

Gurugram
18, September 2019

The New World of Content Community and Commerce

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future group
Co-Founders
Of The **New**

Our world is changing faster than ever

- **Democratization of Access**
 - World in your pocket
 - Road to Signal
- **Physical to Phygital**
- **Nearcast to ability to broadcast**
- **Fixed templates to fluid, real and relatable**
- **Reputation, institution to Reality and the moment**

The background is a complex, abstract composition of overlapping geometric shapes and patterns. It features a color palette of various shades of green, from light lime to deep forest green, and some cyan and blue tones. The patterns include concentric circles, spirals, and irregular polygons, creating a sense of depth and movement. A semi-transparent horizontal band is overlaid across the center, containing the title text.

The New World (dis)Order



Content

Commerce

Communities

Evolution of Content

An illustration of a person sitting at a desk with a laptop, surrounded by various media and marketing icons. The icons include 'FILM & VIDEOS', 'PRINT', 'NEW AGE MEDIA', 'RADIO', 'SOCIAL MARKETING', 'PROJECT', and a calendar showing 'DECEMBER 31'. A hand is also holding a stopwatch.

- Campaign to Content to Conversation

- Brand View to World View

- Campaign to building Eco-System



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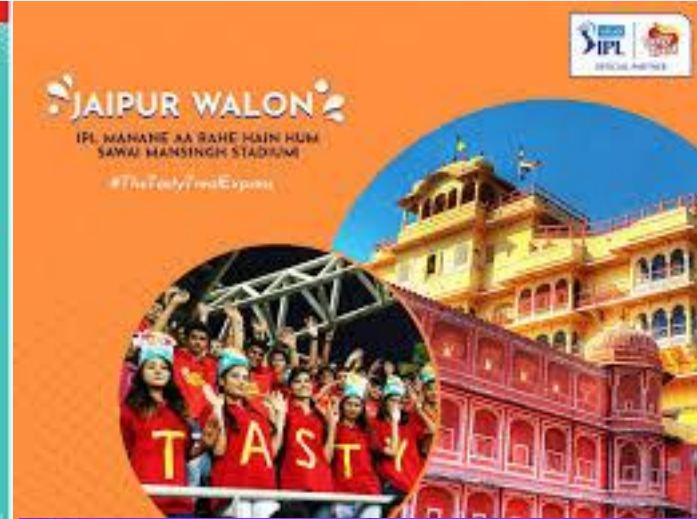
PRICELESS
TORONTO



mastercard
PRESENTS
120'
NOV 30, 2016



Tasty Treat – Chatak Matak Life



The background is a complex grid of numerous small, square images. Each image depicts a different scene or concept, ranging from natural landscapes like mountains and forests to abstract digital patterns and human figures. The colors are vibrant and varied, creating a rich, multi-faceted visual texture. The grid is slightly offset, giving it a three-dimensional appearance.

Content creators have changed

The image features a close-up, textured view of social media logos. A large, blue Facebook 'f' logo is the central focus, with the word 'Facebook' printed in white below it. To the right, a portion of a blue Twitter bird logo is visible. The background is dark and textured, suggesting a fabric or screen surface. A semi-transparent grey rectangular box is overlaid on the Facebook logo, containing the text 'Content creators have changed'.

Content creators have changed

cook along



2
Days to Go

Give a missed call on
18002706999

Win Free* Shopping

100th
Episode
Celebration

6th June, 5 pm onwards | On   



AMRITA KAUR

UNUSUAL COOK OFF

10th JULY, 5-6PM | LIVE ON  

VOTE & WIN VOUCHERS WORTH ₹ 5000.

