



## CRAFTING NEW-AGE BRAND NARRATIVES

BS MARKETING INITIATIVE

# MERIL: INNOVATING FOR A HEALTHIER TOMORROW



*At Meril, innovation drives everything we do. Our commitment to cutting-edge technology, comprehensive patient awareness, and agile marketing enables us to improve patient outcomes. These principles open new avenues for expanding our offerings, enhancing our brand, and solidifying our leadership in the healthcare industry.*

**Vivek Shah, CEO, Meril Group**



### Enhancing Patient Access and Care

As a leading company Meril stands at the forefront of healthcare innovation, driving breakthroughs in Orthopedics, surgical robotics, Cardiovascular, Diagnostics, Endo Surgery, cardiac surgery, peripheral Intervention and ENT. Our ability to swiftly adapt to market needs and pioneer cutting-edge solutions positions us as a trusted leader in the industry. By relentlessly expanding our product portfolio, we not only fill critical gaps in patient care but also set new standards for excellence, ensuring that our innovations consistently improve lives and redefine the future of healthcare.

### Expanding into New Categories with Customized Solutions

Meril's innovation shines through our orthopedic implants, crafted with advanced materials. These implants meet each patient's unique needs, underscoring our leadership. We not only elevate patient outcomes but also set new industry standards, embodying our commitment to life-enhancing care.

Adding to the achievements in the country's MedTech arena, Misso has revolutionized Orthopaedic Treatment with high precision and an AI support system that assists surgeons with real-time data during procedures. With pre-operative planning based on 3D modelling of the impacted joints and real-time AI-assisted navigation, Misso-aided surgeries have proven to offer quicker recovery time and long-term pain management. These advancements showcase our technological prowess in surgical robotics.

### Myval: Advancing Cardiac Care

Meril's Myval transcatheter heart valve has reached a significant milestone with its landmark study published in The Lancet. This achievement highlights the valve's efficacy and safety while marking a pivotal moment for India in global cardiac innovation.

A key benefit of the Myval valve is its availability in a range of sizes, allowing us to cater to a diverse patient population with varying anatomical needs. This flexibility ensures that more patients, especially those with unique or challenging cases, can access this life-saving technology, addressing a critical need in the treatment of serious heart conditions.

The success of Myval reflects the rigorous research and development efforts we have undertaken at Meril, showcasing India's growing capability to produce world-class medical devices.

At Meril, we are dedicated to addressing the pressing need for enhanced patient access in remote areas. Our advancements in medical devices and surgical robotics actively contribute to elevating the quality and availability of care by seamlessly integrating cutting-edge technology.

Our commitment to patient awareness drives our mission. Building on the success of the "Treatment Zaroori Hai" campaign, we're enhancing efforts to promote timely treatment and healthy living. These initiatives aim to educate patients on preventive care and empower informed health decisions, reinforcing Meril's patient-centered focus.

### An AI-Driven Outreach

We are excited to launch the second edition of our "Treatment Zaroori Hai" (TZH) campaign. This initiative underscores the critical importance of timely medical intervention. Leveraging various media channels and by personalized AI generated video, we aim to deliver this message more effectively.

Our expanded focus for patient awareness now also includes hernia (laparoscopic surgeries), bariatric surgeries, Cardiac Surgery, peripheral artery disease, and sinusoplasty, in addition to our initial focus on TAVI (Transcatheter Aortic Valve Implantation), BRS (Bioresorbable Scaffolds), and large joint replacements. Through strategic partnerships with doctors and hospitals across India, we are committed to promoting timely treatment for these conditions.

### Looking Ahead: A Future of Continuous Innovation

As we move forward, Meril is dedicated to revolutionizing healthcare by advancing innovation, broadening our product range, and enhancing patient education. By anticipating trends and prioritizing excellence, we're committed to delivering breakthrough solutions that set new standards in care and making a meaningful difference in your life.

As a leading healthcare solutions company, our fundamental aim is to champion the alleviation of human suffering and improve quality of life. By meeting evolving healthcare demands, we aim to transform lives, redefine possibilities, and set the pace for a healthier future for all.

# HOW COMPLIANCE FUELS INNOVATION AT RUPEEREDEE



**> Ajay Chaurasia, Vice President Marketing, Product & Business, RupeeRedee, chalks out a strategy to straddle the fine line between compliance and innovation, all while delivering exceptional customer experiences**

RBI as a regulator plays an important role in reforming the financial sector of India. Compliance is one of the most important part of it as there is a lot of sensitive information of customers that is collected while doing the evaluation. While lot of regulated options are now available to innovate in our risk models like Account Aggregator, CKYC, DigiLocker, Credit Bureaus and many more options to collect valid information, which helps us to improve our customer experience and Risk Models.

As a brand in last one year we were able to analyse the top reasons

for availing a loan, and based on the analysis we were able to do brand campaigns so that it resonates with customer needs while being transparent.

Innovation in our industry is very important for better customer experiences, we always get everything checked from our compliance before going live. This helps us in building better products.

At current time, customers want everything at their fingertips for which we have offer the services accordingly. As on today, thanks to Digital India



Initiatives, a lot of processes have been online, which always makes us to do better for customers.

# CETAPHIL, GALDERMA INDIA: A SKINCARE SUCCESS STORY, WINNING AWARDS AND CONSUMER HEARTS

**> Raghavendra Sadashiva, Managing Director- India & South Asia, Galderma, delves into the success factors for Cetaphil in the burgeoning Dermatology market**



The dermatological market is a dynamic and constantly evolving field, shaped by innovations and shifting consumer trends. At Galderma, we understand the need to stay ahead and address the evolving demands of dermatologists, patients, customers, and consumers.



