. The session was moderated by Trilegal partners Yash Bansal, Aditya Jha and Ganesh Rao.

"Post covid, you are now seeing interest from global LPs to put more capital to work in a country like India. There have been challenges, and the interest from investors has been fluctuating. But, I think the world over, a lot of people now recognize asset management and alternative investment fund (AIF) platforms as a vehicle for putting long-term money to work," said Hemant Daga, chief executive officer, Edelweiss Asset Management.

"The runway in India is huge. Credit is a space that is underpenetrated. Indian markets offer yields that are far more attractive than what the world is offering. I think LPs realize this, and covid may have accelerated the move from more money to come to asset management."



(Clockwise from top, left) Hemant Daga, chief executive officer, Edelweiss Asset Management; Pranav Pai, founding partner at 3one4 Capital; Neha Grover, South Asia regional lead, private equity at International Finance Corp.; Srikrishna Dwaram, partner at True North; Subramaniam Krishnan, partner at EY; and Trilegal partners Yash Bansal, Aditya Jha and Ganesh Rao.

2019 was a record year for Indian VC fundraising, both for the funds as well as the startups. "We broke all previous records and crossed over \$14 billion in capital raised by startups in India. Over the past 12 months, at the startup level, the ecosystem has pulled together in a way very few expected to. India has come out much stronger and much more capable. We expect 2021 to be a very large year for Indian AIFs looking to close their own funds. This should also be the year where we see the first startup IPO, which will be a momentous event for all of us," said Pranav Pai, founding partner at 3one4 Capital.

The pandemic brought with it some challenges. One of the major ones was managing diligences for GPs in the past year. But, since this is an asset class with a long-term horizon of 10-12 years, a one year's impact on the portfolio will not be much. A big change seen across businesses, whether it is for GPs, investors or LPs, is that the adoption of technology has accelerated significantly.

"We have managed a few dil-

pick up when you are talking face to face. We can't now feel the pulse of the team or the GP just by talking virtually over the screens. That is a big change. For a lot of LPs, who have 3-4 members in their teams based outside of India and are looking at the global PE space to invest into, the challenge for them is firefighting on the existing portfolio and seeing what is the best opportunity now. And not being able to travel puts a bit of a dampener on the plans," said Neha Grover, South Asia regional lead, private equity at International Finance Corp.

As fundraising periods get extended due to the practical challenges posed by covid, one of the big changes expected is that a large number of LPs will reinvest with GPs and vice versa, as completing due diligence on new partners in an age where travel has still not opened up will be tough. "In this one-year period, two things have happened. One, the whole distance between an LP, GP and portfolio company has reduced significantly. Second, if your portfolio is performing well, what you can aspire for is

the past. Also, you need to budget for a much longer period of fundraising," said Srikrishna Dwaram, partner at True North. "The need of the hour is to create more classes of Indian LPs to deepen the market and bring more institutional capital to the table. There are changes required on the regulatory side to incentivize the LP pools for the alternatives industry in India. This has been the pursuit of the industry for some time now. It has been a process educating the government on the various regulators that this asset class that is very critical to the government's ambition whether it is in terms of infrastructure, manufacturing, capacity building. There are various aspects to this regulation and basic understanding of the asset class for the institutional LP to be able to assess it and allocate capital to GPs," said Subramaniam Krishnan, partner at EY.

With the pie growing every year, the outlook for 2021 for PE/VC space seems very positive. "If you gave me a \$10 million exit for an early-stage company in 2015, you would have been my best friend. Today \$100 million is not enough. I hope to see that the size of the prize is growing every year. We are very excited about that."

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The Rohatyn Group's Rajeev Kalra, Gaja Capital's Gopal Jain, Chiratae Ventures (Formerly IDG Ventures India)'s Karthik Prabhakar, True North Co's Kapil Singh and Quilvest Capital Partners's Mani Saluja discussed investments & trends in the Indian market at #GPEC2021. "The stage is right today for private credit to come of age" - Kapil Singh, True North Credit.

#India #privatecapital #VC #PE #digitization #tech #GPs

India in Focus



Private equity investors look to allot more funds for buyout deals

Promoters becoming more comfortable in selling biz, say investors at Mint India Investment Summit

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MUMBAI

Private equity (PE) investors in India plan to deploy more capital in buyout transactions as more promoters are becoming comfortable in selling their businesses, said top PE investors on the first day of the Mint India Investment Summit 2021.

India's private equity market, which was largely led by minority investments, has seen majority deals grow to contribute around a quarter of all PE deals last year.

"Today 80% of our investments are buyouts and only 20% are minority deals. As and when the market presents the right opportunity, we would want to do only buyouts," said Vishal Mahadevia, managing partner, True North, a home-grown PE fund. Earlier this week, True North bought a majority stake in health insurer Max Bupa for over \$500 crore. An increasing number of

promoters are willing to divest their businesses entirely or sell a controlling stake as they recognize a PE firm can add value to their businesses, according to Manish Kejriwal, the co-founder and managing partner of Kedaara Capital. Kedaara has been an active investor in the buyout space with deals such as Vishal Mega Mart, for which it paid more than \$5,000 crore along with Partners Group and auto components maker Sunbeam Auto.

"PE firms bring a different skill set to the business as they have managed such businesses previously elsewhere. As control investors, a PE fund will look at M&A mergers and acquisitions and roll up acquisitions to create a market leader. There is a lot of value-add that goes into a buyout or control deal," said Shashank Singh, partner and head of India at Apex Partners.