GIVE A MISSED CALL ON
18002706999

CALL NOW




100th
Episode
Celebration

cook along  

THE MOST EXCITING
FASHION
CHANNEL IS HERE



fbb TV

LAUNCHING THIS THURSDAY
11:30 AM   

fbb TV
PRESENTS
THE FIRST EVER
DIGITAL
WHEEL TIP

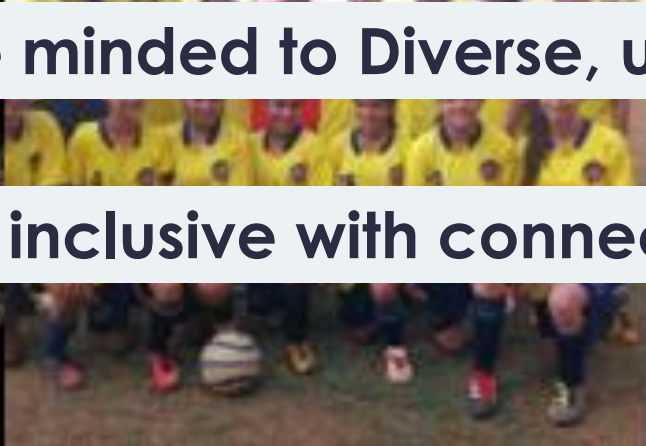
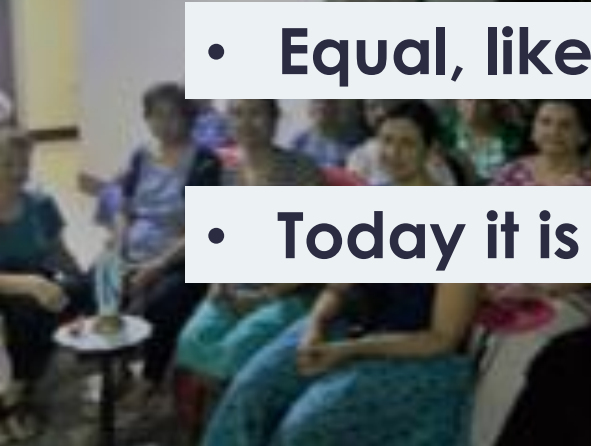


DAY TO GO

ON 6th JUNE | THURSDAY
11:30 AM   

Communities have evolved

- Only Physical to Physical + Virtual
- Bound by Geography, physical proximity, culture, caste etc. to Passion, common interest, habits, cause, usage, behaviour etc.
- Equal, like minded to Diverse, un-equals- HD/RE
- Today it is inclusive with connect





Co - Creating new line with community



SONGDEW.COM



**Congratulations
To
All The Winners!**



Ravi Iyer



Avra Banerjee



Gopi Shraavan



Jim Ankan



Neehar Dabade



Indian Blue



Abhishek Borkar



Vijay Durbha





INCLUSIVE
COMMUNITIES



Autism QUIET HOUR



We are committed towards giving everyone a unique shopping experience . On the eve of World Autism Awareness Day, we present 'Quiet Hour' in association with partner NGO's at selected stores.



Dimmed Lights



No Announcements



Reduced trolley Movement



Play Zone



Seating Area



Sensitized Staff

Join us for a calm and soothing experience on
1st April 2019, 10.30am - 12 Noon

Please book your visit at: www.bigbazaar.com/quiethour
For any queries, you can also call on 1800 266 2255



VENUES : Vasant Kunj-Ambience Mall, New Delhi | Riverside mall, Lucknow
Elonte mall, Chandigarh | Vasal Mall, Jalandhar | Malhar Mega Mall, Indore
City Square Mall, Jaipur | Acropolis Mall, Ahmedabad | Celebration Mall, Udaipur
Amanora Town Center, Pune | VIPT IT Park, Nagpur | The Metropolis, Hilland Park, Kolkata
City Square, Guwahati | Ameerpeth, Hyderabad | New Era House, Matunga Road West, Mumbai
Hebbal, Nagashettyhally, Bengaluru | Phoenix Market City, Velachery main road, Chennai

LOOKING AHEAD

WORKSHOPS FOR THE VISUALLY IMPAIRED
3RD DEC ONWARDS | SAB KE LIYE WEEK



EYE FOR FASHION



Presented by **fbb**

for girls only

4th Dec. 2PM to 4PM



YOU LOOK BEAUTIFUL

Presented by **TS kara**

for girls only

4th Dec. 4:30PM to 6:30PM

COOKING WITHOUT LOOKING



Presented by **KORYO WORLD**

for girls and boys

5th Dec. 2PM to 4PM





Young The **ELDERS DAY** every thursday

Hello young elders!
We've got a club... just for you!



