

NEWS FLASH

Govt defers auction of 2 iron ore mines in Odisha • CtrlS to invest Rs 2,000 cr to set up world's largest tier-4 datacentre footprint in India • SoftBank-backed Grofers aims to garner USD 2.5 billion in revenue by 2020 • Molton Brown plans to enter India's hospitality sector next fiscal • Sebi bars Vinayak Homes, directors from raising funds •

Tell us about C Com Digital and what is your firm all about?

C Com Digital (Creative Communications) is a full-service Techno Digital Marketing Agency in Mumbai. We cater to the entire spectrum of digital marketing services for B2B and B2C customers. We essentially focus on the digital publicity of brands by integrating Content Curation & Creation, influencer marketing, digitally connected events, digital public relations and distribution of varied content via online

Chandan Bagwe,
Founder,
C Com Digital

There are a massive number of digital agencies in India. The core philosophy of our existence explains the difference between C Com Digital from other agencies. Digital agencies started mushrooming since 2007. Prior to this, advertising and marketing companies were mainly divided in 2 types: mainline agencies (creative and media buying) and technological- digital marketing companies (SEO, SMO and Online Media).

Since 2014, C Com Digital became a 360-degree Techno Digital Marketing Agency providing brand-send-to-end solutions by acquiring top notch skills in Branding, Marketing Communication Architecture, and Brand Positioning along with Website and E-Commerce Solutions, Mobile Apps Development, Social media Management, Online advertising and marketing on various online channels. This was a turning point.

C Com Digital's DNA is embedded in Marketing Communication through Technology. We work on simple marketing fundamentals, create impeccable communication and give a technological edge.

Any expansion plans?

Our expansion plans are to traverse on a path called 'Video First with technological enablement' where consumers not only want to consume video, but also be a part of it. The preferred way to receive information and express ourselves is by shifting from text to video. In response, social networks and other media make it easier for us to consume and broadcast video

We are hence focusing on the digital publicity of

COMMUNICATE CREATIVELY

Learning never ends. This adage has been the guiding light for **Chandan Bagwe**, the Founder and Managing Director of C Com Digital, throughout his illustrious career. He is one of the earliest Indian entrepreneurs to have believed in the power and scalability of online business and digital marketing. C Com Digital today caters to the entire spectrum of online software development and marketing for B2B and B2C customers. Chandan founded the company two decades ago in 1998. He has established the company as the leading techno digital marketing agency in Mumbai essentially focusing on the digital publicity of brands by integrating Content Curation & Creation, influencer marketing, digital public relations and distribution of varied content via online channels including social, search and OTT. In conversation with **Dominic Rebello**, Chandan says he aims to make C Com Digital the Number 1 Digital Publicist in India.

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Our clients thus primarily include the higher-rung companies belonging to various industries such as Times Now, Edelweiss, Tata Interactive Systems, Tata ClassEdge, Asian Heart Institute, Anunta Technology Management Services Pvt. Ltd, Blue Cross Laboratories Pvt. Ltd, We School, Chintamanis to name a few.

How are you different from others or your USP?

Mumbai is the city of dreams turning into realities. Follow the stories of successful and driven entrepreneurs every day in the **Afternoon D&C's 'Open for Business'** column for some inspiration of your own. If you know someone who just 'has' to feature here, write to our Senior Business Correspondent, dominic.rebello@afternoonindia.com

brands by integrating Content Curation & Creation, influencer marketing, digitally connected events, digital public relations and distribution of varied content via online channels including social, search and OTT.

We have partnered with more than 500 leading YouTube channels and YouTubers catering to different industry and target segments with regional content.

We are digital partners with Google, Facebook and Amazon, Flipkart, and Paytm for online marketing and e-commerce businesses. Above all, we provide AI Chatbots, Programmable Ads, Enhanced CRM, and customized dashboard for analytics.

Apart from growing business in Chennai, Hyderabad and Bengaluru, C Com Digital has clients in Dubai and Singapore as well. The intentions are to strengthen our base on both the domestic and international fronts.

What would you point as your achievements or successes in the business?

Change is the only constant. Success is thus a relative term. We are always hungry for new technology, new ideas and a new high. Even after successfully executing and achieving the results better than planned, we always feel that there's room for improvement and learning. Hence, the journey is more important for us where new goals are added. We are in the business of extreme competition—since more than two decades—witnessing the dot com burst in 2003, financial meltdown of 2007, and many other storms—but have continued growing. The fact that the voyage is still on is in itself an achievement.

What challenges do you face on a regular basis?

The challenges we face as digital publishers comprise meeting the mercurial demands of an array of clients and their target audiences. Hence, in order to derive relevant scripts our team members require versatility in thought and execution. In addition, interests keep altering according to trends thus the challenge of adaptability is always constant. For creative minds to constantly brainstorm and then adequately distribute is not a piece of cake.

