“Business as usual has made way for new disruptions”

Bijay Agarwal, Managing Director, Salarpuria Sattva Group

In the wake of the pandemic, business as usual has changed significantly. The new normal has forced us to relook at our current processes and align them with the new ways of doing business. This has led to an increased focus on digitalization and automation, as well as a greater emphasis on sustainability and social responsibility. The pandemic has also accelerated the growth of the kirana shop business, with consumers looking for convenience and safety in their shopping experience.

“The pandemic allowed brands to display their true character”

By Goldie Group

The pandemic allowed brands to display their true character. The crisis brought out the best in some and the worst in others. Brands that stood out were those that demonstrated empathy, support and a willingness to adapt. From observing the behavior of brands during the pandemic, we can see how they have positioned themselves in the minds of consumers.

Solutions on the cusp of design intelligence and innovation

Srinivasan Subramanian, Managing Director, Preethi Kitchen Appliances

Design is an area of growing interest for the Luxury Segment, where we are seeing multifaceted and very interesting designs and designs that are truly innovative. Preethi too has been part of this discussion and is always evolving and redefining itself. Design is an area that is continuously evolving and getting stronger, and as a brand, we are constantly evolving and redefining ourselves to be a part of this trend.

“Unified commerce is a vaccine for Retail Covid”

Dr. N Mohan, Executive Director & CEO, Clarks India

Unified commerce is a vaccine for Retail Covid. From an integration of online and offline channels to a seamless consumer experience, the focus is now on how businesses can create a unified buying experience. Unified commerce is the way to go, as it provides a complete and cohesive shopping experience that is accessible to all customers.

“The demand for innovation to improve health outcomes has been high”

Anurag Agarwal, CEO & MD, Natural Remedies

In India, the demand for innovation to improve health outcomes has been high. While Ayurveda has been a part of the traditional healing system in India for centuries, modern developments in health and wellness have led to the growth of Ayurvedic products and services. The focus on innovation and development of new products has been driven by consumers’ increased awareness and demand for natural and holistic solutions.

“Phygal: a growth opportunity”

Pechy Gupta, Vice President - Marketing & Sales, Tata Steel

In the wake of the pandemic, the need for innovation and development of new products has been driven by consumers’ increased awareness and demand for natural and holistic solutions. The growth of the phygal market has been significant, with consumers looking for products that help with stress and anxiety. The focus on innovation and development of new products has been driven by consumers’ increased awareness and demand for natural and holistic solutions.