**Marketing Strategy**

**NMIMS Solved Assignments for December 2024**

**Q1. You are the marketing director of Axis bank; you have acquired the credit card and consumer banking business of Citibank India. Evaluate the merits of the action in the context of strategy. Is it good strategy or bad? What steps would you take to integrate the two brands? How would you communicate the same to Axis bank as well as the legacy Citibank customers?**

**Answer:**

**Introduction:**

As the marketing director of Axis Bank, acquiring Citibank India's credit card and consumer banking business presents a strategic opportunity to enhance market positioning and customer offerings. This merger allows Axis Bank to leverage Citibank's established customer base, technology, and product suite, leading to increased market share and competitive advantage. Evaluating this action within the context of strategy involves assessing potential synergies, cost efficiencies, and brand alignment. While the acquisition has merits, such as enhanced scale and diversification, it also poses challenges, including brand integration and customer retention. Successfully navigating these factors is crucial. This paper will explore the strategic implications of this acquisition, evaluate its merits, propose integration steps, and outline communication strategies for both Axis Bank and legacy Citibank customers to ensure a seamless transition.

**This is partially solved sample answer**

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**Q2. CVC partners paid nearly 5000 crores for buying an IPL franchisee. Was this a sound strategic decision? Analyze the revenue potential and return on investment over the next 5 years. What type of marketing strategy should the company adopt to get sustainable revenue?**

**Answer:**

**Introduction:**

The decision by CVC Partners to invest nearly 5,000 crores in acquiring an Indian Premier League (IPL) franchise presents a compelling case for strategic analysis. The IPL is one of the world's most lucrative cricket leagues, with significant revenue generated from broadcasting rights, sponsorships, and merchandise sales. With the growing popularity of cricket in India and the increasing global audience, the franchise holds substantial revenue potential. Analyzing the expected return on investment (ROI) over the next five years involves evaluating various revenue streams, market trends, and operational efficiencies. Additionally, adopting an effective marketing strategy is crucial for sustaining revenue and enhancing brand visibility. This assessment aims to explore the financial implications of CVC's investment and outline a comprehensive approach to maximize revenue in the competitive sports industry.

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**Q3. PVR and Inox merged together to create India’s largest multiplex chain. Integrating and creating a singular brand identity is the company’s biggest challenge.**

**a) As marketing director of the firm create a brand integration strategy.**

**Answer:**

**Introduction:**

The merger of PVR and Inox has resulted in the formation of India’s largest multiplex chain, presenting a significant opportunity for growth and market dominance. However, the key challenge lies in integrating the two distinct brands into a cohesive identity that resonates with consumers. As the marketing director, developing a robust brand integration strategy is essential to unify brand messaging, enhance customer experience, and establish a strong presence in the competitive entertainment industry.

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**b) Create a new brand identity, brand name and communications strategy.**

**Answer:**

**Introduction:**

Following the merger of PVR and Inox to form India's largest multiplex chain, the establishment of a unified brand identity is crucial for ensuring customer loyalty and market visibility. This endeavor involves crafting a new brand name that reflects the combined values and heritage of both companies. Additionally, a comprehensive communications strategy will be essential to effectively convey the brand’s mission, engage audiences, and foster a strong connection with existing and potential customers.

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