Having said that, we have grown accustomed to these challenges thus gaining confidence in the quality of our work. We thus embrace such challenges because we thrive in our pursuit to overcome the obstacles; while the journey is as good as the destination.

« BUSINESS BRIEFS

RBI to soon release new Rs 20 bank note

The Reserve Bank of India (RBI) will soon introduce a new Rs 20 currency note with additional features, according to a document of the central bank. The central bank has already issued new look currency notes in the denominations of Rs 10, Rs 50, Rs 100, and Rs 500, besides introducing Rs 200 and Rs 2,000 bank notes. The new look notes are being introduced since November 2016 under Mahatma Gandhi (New) series. These are different in size and design compared to the notes issued previously. The currency notes, except for banned Rs 500 and Rs 1,000, issued under old series continue to remain legal tender. According to the RBI data bank, there were 4.92 billion pieces of Rs 20 note in circulation as on March 31, 2016. The number more than doubled to about 10 billion pieces by March 2018. The Rs 20 notes accounted for 9.8% of the total number of currency notes in circulation at the end of March 2018.

Shriram Properties files IPO papers with Sebi

Real estate firm Shriram Properties has filed draft papers with capital markets regulator Sebi to float an initial public offer (IPO). The IPO comprises fresh issue aggregating up to Rs 250 crore besides an offer for sale of up to 42,403,271 shares by existing shareholders including Tata Capital Financial Service and TPG Asia, draft papers filed with Sebi showed. The company is looking to consider a pre-IPO placement of up to Rs 100 crore. Funds raised through the issue will be utilised for repayment of certain borrowings availed by the company or its subsidiaries and for general corporate purposes. Axis Capital, Edelweiss Financial Services, JM Financial and Nomura Financial Advisory and Securities will manage the company's public issue.

NTPC for single window registration for MSEs

Buoyed by over 36% of its procurement from micro and small enterprises (MSEs), power giant NTPC has pitched for their universal registration for supplies to all CPSUs in India. "To promote ease of doing business for MSEs, NTPC Chairman Gurdeep Singh has proposed a single window registration for MSEs across CPSUs," a senior company official told PTI. As against the government mandate for minimum 25% procurement from MSEs, NTPC has achieved 36% procurement from MSEs in the current fiscal till November 2018, the official added. NTPC's total procurement reaches around Rs 1,000 crore in a year from 3,500 vendors. Last fiscal, it stood at Rs 1,163 crore.

Dzire overtakes Alto as best-selling PV model

Maruti Suzuki India's compact sedan Dzire has become the best-selling passenger vehicle model in the domestic market during the

April-November period this fiscal, overtaking the company's small car Alto, according to SIAM data. During the period, the company sold 1,82,139 units of Dzire as compared with 1,53,303 units in the year-ago period when it was in the second spot, according to the latest figures by the Society of Indian Automobile Manufacturers (SIAM). The firm, on the other hand, sold 1,69,343 units of Alto in April-Nov period this fiscal as compared with 1,75,996 units clocked in the corresponding period last year when it was the best-selling model.

Gold firms up by Rs 125 per 10 gm, silver remains flat

Gaining for second day, gold prices yesterday rose by Rs 125 to Rs 32,400 per 10 gram at the bullion market in the national capital on higher demand from local jewellers even though international markets were closed due to Christmas. Silver, however, remained flat at Rs 38,000 per kg on no demand from industrial units and coin makers due to the Christmas holiday. Traders said that on account of the holiday, there was no business in the global market which limited the gains in the domestic gold prices and kept the silver prices steady.

Mother Dairy forays into organic food biz

Leading milk supplier Mother Dairy has entered into Rs 4,000 crore organic food business as part of its strategy to diversify product portfolio. The company is targeting a revenue of Rs 50 crore next fiscal and Rs 100 crore in 2020-21. Mother Dairy Fruits and Vegetables Director Saugata Mitra said. To start with, Mother Dairy has launched its organic range of fresh fruits and vegetables and other kitchen ingredients under its horticulture brand Safal. The new range of products—labelled as 'Safal Organic'—is available in select 100 Safal booths across Delhi NCR. "With this foray, the company aims to make Safal Organic a brand worth Rs 100 crores by 2021. Safal is looking forward to generate a revenue of around Rs 50 crores by fiscal 2019-2020," Mitra said.

Yes Bank to use data analytics to offer right mix of products

With an increasing focus on retail customers, Yes Bank is now churning data to understand customer behaviour and offer a right mix of products based on a predictability model, a senior official said. The bank has already diversified into retail segment and now harnessing data analytics to come up with models that help understand customer behaviour. Yes Bank, Business Analytics Head, Rajat Kanwar Gupta said. "Yes bank started-off largely as a corporate driven bank but with the version 2.0 coming in, we are very retail centric. Right now our rank one objective, historically and continues to be, to always have sustainable liability generation. We are trying to focus upon building our CASA," Gupta said.