The value addition from PE firms comes in the form of growing ability to attract better talent. Promoters today realize that bringing in institutional capital is a



(From left) Mint consulting editor Rajrishi Singh, Warburg Pincus MD Vishal Mahadevia, Kedaara Capital managing partner Manish Kejriwal, Trilegal partner Nishant Parikh, Aon India Investment Advisors senior partner and MD Parth Gandhi, Chrys Capital partner Sanjay Kukreja, Apat Partners partner Shashank Singh, Kroll MD and head (South Asia) Tarun Bhatia, and True North managing partner Vishal Neveita, at the Mint India Investment Summit 2021 in Mumbai on Thursday.

necessary way to attract high-quality talent, said Vishal Mahadevia, managing director and head of India at Warburg Pincus. "Promoters are saying, let's get institutional capital, let's sell 60% and keep 40% with us and we will be able to attract a high quality management team," he said. Corporate groups looking to sell non-core assets and the availability of professional management teams are also helping, say investors. "Large groups, multinational

corporations want to sell certain assets, and they provide for more buyouts. Additionally, the availability of professional management teams that one can bring in to acquire an asset, that too has increased significantly," said Parth Gandhi, senior managing partner, AON India Investment Advisors. As the stigma of selling businesses is reducing, "we are seeing more buyouts which will only increase," he said. However, the investors at the

summit said that the trend of buyouts could receive a further boost if certain regulatory and policy changes were implemented. "Availability of leverage is an issue. It is available in some sectors, but if this can be resolved, it could open floodgates," said Sanjay Kukreja, partner and CIO at home-grown PE firm Chrys Capital. Kukreja said co-investments by limited partners, investors in a PE fund, is also helping Indian fund managers look at larger deals.



APEX 2020
PE-VC Summit & Awards
INDIA'S PREMIER INVESTOR - ENTREPRENEUR INTERFACE

truenorth

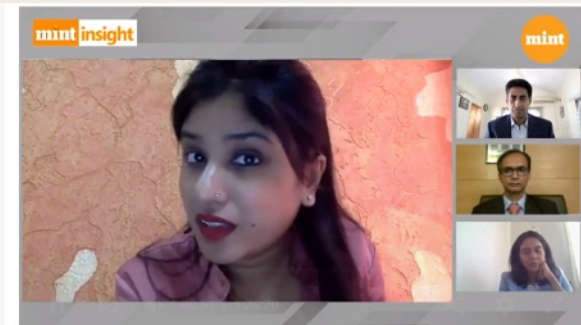
True North has won the award for Private Equity Investor of the year, 2019

The Venture Intelligence APEX Private Equity - Venture Capital Summit & Awards is India's leading Investor-Entrepreneur Interface platform. The Venture Intelligence "Awards for Private Equity Excellence" (APEX) is dedicated to celebrating the best that the Indian Private Equity & Venture Capital industry has to offer. This is the third time we have won the award in the last 20 years.

Congratulations to each and everyone in the team!

"Fireside Chat" by Divya Sehgal @TrueNorthCo_In and @SiddarthMPai @3one4Capital on "Deconstruction of the Indian #Fintech Landscape for the decade ahead" at 7:00 pm today

Register Now:
ivcaconclave.com



Future of Dealmaking: Decoding private equity in the age of coronavirus

Updated: 10 May 2021, 12:36 AM IST

Watch Satish Chander of True North in a fireside chat on Healthcare through the InvestorLens ...



SATISH CHANDER
PARTNER, TRUE NORTH

SHALIL GUPTA
CBO, MOSAIC DIGITAL

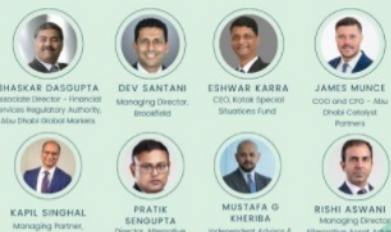
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A K&O'LL BUSINESS

2ND INDIA PRIVATE CREDIT CONFERENCE

25th MAY, 2021 | 10.00 AM - 12.00 PM

MEET OUR SPEAKERS



SHASHANK DASGUPTA
Associate Director - Financial Services Regulatory Authority, Also Director Global Markets

DEV SANTANI
Managing Director, Invested

ESHWAR KARRA
CFO, KKR Special Situations Fund

JAMES MUNCE
COO and CFO - Also Global Counsel Partners

KAPIL SINGHAL
Managing Partner, Credit, True North

PRATIK SENGUPTA
Director, Alternative Assets Advisory, Duff & Phelps

MUSTAFA G KHERRIBA
Independent Advisor & Board member

RISHI ASWANI
Managing Director, Alternative Asset Advisory, Duff & Phelps, a K&O'LL BUSINESS

True North Social Media

Objective

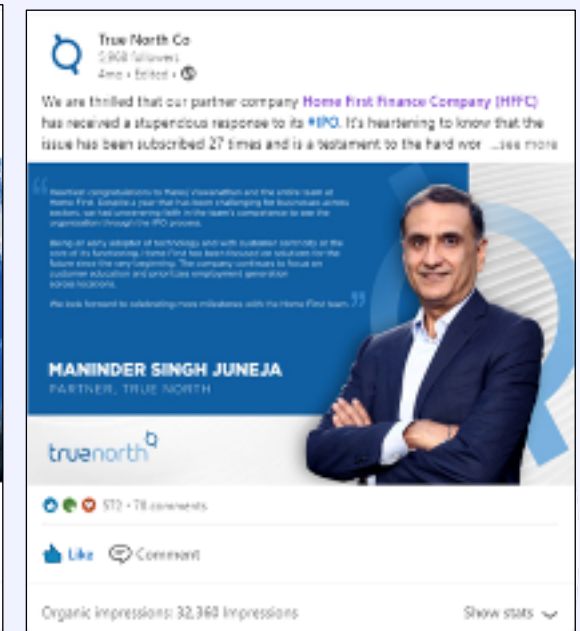
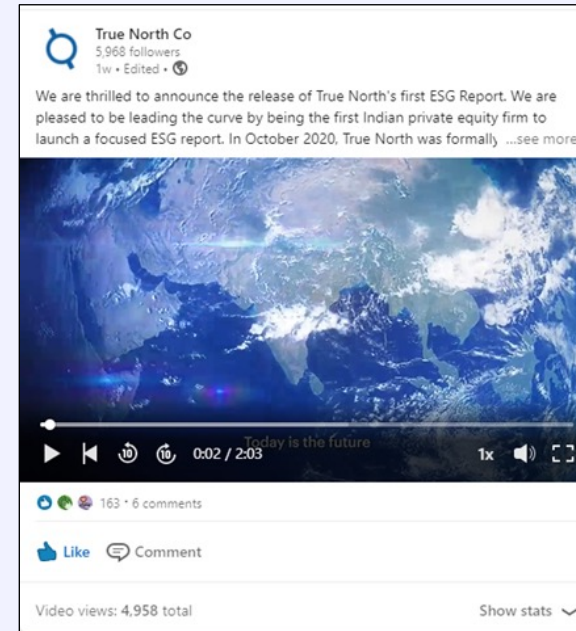
- To build True North's reputation on social media and showcase culture and values
- To expand True North's network and position it as a great place to work

