

INSIDE: BUDGET EXPECTATIONS

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MD, Blue Star

KJ JAWA,  
Chairman & MD,  
Daikin India

MANISH SHARMA,  
Chairman, Panasonic  
Life Solutions India &  
South Asia

PRADEEP BAKSHI,  
MD & CEO, Voltas

## Summer Surge

Unprecedented heatwaves spelt huge success for the  
cooling industry leaders, who notched up record sales on  
the back of high consumer demand and product innovation





Manish Sharma, Panasonic  
Life Solutions India



B. Thiagarajan,  
Blue Star



Pradeep Bakshi,  
Voltas



Kanwal Jeet Jawa,  
Daikin India

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### **Beating The Heat**

How brands are raking in the moolah by ramping up production, adopting a segmented approach, and staying attuned to market dynamics and consumer preferences during challenging times

Cover design by DINESH S BANDUNI



## IN CONVERSATION/ PRADEEP BAKSHI

**Are there any summer special discounts or incentives that you are rolling out?**

Yes, we have rolled out special offers for the summer season to enable our customers to purchase and upgrade to premium home appliances seamlessly. Our market penetration in the remotest parts of the country helps us reach a wide variety of customers with varying needs and preferences. To cater to their unique demands, we have introduced instant cashbacks, discounts, exchange offers and easy financing schemes to enhance the affordability quotient of our products.

**What ideas, themes or motifs typically resonate with consumers during the summer season, and how are you fit-**



dia perspective, we contextualise our messaging around key occasions and the overall sentiment of our audience to engage with them and adhere to their sensibilities.

**How are you enhancing the customer experience both online and in-store to reflect the spirit of summer?**

In the last 15 years, we have capitalised on the customer insights derived from the meticulous market research performed by our R&D team to understand the ever-changing needs of our audience. The industry is poised for growth in both online and offline platforms for the

sales of home appliances this year. We have implemented various initiatives to expand our online reach, such as collaborating with ecommerce platforms, optimising our website for user-friendliness and providing exclusive online deals and promotions. To enhance our offline sales, we have built state-of-the-art experience zones, brand stores in Tier-1, Tier-2 and Tier-3 cities and over 320-plus EBOs to create a very intensive purchase experience for our customers.

## “CAPITALISING ON CONSUMER INSIGHTS”

**Voltas sold over 2 million units of air conditioners in FY 24, registering a 72 per cent growth in sales volume across its range of ACs in Q4 FY24, informs its MD and CEO, PRADEEP BAKSHI By Soumya Sehgal**

**ting them into your marketing campaigns? Also, are there any specific narratives or storytelling angles that you are exploring to connect with your audience at a deeper level during this season?**

The Indian audience is inclined towards brands that offer a sense of resonance with their day-to-day lives. As a leading brand, we have always tapped our customers' most intrinsic needs and memories to curate campaigns. As a part of our summer strategy, we have added a touch of nostalgia by reintroducing our endearingly humorous and intelligent protagonist, Mr Murthy, to promote the unique features of our new range of air conditioners, the SmartAir AC series. From a social me-

**What are some of the summer trends that you are anticipating in the consumer durables industry?**

Since the summer is long and strong, trends such as consistent marketing propositions that are customised to suit the needs and preferences of the customers are on the rise. A tangible sell-out plan to meet customer demands through special consumer offers bundled with easy financing options will work well. Creating unique shopping experiences online and offline with digital in focus and ensuring the availability of the brand at the customer's place of choice will benefit. **BW**

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