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

It's important to disconnect and rejuvenate occasionally to be able to give your 100 per cent at work. Recently, I was able to take some time off my demanding schedule for a family vacation in Singapore. Spending quality time with my children helped me understand the incredible thought process of a teenager. Kids don't have a fear of failure, they ooze creativity because they are naturally curious and are completely plugged in when it comes to technology.

My little one picked up my smartphone, opened the Gaana app and kept asking, "What will happen if I do this?", "Why does this happen when I do that?" and by the end of it, she had some innocent suggestions that got me thinking!

Name a brand marketing executive or corporate personality - Indian or international - you admire. And tell us what about her/him is admirable.

I'm an admirer of Kumar Mangalam Birla and the vision with which he has built a multi-billion business empire over time. His hard-working nature, sharp business sense and passionate approach towards decision-making is something every business leader can learn from.

If your brand were an animal, what would it be - and why?

I'd like to believe Gaana is like a tiger - passionate, fearless, royal, swift and brimming with vigour.

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

Managing infrastructure at scale is our biggest challenge and priority right now. With the kind of growth we are experiencing, we are always on our toes to ensure 100 per cent uptime for our customers.

Only 10 per cent of the Indian population is currently consuming music online. This is one of the hottest sectors. We believe our growth will more than double in the coming year. We're focused on execution above everything else.

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

Music is important to Indians; we wake up with music, sleep with music and are influenced by music. Everything, from the weather, our mood and our commute to our location, plays a role in the way we consume music, online or offline. You may want to wake up to piano instrumentals, switch to EDM or soft rock while you hit the gym or are on your way to work, and relax to soulful music or '90s Bollywood classics after a tiring day.

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

Millennials have, indeed, emerged as the most engaged consumer

segment in the country. It's no secret that they spend money differently, as compared to previous generations, and prioritise experiences over things.

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?

The role of a brand has evolved. Users expect their favourite brands to align with them on similar values. This has led to brands becoming socially conscious and having a finger on the pulse of their customers.

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

We would, undoubtedly, go with Google Ads, owing to the huge number of users actively looking for goods and services online. The Google Display Network reaches billions of people each and every day, and gives advertisers like us the opportunity to raise brand awareness on a large scale using banner ads. ■