Think Skin

Brand unveils Braille-enabled packaging



COMMUNITY



CONNECTS



SHARE OF VOICE



SHARE OF MIND

BUILD SHARE OF HEART





**Har
Tyohaar
Mein**

BIG BAZAAR

Making India Beautiful

***Desh Ek
Utsav
Hazaar***

TT Connect Initiative

BIG BAZAAR CELEBRATES THE SPIRIT OF TOGETHERNESS

With the advent of autumn, the neighbourhoods get transformed into charged up committees, planning and organising to create the most beautiful pandals. Elders and youngsters take upon themselves various responsibilities including roving the neighbourhood for pujo collection, making arrangements for cultural programmes and neighbourhood feasts. Pujo shopping starts with vigour as we plan our looks and explore the stores for the latest trends. Durga Pujo is undeniably one of the most elaborate and grand affairs that the Bengalis indulge in. With the passing

We associate heaps of memories and emotions with Durga Pujo. The festival is an opportunity to reconnect with our dear ones and feel close to our roots. This year, to celebrate the spirit of togetherness, Big Bazaar presents "Sharbojonin Shera Para" in association with Anandabazar Patrika. Parambrata, Payal and many others have come together to be a part of this incredible initiation.

time we might have left behind certain elements but the essence of the festival has remained unchanged. All the rituals and the activities are nothing but occasions to be experienced and enjoyed together. The true meaning of the festival lies in togetherness and to celebrate this essence of Durga Pujo, Big Bazaar has organised "Sharbojonin Shera Para" in association with Anandabazar Patrika. Famous faces of Tollywood have joined in to express their nostalgia of the festival and share their fond memories. Smell can trigger memories and for Parambrata the smell of new clothes always takes him back to the pujo days as a child. The joy of receiving a number of outfits to be worn on each day of the festival was incomparable to any other. Taking part in *Anjali* in a crispy new shirt or Punjabi was one of his happiest memories growing up. With the passing years, the actor has realised that Durga Pujo was a special affair because of the people with whom he spent those five days. Reminiscing about his childhood, he recalls the fun memories that were created because Pujo was an opportunity to get together and reconnect with the loved ones. Drowning in nostalgia, Parambrata recalls one of the fondest memories of Durga Pujo when he went on a night-long pandal hopping adventure with his cousins and parents. He was in class-V and it was the first time he experienced the city in her full glory. Decorated with lights and colours it was almost as if he had stepped into another world which was so beautiful that it looked like something out of a storybook. Although a lot of time has passed and people have moved to different junctures in their lives, Parambrata says that Pujo has remained the time to reconnect with the people who matter the most. Being in a creative industry



For me, para means a bundle of nostalgia, a collage of memories that are woven in my heart.

I remember how we used to be excited when our para won a cricket match. Revisit those days and revel in the excitement by participating in 'Big Bazaar Sharbojonin Shera Para' contest. And absolutely don't miss FBB and Big Bazaar's trendy pujo collection to up your style quotient.

~Parambrata Chatterjee

which is very demanding of time, he rarely gets opportunities to enjoy the little pleasures of life but pujo is the one time of the year when he wholeheartedly indulges in food, fun and fashion.



BIG BAZAAR
সার্বজনীন শেরা পড়া



Big Bazaar presents the Sharbojonin Shera Para to add to the pujo festivities! Rejoice the spirit of competition along with boundless fun amidst friends and neighbours.

To nominate your 'Sharbojonin Para,' give a missed call at 8424003328

WHAT SUP

MAHASAPTAMI SANDHYA AARTI AT FD BLOCK PUJA WAS A GALA AFFAIR



More than 300 dancers, keeping rhythm with 40 *dhakis*, came together to create a gala *sandhya aarti* gathering at the Big Bazaar Sarbojonin Shera Para presents Mahasaptami Sandhya Aarti in association with Anandabazar Patrika, at Salt Lake's FD Block on October 16. The spectacle was witnessed by the people of the para as well as guests such as Tolly stars Parambrata Chattopadhyay, Abir Chatterjee, Sohini Sarkar and Payal Sarkar. The evening also saw the distribution of the Big Bazaar Sarbojonin Shera Para awards. Eleven lucky puja committees won in different categories such as community enthusiasm, theme integration, socially active and content excellence. The overall winners were Bakulbagan Sarbojonin Durgotsab, followed by Tala Barowari Durgotsab as first runner-up and Behala 11 Pally as second runner-up.



Dhaak, kash pheel, diyas, kash pakha and lotus flowers—all the puja essentials were present at the Mahasaptami Sandhya Aarti. Dancers in red saris matched steps to the sound of conch shell and the beat of the *dhaak* at the FD Block grounds.



Tolly stars (l-r) Parambrata Chattopadhyay, Payal Sarkar, Sohini Sarkar and Abir Chatterjee joined in the *aarti*.



"One of my fondest childhood memories of Puja is seeing the ladies of my para taking part in the *sandhya aarti*. The grandeur of this *aarti* is not like the intimate atmosphere of those, so it was a new experience for me. It was more than a ritual—it was an artistic performance. The sheer number of participants was overwhelming," said Payal Sarkar. The Tolly actress is not fond of pandal-hopping, so her ideal Puja hang-out spot is her home, with friends over for *adda*.