Strategy

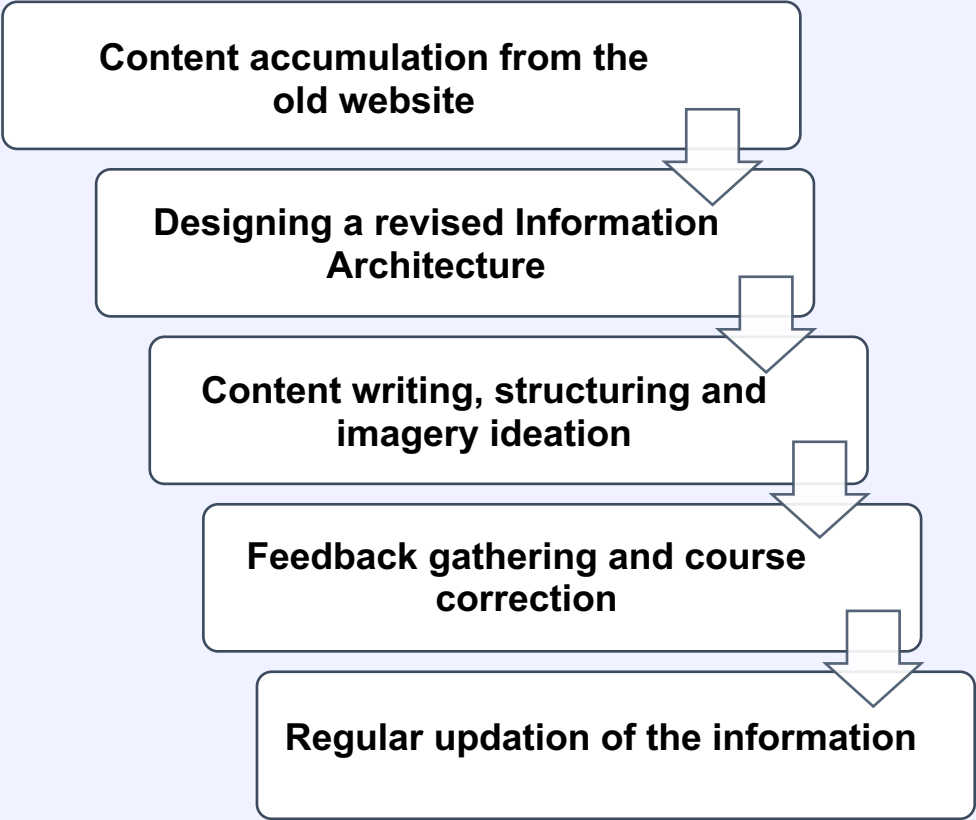
- Sustained efforts towards **developing close to 12 new content themes** and **company-specific hashtag properties**
- **Maintaining a balanced mix** of warm employer branding content and business updates
- The aim is to **better acquaint audiences with True North's legacy**
- Build visibility and **present insights from True North's Partners** through **#TNPartnerSpeaks**
- Build a strong voice for CEOs of partner companies across focus sectors through **#TNCEOSpeaks**. This series has also helped us **build traction around True North's work and strong partnership with their portfolio companies**
- Bring to light the firm's sustainability practices and CSR Initiatives through a series on **#TN Foundation**
- **Digital Launch of True North's first ESG** through paid promotions on LinkedIn

