

Gurugram  
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# 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 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 of the image, containing the main 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. The background is a teal color with a white semi-transparent box containing the title and a list of bullet points.

- 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

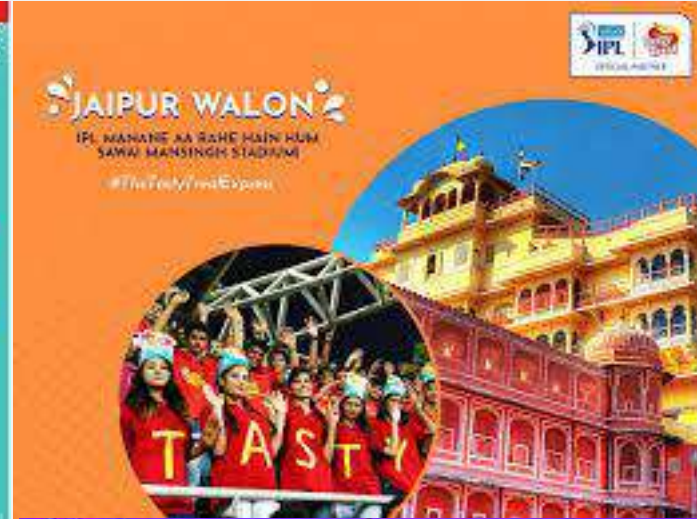


 priceless cities





# Tasty Treat – Chatak Matak Life







**Content creators have changed**



The image features a close-up, textured view of social media logos. The central focus is the Facebook logo, a blue square with a white lowercase 'f', set against a dark, textured background. To the right, the Twitter logo, a blue bird silhouette, is partially visible. Below the Facebook logo, the word 'Facebook' is printed in a white, sans-serif font. The entire image has a fine, woven texture, giving it a fabric-like appearance. A semi-transparent grey rectangular box is overlaid on the left side of the image, containing the text 'Content creators have changed' in a bold, black, sans-serif font. The image is framed by a thick red border at the top and bottom.

**Content creators have changed**



**cook along**

**2**  
Days to Go

Give a missed call on  
**18002706999**

**Win Free\* Shopping**

**100<sup>th</sup>**  
Episode  
Celebration

6th June, 5 pm onwards | On **THE SUSHI Feed**

**UNUSUAL COOK OFF**

**10<sup>th</sup> JULY, 5-6PM** LIVE ON **UNUSUAL Food**

**VOTE & WIN VOUCHERS WORTH ₹ 5000.**

GIVE A MISSED CALL ON  
**18002706999**

**CALL NOW**

**AMRITA KAUR**



**cook along**

**100<sup>th</sup>**  
Episode  
Celebration

A woman in a black and white striped dress is holding two glasses of orange juice, while a man in a yellow shirt stands behind a counter, also holding a glass. They are in a kitchen setting with various ingredients and a 'cook along' logo in the background.

THE MOST EXCITING  
**FASHION**  
CHANNEL IS HERE

**fbb TV**

**LAUNCHING THIS THURSDAY**  
11:30 AM **f LIVE**

**fbb TV**  
PRESENTS  
THE FIRST EVER  
DIGITAL  
WEEK UP

**DAY TO GO**

ON 6<sup>th</sup> JUNE | THURSDAY  
11:30 AM **f LIVE** **fbb TV** **TV** **TV**



# 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](http://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  
Elante 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, Nagasbetyhalli, Bengaluru | Phoenix Market City, Velachery main road, Chennai



# LOOKING AHEAD

WORKSHOPS FOR THE VISUALLY IMPAIRED  
3<sup>RD</sup> DEC ONWARDS | SAB KE LIYE WEEK



EYE FOR FASHION



Presented by **fbb**

for girls only

4<sup>th</sup> Dec. 2PM to 4PM



YOU LOOK BEAUTIFUL

Presented by **TS kara**

for girls only

4<sup>th</sup> Dec. 4:30PM to 6:30PM

COOKING WITHOUT LOOKING



Presented by **KORYO**

for girls and boys

5<sup>th</sup> Dec. 2PM to 4PM





**BIG BAZAAR**  
Making India Beautiful



# 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 crisp 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



6 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 Sarbojanin Shera Para presents *Mahasaptami Sandhya Aarti* in association with *Anandabazar Patrika*, at Salt Lake's FD Block on October 10. The spectacle was witnessed by the people—the *para*s 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 Sarbojanin 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 Sarbojanin Durgotsab, followed by Tala Barowari Durgotsab as first runner-up and Behala 11 Pally as second runner-up.



*Dhaak, sarali phool, diyas, lotus pakka* 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.



"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 *Ryomkesh Gantro* 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 *naam* of Puja. *Para* pujas like this have their own charm," said Parambrata Chattopadhyay. The *Shonar Pahar* actor-director has had a busy Puja. "I'm actually diving into something very ambitious right after Puja, so although Ashtami 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 *12*.



For Abir Chatterjee, Puja had been so hectic that when it 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 warmness. 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 *Ryomkesh*," said the actor, adding that after the madness of two Puja releases—*Ryomkesh Gantro* and *Manojdar 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 Sarbojanin Puja Committee.



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



"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 Sarbojanin 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 Sarodoisab Samity was the second runner-up and took home Rs 25,000.

Text: Rushati Mukherjee  
Pictures: Koushik 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

5<sup>th</sup> Apr

Exclusive offers only on Google 

**BIG BAZAAR**  
Making India Beautiful





#DecideYourPrice  
on  @ BigBazaar  
Product unveils on 11<sup>th</sup> Apr, 6pm

Stay tuned.

