



IAMAI to Promote New-Age Indian Brands

New Delhi, 23rd June 2020: In a bid to promote new age Indian brands across segments such as food, consumer durables, electronics, fashion, FMCG etc., IAMAI has set up a founders' community of direct to consumer Indian brands. The unifying features of these brands are that they are digital-first, innovative, competitive, and manufacture or produce in India.

At present there are at least 100 odd such brands in the market and more are emerging every day. These brands are innovative since they cater to a younger and often first-time shopper catering to a niche demand. They are competitive as they have to compete for mindshare and shelf space with large incumbents with deep pockets. They are digital-first catering to the internet using socio-economic segments and taking advantage of the digital infrastructure that has been created in India. Finally, they invariably manufacture or produce goods in India.

The industry at present running with the “founders’ fuel” needs a collective identity to help it charter through complicated government policies and regulations; buy-in from stakeholders such as e-commerce platforms, logistics and payments industry; and also earn lasting customer trust. IAMAI is best suited to execute this three-pronged strategy.

With the help of 35 such brands, it is a small beginning of organizing this potentially powerful business segment by formalizing a committee. The committee is chaired by Aman Gupta, Co-Founder and CMO of boAt audio and co-chaired by Manish Chowdhary, Co-Founder of WOW Skin Science. boAt audio and WOW, Skin Science are multi-million-dollar brands and have established themselves as category leaders by championing the internet-driven business model.

“To ensure a brand continues to do well, it is almost imperative for businesses to enhance their Direct to Customer (D2C) channel. The model enables a brand to listen to the unfiltered voice of their customer and is a natural progression from shifting the online shoppers to buy from the brand's website and own the experience, data, and lifetime value of the customer. The committee will bring the ecosystem together, indulge in knowledge creation and put forth the best practices in a mission to build internet-driven iconic brands.” Said Aman Gupta, Chairman of the IAMAI D2C committee.

Co-chairman, Manish Chowdhary said that the committee will jointly look towards building the consumers’ trust by engaging in better customer communication and other similar initiatives by D2C entities.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 16 years has come to effectively address the challenges facing the digital and online industry including mobile content

and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Sixteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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