Results

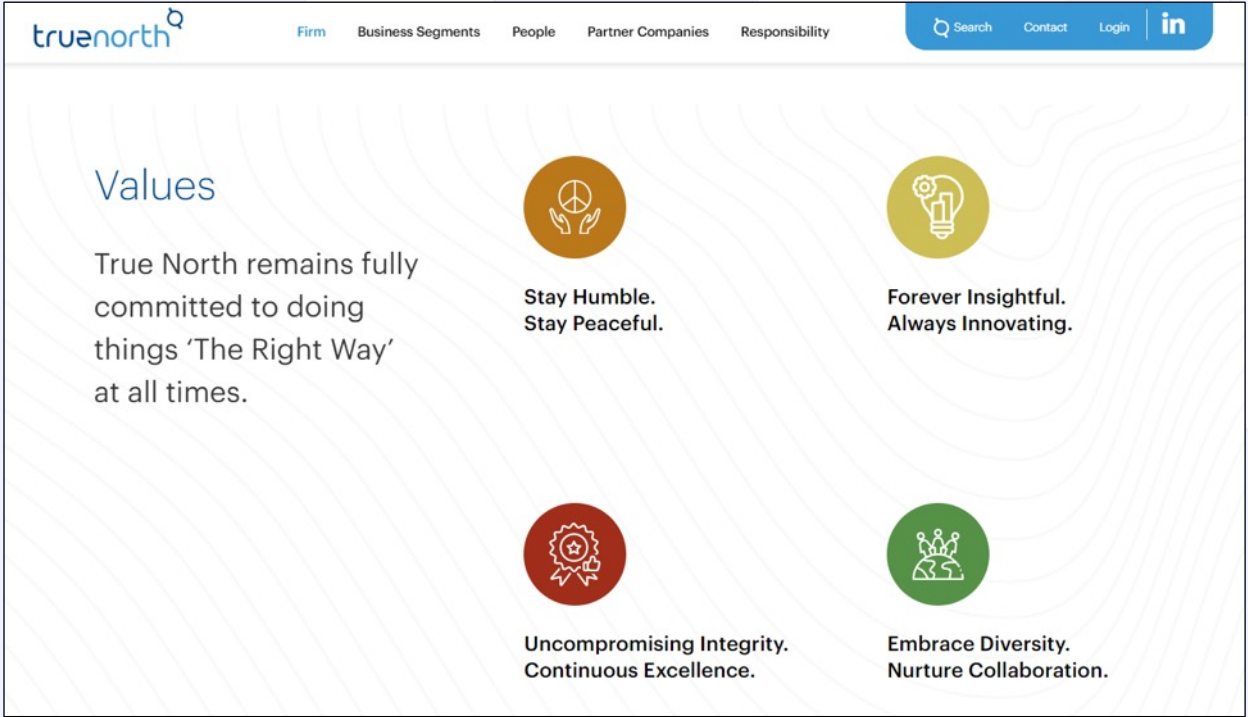
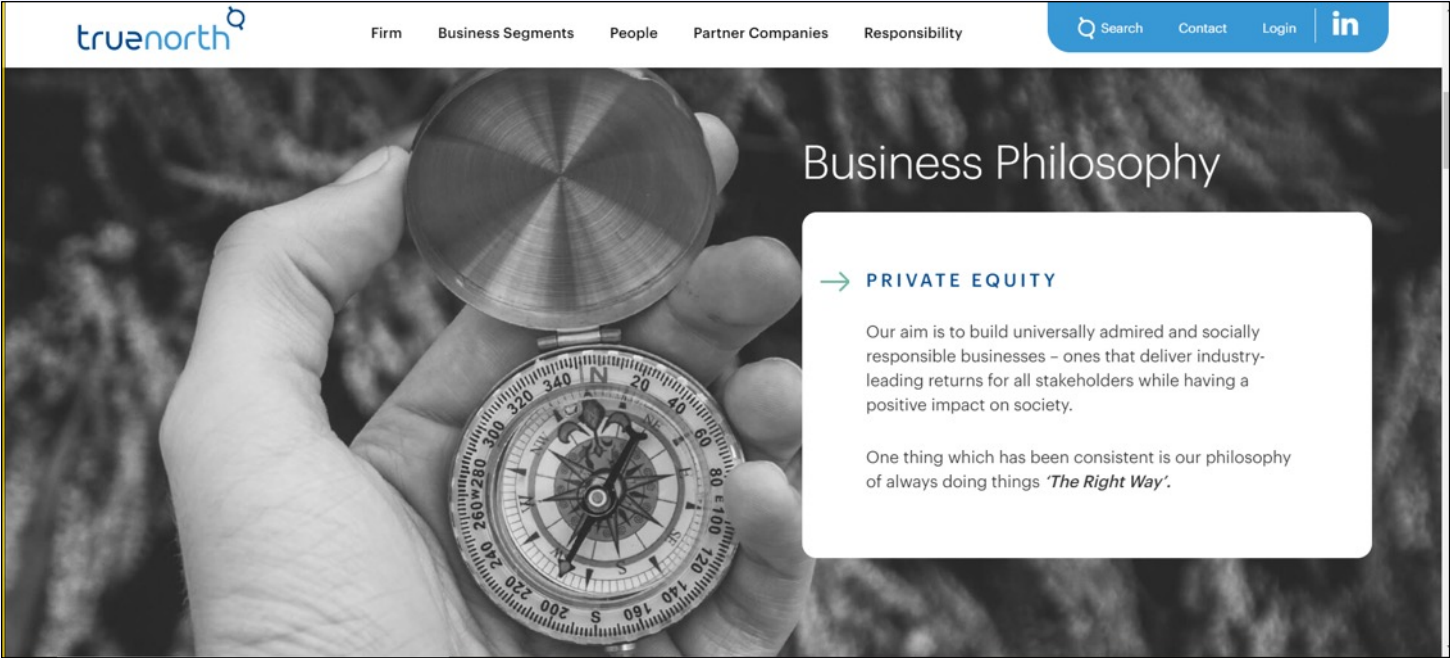
- True North's LinkedIn **follower count** has **doubled from 3,000 to 6,586** organically over the past six months
- On an average, we've been adding **400 followers** to our LinkedIn **community each month** - weekly, our follower base increased by an average of 70-90 people
- **Many young professionals, potential investors, entrepreneurs and founders** now know True North and **follow our updates** regularly
- We've developed a **stronger connection with True North's internal ecosystem** of portfolio companies, thereby helping us align our communications in an integrated format



True North Website



****End-to-end collaboration with the design agency throughout the project**





CITIZENSHIP

**CSR AND SUSTAINABILITY
COMMUNICATIONS**



Bernard van Leer Foundation: Building Reputation

Objective & Challenges:

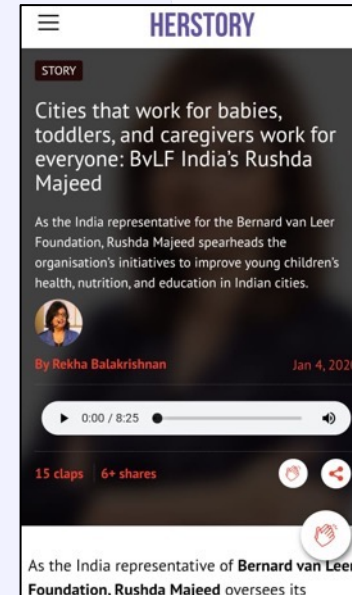
- While the Indian landscape is bursting with NGOs and other philanthropic organizations. The difference between a foundation and an NGO is not understood by many, causing unwanted confusions and correlations
- Bernard van Leer Foundation (BvLF), a global foundation entered in India with an aim to propagate Early Childhood Development
- Despite the criticality of the cause, Early Childhood Development is not well recognized. Its link to national health and progress is not top of mind for anyone
- Through communications, BvLF intended at spreading awareness about its activities towards the cause
- However, there is a limited network of CSR media in India and they are not as evolved as other sectoral media like finance, corporate etc
- Since BvLF works with ministry and other govt bodies, there is restriction on 'how much' and 'what' content can be shared with the media
- BvLF team in India is small and hence availability of the spokesperson was always a concern for media engagements

Impact:

- Focused communication and media engagement in Pune and Udaipur, where the projects have been initiated. Achieved a reach of INR 2.1 million in both the cities
- Pursued thought leadership by having spokesperson participate in industry events and placement of authored articles

Strategy:

- BvLF in India collaborates with technical partners and city municipal corporations to pilot their projects. Their aim is to eventually scale-up and work with many cities across the country
- In order assist with their goal, we designed our communication strategy in two-folds – traditional media engagement and social media engagement
- In traditional media, we engaged with regional publications to talk about city specific interventions. We also engaged with other CSR and New Age media to educate them on the BvLF activities and its cause.
- For Social media, we initiated LinkedIn blogs (for the spokesperson) and setup a new Twitter handle on the cause they support (early childhood development)



Fair & Lovely Foundation: Influencer Engagement

Objective

To break stereotypes in small towns and to encourage women to educate themselves and become financially independent. To create awareness as most women are unaware of this program and therefore don't utilize this platform to get financial support to gain financial independence as they face immense discrimination.

