consumer awareness in india a
From skincare to food, 2022 witnessed consumers committing to their favourite brands. Now, D2C companies must overcome inflated marketing budgets, the rocky road to profitability, and ever-changing impatient consumers, profitability to decide state

of india’s d2c ecosystem in 2023
With the rapid economic expansion, India sees an increased energy demand. This is expected to skyrocket further as products like electric vehicles become more common. Traditionally, India has relied

india witnessing major shift towards solar energy: exalta
Shri Singh further reiterated
the importance of both domestic production and the imports of pulses especially Tur, Urad and Masoor.

**consumer affairs reviews domestic and international pulses scenario for 2023**
Especially with the changing consumer demands, it is certainly important for brands to come up with innovative yet effective ways to create awareness for their brand in the marketplace.

**how can one leverage all the mediums for overall brand awareness?**
Tushar Vyas, President, South Asia, GroupM and Co-Chair of the Digital Advertising Council at IAMAI and Siddharth Banerjee, Managing Director and SVP, India and Asia for Pearson, talk about how the co

**how has the consumer changed in a post-covid world?**
ERC chairman Justice Nagarjuna Reddy holds a virtual review with discoms, APSECM and APSEEDCO Suggests carrying out of energy campaigns with large scale involvement of all categories

**aperc pushes discoms to create awareness on saving energy**
Stewart Neal, the studio director for Sumo Digital India, spoke to IGN India about the company’s mission to propagate gaming culture across the nation, future projects, thoughts on the AVGC sector,

**sumo digital india head talks about the consumer journey of gamers and game development scene in the country**
Ayurveda products and services have a fast-growing market in the west as there is an increased awareness of the critical role of the holistic traditional healthcare solutions in addressing the health

**ayurveda has a fast growing market in west due to increase in consumer awareness**
The industry is a frontrunner in adopting e-commerce in India The consumer packaged goods industry appeared to be
the most advanced when it comes to awareness about the ONDC, the report

consumer goods cos lead in adopting ondc portal
Finance Minister Nirmala Sitharaman on Wednesday exuded confidence that India will succeed in handling The retail inflation based on the consumer price index (CPI) has remained above the

india will succeed in handling inflation better: sitharaman
Cord cutting in India remains a virtual outlier as opposed to a consumer trend and is currently estimated to be 0.5 million homes according to a CII KPMG report released earlier this month which

cord-cutting in india: lot of hype, little in reality
Improved consumer awareness “catalyzes competitive pricing of credit products and services by lenders, access to affordable

credit opportunities, and financial inclusion in the economy,” Kumar

credit awareness among gen z is fairly high, non-metros see 96% increase in self-monitoring consumers: report
Informa Markets in India With an aim to achieve a broader involvement and increased awareness of safety and health in the workplace, OSH India provided a valuable networking opportunity and a wide

osh india 2022: sustaining awareness of well-being at workplaces
This year has seen the entry of several brands into the plant-based meat category, from large players like ITC and Tata Consumer Products to newer brands like Licious. Mock meat, a growing trend