

On a pleasant winter morning, in November 2014, Mr. Ramesh NGS, MD & CEO, along with Mr. Mewawala and Mr. Potnis, came to the SAMSIIKA® office with a brief to rejuvenate Stockholding Corporation of India in terms of its Marketing and Business Development Strategy. Starting with Stockholding re-branding, SAMSIIKA® has been crafting an effective Marketing Strategy through its Brand Shaastras® as shown below.



185+
Branches



Brand Naamkaran® and Brand Positioning™ Statement

SAMSIIKA® recommended and morphed SHCIL (Corporate Brand) into a new **Brand Naamkaran®** for the Mother Brand, through its Brand Shaastras® and recommended the Brand Name-'**Stock Holding**'.

We recommended the **Brand Positioning Statement™** for the Mother Brand **Stock Holding** -

'We look after everything'.

SAMSIIKA® recommended many more **Brand Naamkarans®** for the new products and sub brands like **GoldRush, e-MF** etc.

Communication Strategy

SAMSIIKA® devised the entire media strategy using various media vehicles like Television, Radio and Social Media. Radio Campaigns started on 10+ leading FM Channels in more than 200+ radio stations across the country. The Television Ads started on 46+ leading Business, News and Entertainment Channels. Uniquely, radio ads were also used for recruitment of sales force across various regions.

Brand Building Strategy

SAMSIIKA® devised a highly effective creative media strategy, placing **Stockholding** ads in **Cricket**

Matches and on **Budget Day**, thus taking the Brand Image to a higher level. The entire creative including the lyrics, were scripted and authored personally by Jagdeep Kapoor. The TV Commercials and Jingles were played in English, Hindi and more than 10 regional. We have learnt marketing from a very different perspective based on Mr. Jagdeep Kapoor's experiences and we are fortunate that under his guidance we were able to initiate a radio campaign and also produce a video for one of our own products which is **GoldRush** and the fact that we would build our brand using his strategies is something very refreshing. Some of the pearls of wisdom of Mr. Jagdeep Kapoor like "**Kam Kharcha Jyada Charcha™**" and "**Use Advertising Like Salt™**", I think these are very simple but very powerful ideas that we have benefitted from. I think he is the driving force. He spends all the time with the customer and doesn't leave it to anybody else. He is there all times figuring out what exactly needs to be done, what are our problems and always has a solution to our problem. Also the fact that he himself has a lot of passion and sometimes that passion kind of grows on us as clients.

Mr. Ramesh NGS-MD & CEO, Mr. R. H. Mewawala and Mr. Vineet Potnis – Stock Holding



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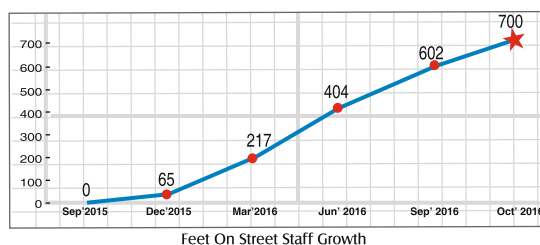
languages. The new revamped website was launched with new branding and enhanced look and feel. Digital marketing was initiated, including social media like Twitter, Facebook reaching 91000+ likes, within just a year. IPR registration of Trademarks was initiated effectively.

Sales Systems and Sales Force Training

SAMSIIKA® trained Regional Managers, Area Managers, Team Leaders and Field Force on various SAMSIIKA® sales systems focusing on aspects of Buying Signals, Closing the Sale, Handling Objections, Achieving Targets and Conducting Mock Calls and implementing Society Marketing.

Marketing Plan

Through SAMSIIKA®'s Marketing plan various Brand Yasha® were achieved. Over 700, "Feet on Street" sales staff were put in place through the strategy of "Reach and Preach". The 185+ branches highlighted the brand **Stockholding**. Online platform for Mutual funds - **e-MF** was launched. **Stockholding** offered e-stamping services in 19+ states in India. **Stockholding** became the only non banking entity mandated to distribute Sovereign Gold Bonds. **Stockholding** has the proud distinction of having highest asset value under custody for three consecutive years and received 'Top Performer Award by NSDL for Depository Business'.



For a list of other great brands built by SAMSIIKA® turn to the last page of this issue