Strategy

Introduced – Scholarships for Vocational Training & Capital Seed Funding for women who've graduated. **Pitchfork Partners** crafted a strategy to increase communication in the right form and to reach out to more women who can apply and benefit from the foundation

Execution

- Agency spoke with industry experts and recommended associations with NGOs / consortiums to get more women to apply and benefit from the program
- Identified and connected with various reputed NGOs and organizations, to understand various possibilities to collaborate.
- Received encouraging feedback from Consortium of Women Entrepreneurs of India, Self Employed Women Association, Give India, Vimochna, amongst others.

How we helped Fair & Lovely Foundation

Fair & Lovely Foundation expanded its scholarship program to include vocational training and business capital in addition to education for empowering women

Pitchfork Partners worked closely with the brand team to ideate and identify various avenues to incorporate vocational training and seed fund in the scholarship program

The agency was part of the IBC, to ideate along with the other agencies and HUL representatives to strategize a holistic communication plan for the foundation's venture.

The final mandate of the agency was to promote the foundation's work across **57 markets in India (hired associates), select and shortlist candidates for scholarship and scout for key opinion leaders and turn them in to advocates of the foundation** as well as build a strong set of panelists in 5 markets for the interviews

Fair & Lovely Foundation: Influencer Engagement

Impact

- Received encouraging feedback from Consortium of Women Entrepreneurs of India, Self Employed Women Association, Give India, Vimochna, amongst others.
- Agency after a through discussion with the STAR PLUS team, charted out a plan for incorporating FAL Foundation in all relevant promotional activities
- Agency scanned around 8,000 entries and shortlisted 500 candidates for the interview round held in 5 cities – Mumbai, Lucknow, Kolkata, Hyderabad & Bangalore

APPROACH	PR Impression	PR Value
Phase 1	87,124,481	19,567,691
Phase 2	193,971,258	74,397,837
Phase 3	71,281,812*	22,161,345*
Total	352,377,551 (352 Million)	116,126,873 (116 Million)



LOVELY LARA: Lara Dutta at a scholarship event for 200 talented girls.

DNA after hrs



'MY CHARACTER DOESN'T EXIST IN THE BOOK'

Says Lara Dutta, who is back in action with *Fitoor* based on Charles Dickens' *Great Expectations*

DNA



फेयर एण्ड लवली फाउंडेशन का 11वां संस्करण



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Dainik Navjyoti



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एण्ड लवली फाउंडेशन ने किया महिलाओं को सम्मानित



NavBharat



200 से अधिक महिलाओं को स्कॉलर



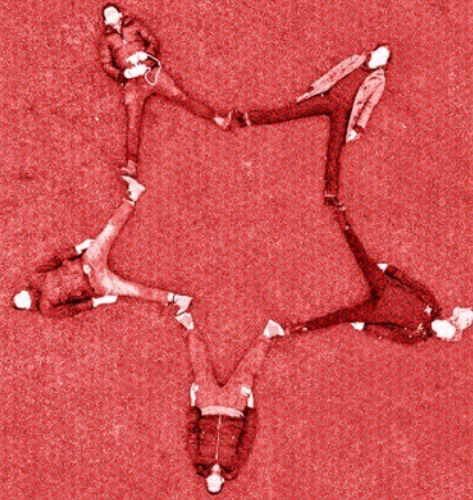
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Dainik Bhaskar



Rashtriya Sahara



BBC Studios

BBC Studios: Awareness Building

Challenges, objectives:

- Even though BBC Studios has a strong presence in the UK, it didn't have much visibility in India. Most of the media were unaware about the difference between BBC News and BBC Studios.
- Being a content creator (production house), it's the channels / OTT players that take the lead for managing communication with the media, thereby a challenge for us to ensure visibility of our brand
- BBC Studios had poor digital and social media visibility in India
- Our objective was to create awareness and build a reputation for BBC Studios, positioning it as one of the best content creation (also in terms of creating original content) houses in India.

Strategy:

- Our focus was to establish and sustain BBC Studios' brand image in the media. This was done through a combination of interviews and RBMs with key leadership, show launches, press releases, and participation in key events and awards
- On social media front, we created campaigns and engagements with our followers on Twitter, which helped us refine our audience and increase the number of followers
- Align with our partners (channels / OTT players) in India to ensure visibility

Impact:

- Increased share of voice for BBC Studios based on engagement with the media
 - 870+ pieces of coverage, 30+ interviews, 30+ industry stories, 15+ RBMs, 8 authored articles, 6 speaker opportunities resulted in **55.14 mn impressions from Jan 2017 till Feb 2020**
- Streamlined Twitter process. Followers increased to **1,734** from 332 within a span of 1.5 years. This was completely organic growth.

'The India production business is a big opportunity'

There is a need for noisy, high-impact shows that can get to the screen quickly, Forde tells **Vanita Kohli-Khandekar**

What exactly does international production and formats do?
It is about re-imagining original scripted IP (intellectual property) from the UK. Previously, local producers would take scripts, or buy licences, from us and make a local version of some of the most successful BBC Studios' shows. Now we (BBC Studios India) pitch to make our own shows for local broadcasters. For example, we produced *Nach Baliye*, *Khatri Khatri*, *India Bangra Munch* and many such. We have international productions in France, Germany, South Africa, Los Angeles and India among other countries. In France, for instance, we have produced two series of *Hydelle*, the French version of *Dr Foster*. For TFI, *Out of Love*, the Indian version of *Dr Foster*, went out on Hotstar last month. The Indian version of *Criminal Justice*, a BBC show made by Agnès, also went out on Hotstar. The idea is to tell relevant stories and to serve the traditional media groups so that the

Q&A

MATT FORDE
Managing director international production & formats
BBC Studios

What makes for a great format?
Strictly Come Dancing (*Chudak Dikhao Kya*) produced by BBC Studios

In India or Sony's *Who Wants To Be A Millionaire* (*Kun Baneega Crorepati*) are examples of a great format. A great format has universal appeal, so it could be around shared passions like cooking, dancing, music. The good ones are very structured so you can move bits and pieces here and there but can't move too far from the essence of the original programme. In the past, some producers have made rip-offs of formats like *Strictly Come Dancing* (a BBC show) and we were

very upset by this but we realised it wouldn't last, because they were pale imitations. We have a creative exchange in London every year for *Dancing With The Stars* (*Strictly Come Dancing*) in the UK and our international formats. More than 80 people from different markets, where it is being produced or aired, come together to share stories and it helps the format evolve. We also talk about the 7-8 things that mustn't change. This year, one idea for change came from the Czech Republic where the team incorporated an online street dance competition that ran in parallel with the main series. This attracted a younger audience demographic to the local version.