*Our purpose is ADVANCING DERMATOLOGY FOR EVERY SKIN STORY*

Everyone's skin is unique, and we each have our own skin story and we embrace these unique differences and offer cutting-edge, premium brands that fit peoples' individual needs, across the full spectrum of dermatology through: Injectable Aesthetics, Dermatological Skincare, Therapeutic Dermatology.

Our flagship brand, Cetaphil that has received the prestigious Brand of the Year award for two consecutive years, has a 75+ year legacy and is serving Dermatologist, patients, customers and consumers in India for the last 25 years. We have established a trusted name in the Dermatology market in India and are the #1 Dermatologist recommended brand.

Cetaphil's core is to provide gentle, yet effective products specially designed for patients and consumer who have sensitive skin. Cetaphil is designed to defend against 5-signs of skin sensitivity<sup>2</sup> - dryness, irritation, roughness, tightness, and a weakened skin barrier, while delivering effective results.

In line with our purpose, understanding and catering to the needs of consumers and patients is a crucial aspect of Cetaphil India's success. The brand recognizes that each individual's skin has its own story. Today patients and consumers have different needs, be it hydration, acne prevention, brightness, or gentle cleansing. Within Cetaphil, we have wide range of products that are developed with dermatologist<sup>3</sup> to deliver for all these different consumer's needs, while being truly gentle on their sensitive skin. Through our array of cleansers, moisturizers, and specialized skincare solutions, we remain true to developing gentle yet effective products especially suitable for sensitive skin.

We have also introduced a range of products for babies

- Cetaphil Baby. When it comes to baby's skin, it has to be gentle. Cetaphil Baby contains high quality ingredients to moisturize and protect the baby's delicate skin<sup>4</sup> ensuring to keep your little one's skin gentle just the way it should be.

Cetaphil India continually strives to innovate and introduce new solutions to cater to evolving consumer needs, while remaining true to our core of catering to sensitive skin needs. The brand offers a wide range of products tailored to specific skincare concerns. Cetaphil India constantly explores new formulations and formats to address various skincare issues. This commitment allows the brand to stay relevant and meet the changing demands of consumers.

Cetaphil India's products are easily accessible through a well-spread well distributed network both online and offline such as Dermatologist, Pharmacies, General Trade, Modern Trade and E-Commerce Platforms. This comprehensive distribution strategy allows Cetaphil India to reach consumers across various channels, making it a readily available and trusted brand.

In addition, while being an aspirational and distinctive brand, we remain an accessible brand, where patients connect with Dermatologists/Pediatricians on a regular basis and receive recommendation of the right Cetaphil Product for their skin type. We advance Skin Education through our flagship activations such as Galderma's proprietary event SAM (Skin Awareness Month) and many others.

We are committed to our purpose and continue to strive towards providing a wider range of products in order to cater to every skin story out there.

### References:

- Based on internal analysis, for entire Cetaphil Brand, by GALDERMA INDIA using data from - Usage and Attitude study for Dermacosmeceuticals, in primary market research conducted by IQVIA among 240 Dermatologists across India from Jan - Feb 2024.
- Galderma Data on File [MKG001]
- Galderma Data on File [Cetaphil Consumer History Page - <https://www.cetaphil.com>]
- As per Clinical Trial No. RD.06.SPR.106110 by Stephens and Associate USA, 2015

# DRIVEN BY INNOVATION, IMMERSSED IN THE EXPERIENTIAL

**> Jayanth Jain, CEO & MD, GM Modular, elaborates on the brand's endeavour to provide a seamless experience across all touchpoints**

GM Modular strives to provide a smooth and consistent brand experience across various platforms by integrating its services and maintaining high standards. Leveraging its extensive experience and innovative approach, GM Modular has positioned itself as a leading brand in the home electrical and accessories market.

### Expansive Experience Centres

GM Experience Centres are strategically placed to accommodate a diverse consumer base, ensuring accessibility. Visitors can interact directly with the products, experiencing the look & feel and gaining a better understanding of their functionality. These centres also function as customer service hubs, where trained professionals are available to assist with any questions, offering a personalized and immersive brand experience.

### Robust Distribution Network

A significant factor in GM Modular's success is its robust distribution network. Spanning a vast channel of dealers and distributors, GM Modular's products are readily available in both urban and rural markets. This extensive network ensures consumers have easy access to GM Modular's products. Partnerships with mainstream stores further enhance their reach, making it convenient for customers to purchase their products alongside other consumer electronics and home appliances. This widespread availability reinforces brand visibility and trust among a larger audience.

### Strong Digital Presence

GM Modular has made a significant mark on e-commerce platforms such as Amazon and Flipkart, establishing itself as one of the leading brands for electrical accessories. Recognising the shift in consumer buying behaviour moving towards online shopping, GM Modular has ensured its products are easily accessible on major e-commerce sites. They have optimised their online listings with detailed product descriptions, high-quality images, and customer reviews, making it easier for consumers to make informed purchasing decisions. GM has listed a wide selection of products ranging from LED lights, fans, music and mobile accessories, and much more. Additionally, GM Modular maintains an active social media presence, engaging with customers and showcasing their latest products.



SWITCH TO A BETTER WORLD



### Dedicated Customer Service

Their effective customer service, available across various platforms, ensures that consumer queries and issues are promptly addressed, further enhancing customer satisfaction and loyalty.

In conclusion, GM Modular's comprehensive approach to accessibility, robust distribution network, strong e-commerce presence, active social media engagement, and effective customer service have solidified its position as a trusted and leading brand in the home electrical accessories market.