"For me, Puja began with this *aarti*, because I have been so busy with work that I haven't had a chance to stop and experience the festivities. The arrangements were so meticulous and on such a big scale! I remember seeing the *sandhya aarti* at Varanasi, and this was similar. This is also such a popular puja, and I have heard so much about it, so I was very excited to come here," said Sohini Sarkar. The *Ryankesh Guptro* actress' favourite Puja memory is that of taking part in *kumari* puja. "I got so many gifts after that and I specifically remember this lovely dress that was very special to me," she recalled.



"I have seen *sandhya aarti* in Varanasi on a huge scale and also at Ray Bari on Ballygunge Station Road during Puja. This one is special because it's only on such occasions that you actually get the true *oamge* of Puja. Para pujas like this have their own charm," said Parambrata Chattopadhyay. The *Shonar* Paltan actor-director has had a busy Puja. "I'm actually diving into something very ambitious right after Puja, so although Ashitami and Navami will be spent doing work on my own, there's a small gathering at my place on Navami that I'm very much looking forward to," Parambrata had told *ie*.



For Abir Chatterjee, Puja had been so hectic that when *ie* caught up with him, he had not slept for more than 22 hours! "For me, Puja is not so much a religious occasion as it is a cultural celebration of womanhood. The sheer vastness of a place like this, with so many people, and the warmth of holy light enhances one's devotion automatically. I love meeting people through events such as these, in which people come up to me, addressing me as *Ryankesh*," said the actor, adding that after the madness of two Puja releases—*Ryankesh Guptro* and *Manojder Adhuni Bari*—he was heading off to a friend's house for the rest of the festivities.



"The *aarti* was wonderfully organised, considering that they were coordinating so many dances together and they had rehearsed at the grounds for only two days. The *aarti* was dedicated to our own idol, which was shown live on LED screens on the grounds," said Subrata Bhattacharyya, president, FD Block Sarbojonin Puja Committee.



"We are very grateful, proud and honoured to have won, since we put our hearts and souls into it. We want to use the prize money for social work, such as reconstruction work in the Sunderbans and schools for the underprivileged," said Suman Bhattacharyya, general secretary, Bakulbagan Sarbojonin Durgotsab (not in picture), the overall winner who bagged a trophy and prize money of Rs 1 lakh.



Tala Barowari Durgotsab Samity was the first runner-up, bagging the prize money of Rs 50,000.



Behala 11 Pally Sarvodoisab Samity was the second runner-up and took home Rs 25,000.

Text: Rushati Mukherjee
Picture: Komoluk Saha



The New Age Commerce

- Transaction to Experience
- The journey to purchase equally important
- Ease of conversation leads to easy Commerce – Conversation Commerce
- Everything converging into your timeline
- Virtual high street – Selling through Insta-cast
- Anybody can be a seller



SmartSearch

— 5th Apr —

Exclusive offers only on Google 

BIG BAZAAR
Making India Beautiful



#DecideYourPrice
on  **@BigBazaar**
Product unveils on 11th Apr, 6pm

Stay tuned.


#DecideYourPrice
Product unveils on 11th Apr, 6pm

-  Go to **@BigBazaar** on Twitter
-  Retweet between 6-10pm on 11th Apr
-  At 10pm, discover the final price
-  Visit Big Bazaar store on 13th & 14th Apr to buy it

CENTRAL PRESENTS
FASHION
INSTACAST 2.0

21ST SEP | 8 PM



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Unveiling Fashion for the
Festivals of India