How does India differ from other markets?
Outside of India, shows such as *The Great British Bake Off* and *Top Gear* do well. In India, scripted is growing very fast and the speed of this market sets it out. In Australia, too, there is a rise in scripted while there is a continued appetite for unscripted. The US has taken a number of scripted shows, but there are parallel themes in other

markets especially in the rise of scripted, but in India it is faster and the ability to create locally for the market is very important. There are no English people in the production team in the BBC Studios office in Mumbai, all locals who know the market well.

How does the production ecosystem vary in the countries you operate in?

The pool of talent in India and the UK is limited. Even if you doubted the

number of talented commissionable writers with a track record, there is only a limited number to go around. However, the BBC can provide the training. Also the cost of production is increasing, even as the demand for quality goes up. People expect to see film quality CGI (computer-generated imagery or special effects) on TV.

In a market dominated by the large Hollywood studios, where does BBC Studios stand?
In a good place. BBC Studios is the most awarded UK producer of content, and produces more hours (around 2,000) than any other UK company as well as a further 50 hours (approximately) around the world. BBC Studios is also the number one distributor outside of the US, reaching 200 territories through the sale of finished programmes or formats. We have a presence in 16 countries, with seven production bases and 18 international offices.



Coverage Snapshot: Show-Specific and Twitter



Karan Johar turns love guru in first trailer of Netflix's new series What The Love

By Monica Yadav, Created: Jan 21, 2020 - 1:41 pm IST

Dating - one word, so many feels! If you've ever been on an absolutely awful date, been sent unsolicited photos in the name of courtship, or had your body weight discussed for the good cause of holy matrimony, you're about to hard relate to this upcoming series. Netflix today announced the release date and launched the trailer for its upcoming dating makeover show, What The Love! With Karan Johar, hosted by Karan Johar. The one-of-a-kind new-age dating reality show will release exclusively on Netflix on January 30, 2020.



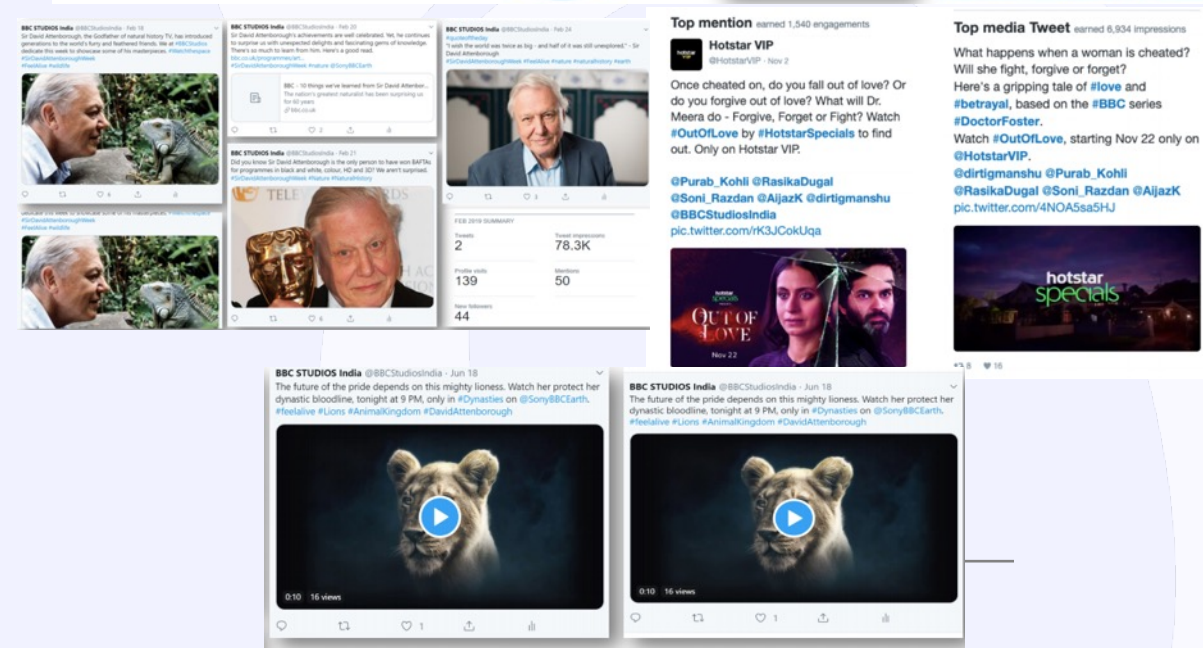
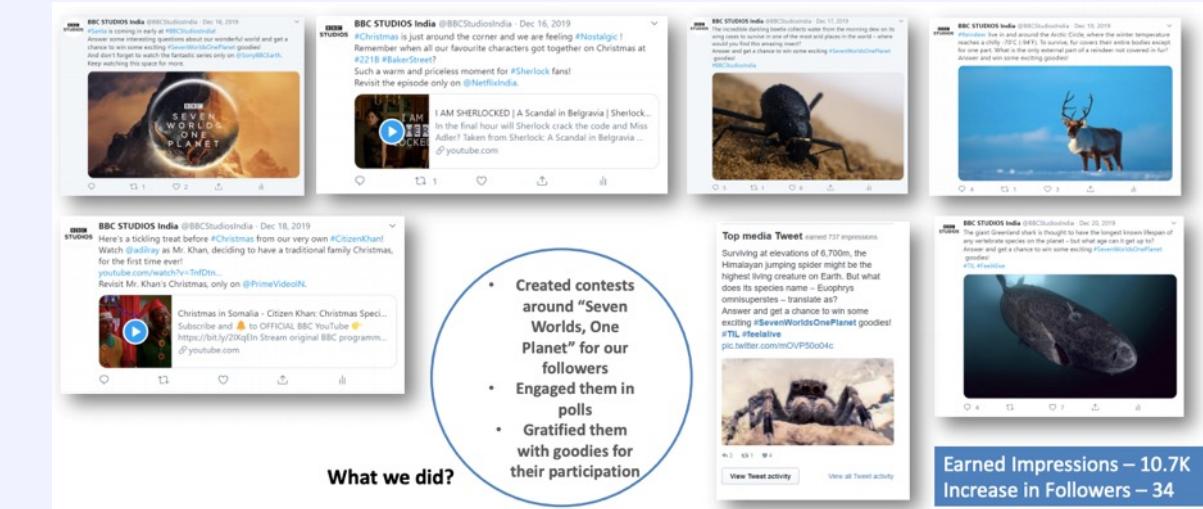
VOOT Kids to license content from BBC Studios' CBeebies to expand edutainment offerings