  
#DecideYourPrice  
Product unveils on 11<sup>th</sup> Apr, 6pm

- 1  Go to @BigBazaar on Twitter
- 2  Retweet between 6-10pm on 11<sup>th</sup> Apr
- 3  At 10pm, discover the final price
- 4  Visit Big Bazaar store on 13<sup>th</sup> & 14<sup>th</sup> Apr to buy it



CENTRAL PRESENTS  
**FASHION**  
INSTACAST 2.0

21<sup>ST</sup> SEP | 8 PM



CENTRAL PRESENTS  
**FASHION**  
INSTACAST 2.0

Unveiling Fashion for the  
*Festivals of India*

on



21<sup>ST</sup> SEP | 8 PM





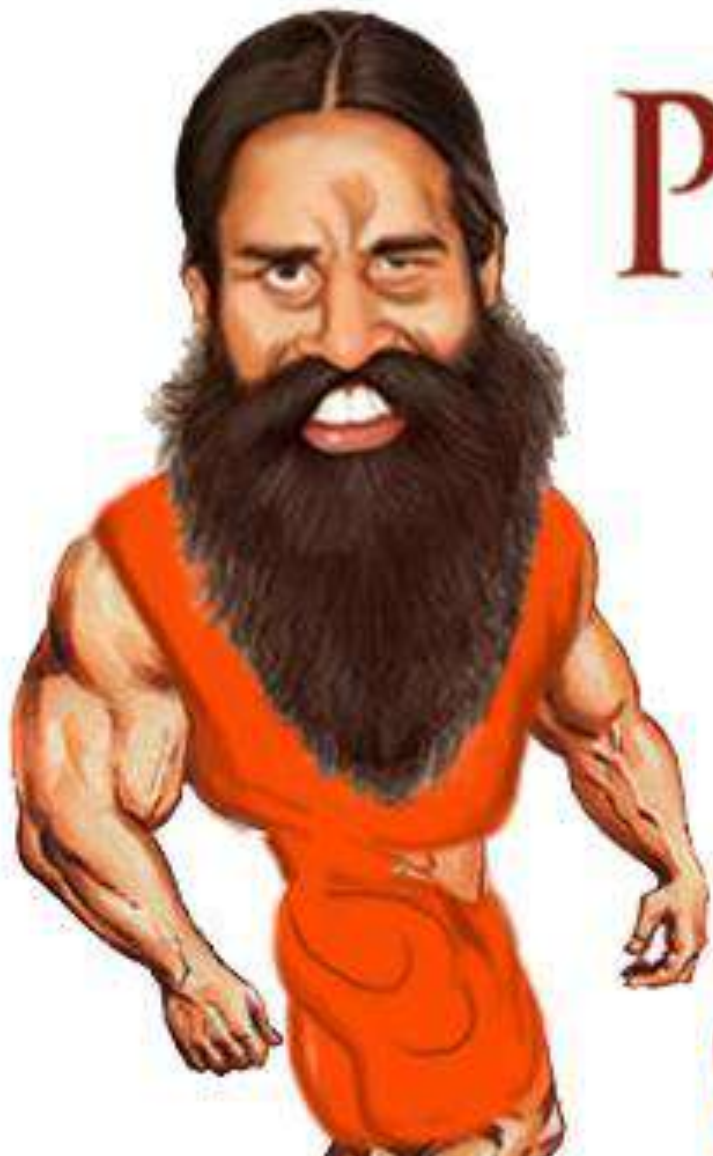
**Content**

**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**

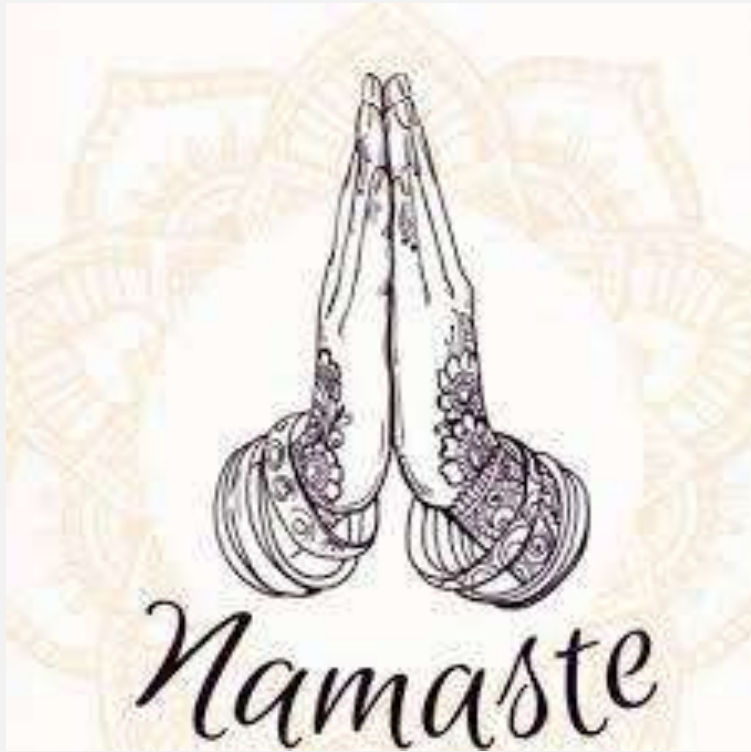
**Connections**





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





**THANK YOU**