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INDIA'S BEST
ASTROLOGY SHOW

भविष्यवाणी
आचार्य इंदु प्रकाश के साथ

INDIA^{TV}

7:30 AM DAILY

PERSONAL

If not a brand marketer, what would you be?

I would either be a Professional Trainer or a Management Consultant.

Name a brand (other than your own) you admire. And tell us why.

I admire Apple, for their innovation-driven products.

CATEGORY

What are the big challenges you see coming your way in the next 12 months?

Well, I see replacement of old lock installations, lack of awareness about security technologies, and volatility in the dollar exchange rates and commodity prices, as the big challenges coming in the next 12 months.

What's the biggest change in the way consumers approach your segment today, versus a year back? To what do you attribute this?

Consumers are approaching the locks category more and more for its aesthetic appeal as opposed to only functional superiority. This is because people are paying more attention to better looking interiors.

Which product segment out there impacts trends in your category most? Why?

Mortise Door Handle Locks and Mortise Door Rim Locks have a major impact on trends in our category because of their aesthetic and functionality. Home décor plays an important role in the buying decision of evolved customers.

In what way/s does your marketing strategy change from Tier I to Tier II and III markets?

In Tier III and IV markets the focus is on the right product and price, while in Tier I and II markets the focus is on range availability, product aesthetics and presentation.

MARKETING

What's the toughest part of being a brand marketer today?

Winning customer loyalty is the toughest part of a being a brand marketer today.

Name the biggest professional hurdle you faced recently. How did you tide over it?

To my mind, the biggest professional hurdle I faced recently was the implementation of Goods and Service Tax (GST). I succeeded by positively responding to dropping the end consumer prices in line with the drop in tax rates.

As a marketer in the digital age, what is your biggest nightmare/challenge?

As a marketer in the digital age, the biggest challenge is to attract eyeballs, engage viewer attention and drive positive outcomes and behaviour.

ADVERTISING

What is your lead medium of communication today? Which medium do you use least?

The digital platform is our lead medium of communication today. We use traditional mediums such as TV and print the least in our communication.

Are the best creative minds still in advertising? Yes, they are in advertising.

In what way has your relationship with your agency partners - creative and media planning/buying - changed of late? What's the one must-have quality for an agency today?

Our focus is on integrated marketing communication. Today, with our partners, we have a 360 degree integrated marketing communication approach. That is a 'must have' quality for an agency today.

Are you open to paying agencies a pitch fee? Why/why not?

No. Because agency pitches are supposed to be an investment of time and money for both, and for a win-win partnership.

Do you wish you could work with just one full-service creative agency instead of multiple creative minds? Yes.



**THE TV TALES
OF INDIA**



INDIA^{TV}

2.30 PM DAILY