VOOT Kids partners with BBC Studios' CBeebies, to fortify its rich content library licensing some of their most popular shows that will provide an immersive fun learning experience for kids



Hotstar Specials: 8 months in Hotstar's original content game decoded

Nov 21, 2019



BBC Studios: Content Marketing (Twitter)

BBC Studios is a British content company. The company sees content through the full cycle of development - commissioning, production and co-production, and sales and distribution. BBC Studios crafts over 2,500 hours of content every year through seven production bases in the UK and production bases and partnerships in a further nine countries around the world which includes India as a major market.

Objective:

- Amplify existing Twitter page by constantly creating a buzz around various shows of BBC Studios, spokesperson interviews, highlighting existing and new partnerships in India, highlighting the latest developments of the company like new launches and talk about industry news

Highlights:

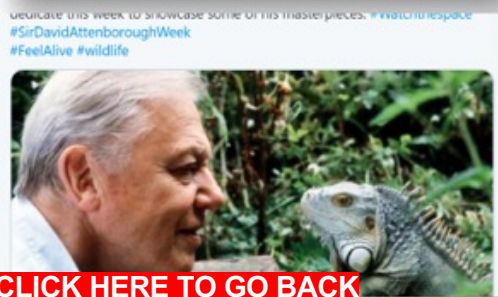
- Agency started managing Twitter page since June 2018
- Agency created three tweets a day on weekdays and two on weekends talking about industry as well as shows by BBC Studios
- We started with 332 followers and are at 1,734 followers today

Key activities

- Planned a Christmas and New Year Campaign in 2018 which received a great response
 - Followers increased from 699 to 803 in a week
 - Generated an average of 7,000 impressions per week
- Created special Twitter plan for Criminal Justice
 - Celebrities like Pankaj Tripathi, Vikrant Massey, Mita Vasisht, etc, tweeted about the show tagging BBC Studios
- Created graphics for different festivals like Christmas, Dusshera, Halloween, Diwali, etc
- Created special tweets around days like World Penguin, Day, Earth Day, etc
- Special campaigns around Sir David Attenborough, Criminal Justice, Stupid Man Smart Phone Singapore, Doctor Who, etc
- For a show like Elevator Pitch, agency created tweets for the host Gaelyn Mendonca



- Created contests around "Seven Worlds, One Planet" for our followers
- Engaged them in polls
- Gratified them



Top mention earned 1,540 engagements



Once cheated on, do you fall out of love? Or do you forgive out of love? What will Dr. Meera do - Forgive, Forget or Fight? Watch #OutOfLove by #HotstarSpecials to find out. Only on Hotstar VIP.

@Purab_Kohli @RasikaDugal @Soni_Razdan @AijazK @dirtigmanshu @BBCStudiosIndia pic.twitter.com/rK3JCokUqa



Top media Tweet earned 6,934 impressions

What happens when a woman is cheated? Will she fight, forgive or forget? Here's a gripping tale of #love and #betrayal, based on the #BBC series #DoctorFoster.

Watch #OutOfLove, starting Nov 22 only on @HotstarVIP.

@dirtigmanshu @Purab_Kohli @RasikaDugal @Soni_Razdan @AijazK pic.twitter.com/4NOA5sa5HJ



CLICK HERE TO GO BACK



Influencer Engagement

MARS Petcare

OBJECTIVE:

- Build visibility and affiliation for MARS Petcare's products such as Pedigree, Whiskas, CATSAN, Temptations and Chappi

CHALLENGES:

