



Newer trends include emergence of a 'convenience economy' and an on-demand mindset.

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### What's the most interesting thing you've done outside of work in the last 12 months?

I enjoy playing poker. As anyone with a basic knowledge of the game understands, there's a great deal of psychology involved in poker. Not only in the way you read an opponent, but also in how you prepare for a game. Poker requires you to spend time getting in the right frame of mind to play. One must also be extremely disciplined during play and display good judgment in choosing the right spots to be aggressive. A visit to the Mecca of poker would be one of the most interesting things I have done in the past year.

### What was the biggest challenge you and your team faced in the last 6-12 months - and what did you learn from it?

One must bring a strong mix of left-brained and right-brained thinking to marketing. Swiggy's consumer base has grown exponentially in size in the past year. So, tailoring our communication to different segments at the same time has become necessary. There are different consumer segments - price-sensitive, premium, value-conscious, those who expect exceptional service, etc. Hence, while it is important to have a strategic, long term point of view, it is also essential to be tactically flexible.

Consumers place a lot of trust in the brand, which is why controlling the experience end-to-end and repaying their love and trust in a very dynamic, multiparty ecosystem becomes an important part of the journey.

### Which outside forces or trends impact consumer behaviour in your category most? Give an example.

Burgeoning smartphone adoption and internet penetration have led to the growth of the digital ecosystem and in the trust people put in online shopping. Newer trends include the emergence of a 'convenience economy' and an on-demand mindset. Interestingly, these trends hold true not just for Tier 1 cities but also for Tier 2 and 3 cities.

### Marketers across segments have fetishised the millennial. But hand on heart, which demographic will drive growth for your brand over the next 12 months?

We are a brand that appeals to multiple consumer segments. Millennials are a key demographic for us, but homemakers and 'food decision makers' at home are also an important demographic for Swiggy.

### Nowadays brands get trolled all too frequently on social media.

### As a marketer, have your views on trolling changed in the last couple of years?

Knowing the pulse of the new-age economy we live in is important for a modern-day marketer. It's no longer about one-way, push-based communication. The views and demands of consumers are also important. The ability to engage with consumers on social media is a brilliant brand building opportunity which should be leveraged and not shied away from due to the fear of trolls. Take, for example, our recent 'Voice of Hunger' campaign in which foodies recreated the shape of their favourite food using the voice note feature on Instagram. We got over 1.5 lakh DMs on Instagram in just 10 days.

### If you could advertise on only one medium for the next 6 months, what would that be - and why?

Both digital and TV have their strengths and we will absolutely leverage them. Digital is important for personalisation, targeting, and the opportunity to weave beautiful long-format brand narratives. TV provides us with a canvas on which we can paint an impactful story and create trust for a brand in the minds of consumers.

### What do agency partners grumble about most, today?

Given how fast-paced and nimble brands must be across mediums today, an ongoing challenge for agency partners is that of having too little time, and dealing with a fast turnaround requirement. Having said that, our partners have always been successful in coming up with clutter-breaking and much-loved work for us. ■

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