

## Workshop 18

### Marketing in the FMCG industry

**ADDRESSED by RAJIV DUBEY**

The third session of the day focused on the power of media in FMCG marketing, using Dabur India as a case study. The speaker emphasised media as the connecting tissue of society and advised students to pursue jobs with profit and loss responsibilities. A video advertisement featuring Amitabh Bachchan for Dabur's red toothpaste highlighted trust and consistency. The rise of the Internet revolution transformed advertising from single-product campaigns to diversified strategies. Dabur's success was showcased with its 1,00,000 crore revenue, 250+ products, and market presence in 120+ countries. A case study compared Dabur honey with competitors Patanjali and Saffola, focusing on Dabur's recovery through consumer education and influencer marketing. The session underscored the importance of media in FMCG marketing and its role in Dabur's growth and brand positioning.