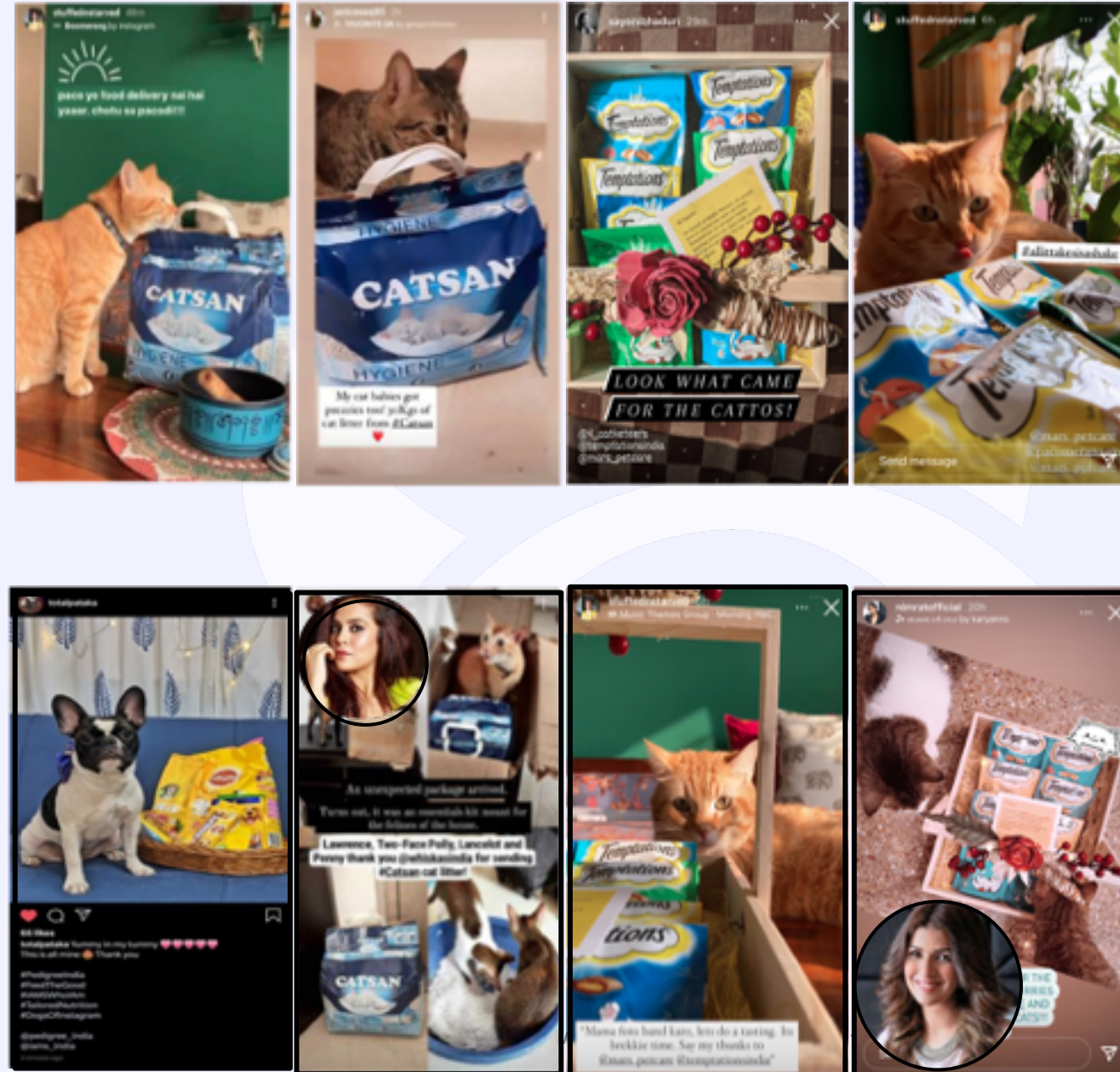
- Mindsets of pet parents are a major challenge when there are options of homecooked meals and manufactured pet food
- Convincing pet parents of the importance of hygiene and nutrition therefore becomes critical

STRATEGY:

- We explored non-paid barter collaborations with top lifestyle influencers, celebrities and journalists who had pets. We had a personal rapport with them, which made the connection easier.
- We looked at lifestyle influencers with a good social media following. The products were sent to the selected influencers with a personalised note. Safety and hygiene was maintained throughout the process of packing and delivering the goods during the pandemic

IMPACT:

- We could reach a wide audience, which not only included pet parents but also people looking at gifting pet food to friends and family
- We received coverage among many bloggers, influencers and pet parents
- We reached 633,000 viewers by engaging with 10 influencers



Jeep India

OBJECTIVE: Build a strong narrative around the legendary Jeep Compass and create influential content with legendary personalities for the Jeep Compass 2021

CHALLENGES:

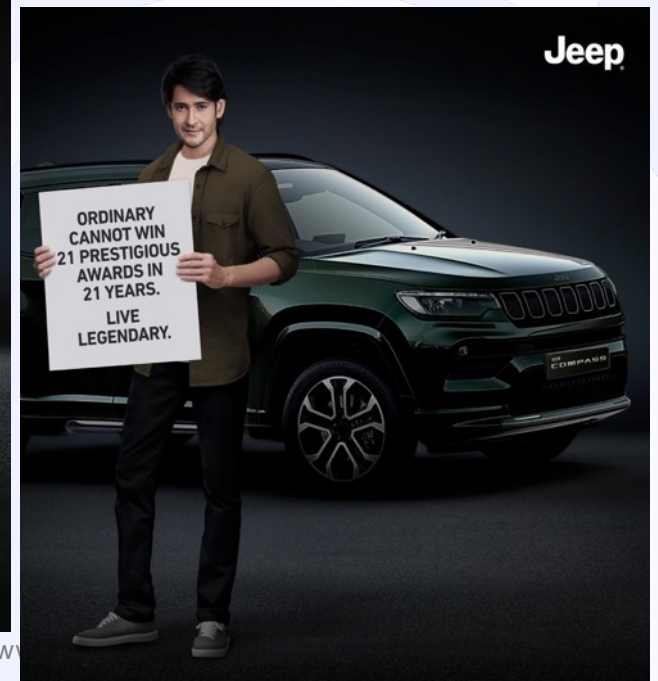
- The SUV market is cluttered
- Low community engagement due to micro-influencer-led activities
- Decrease in brand engagement due to COVID-19 scenario

STRATEGY:

- Influencers such as Sonu Sood, Mahesh Babu, Radhika Bapat and Milind Soman were selected for their personalities and legendary success stories
- Sood was the star influencer who engaged with the Jeep community
- Created social media content – videos, posts – to engage with fans and the Jeep community as they share the same values as brand Jeep

IMPACT:

- Immense engagement on social media and over 1 lakh views on Youtube videos
- Increased followers on social handles of Jeep India and positive involvement from the Jeep community in India



Youva – The Youth Stationery Brand

OBJECTIVE: Build strong brand reputation, create differentiated positioning for:

- Youva – the youth stationery brand from Navneet
- Children's Books Division of Navneet

CHALLENGES:

- Low awareness of Youva as a stationery brand, 'independent' of Navneet.
- Low awareness of the products available under the children's books division of Navneet

STRATEGY:

- Collaborated with leading mommy bloggers and celebrity mommy influencers on a monthly basis to generate awareness of various products available under Youva and for positive word of mouth

IMPACT:

- Engagement with 100+ mommy and lifestyle bloggers, and celebrity influencers created a strong digital presence for the brand. These were purely barter deals
 - Soha Ali Khan did an Insta story (followers: 2.3 mn)
 - Genelia D'souza did an Insta story (followers 3.3 mn)
 - Anud Singh (TV celeb) did an Insta story (18.7 K)
 - Bhargsethu Sharma (MTV and ex-cadet) did an Insta post and story (166 K followers)



PITCHFORK PARTNERS



Thank you

www.pitchforkpartners.com