on
Instagram LIVE | Facebook LIVE

21ST SEP | 8 PM

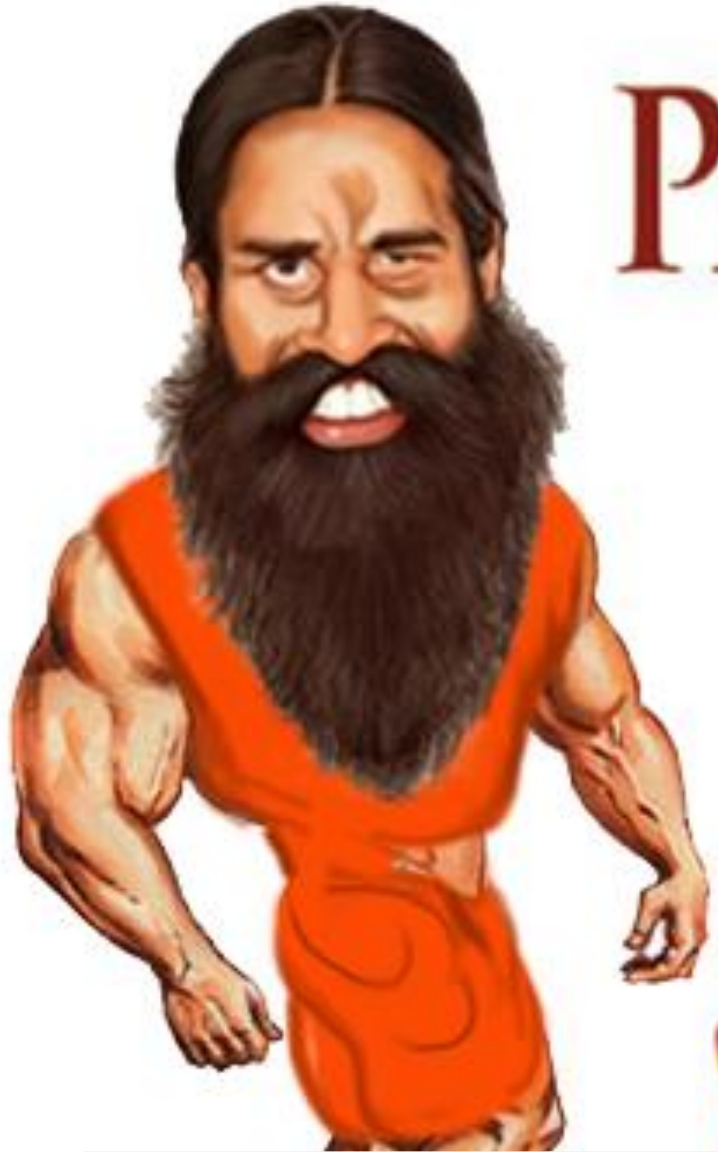


Content

Communities

Commerce

PATANJALI



2000 to 10000 in 2 years



2002



2003
till
date



1995



2006



2015



2006
-
2012

The 3 + 3 C's

Content

Credibility

Communities

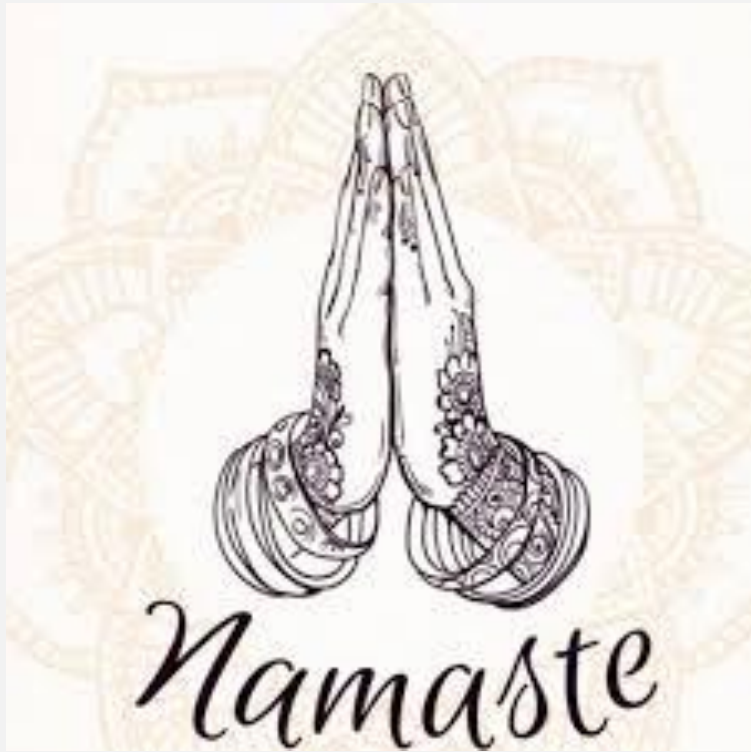
Context

Commerce

Connections

The background features a close-up of several hands of different skin tones holding a large, cracked stone tablet. The tablet is light brown and has several prominent cracks. The hands are positioned around the tablet, with some fingers resting on its surface. The overall scene is set against a dark, textured background.

CREDIBLE CONTENT for a
COMMUNITIES in the
right **CONTEXT** with right
CONNECTIONS builds
COMMERCE



THANK YOU