

B2C Marketing Automation Report INDIA, 2017

**ALL YOU NEED TO KNOW ABOUT
MARKETING AUTOMATION SOLUTION (MAS)**

#MASIndia2017



Published By

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Table of Content

1	Introduction	
	▶ Executive Summary	01
	▶ Foreword by Netcore	03
	▶ Key Takeaways	04
	▶ Research Methodology	05
2	Evolution and Adoption of MAS in India	06
	▶ Evolution of MAS – An Indian Context	07
	▶ The Marketing Technology Landscape 2017	08
	▶ MAS Providers and Their Global Presence	09
	▶ MAS Adoption Pattern in India	11
3	Key Features and Channels	14
	▶ The Right Marketing Automation Mix	15
	▶ The Must Have MAS Features	16
	▶ Channels and Effectiveness	17
4	Pricing Models, Budgets and ROI	18
	▶ MAS Pricing Models and Budgets	19
	▶ Measuring ROI from MAS	20
5	Challenges	22
	▶ Challenges while Implementing MAS	23
	▶ Top Challenges and How to Tackle Them	24
6	Recommendations and Trends For 2017	26
	▶ Best Practices and Recommendations	27
	▶ MAS Trends for 2017	29
7	Credits and Disclaimer	31

INTRODUCTION



Executive Summary

The **B2C Marketing Automation Report India, 2017** produced by Research NXT in association with Netcore is based on a survey from more than 150 marketing professionals from leading B2C brands across India.

This report is focused on seven industry segments: BFSI, Telecom, Travel, e-Commerce, Pharmaceutical, Auto and FMCG & Consumer Electronics and also includes perspective from CMOs & Experts from leading brands gained through exclusive interviews. This report aims to provide information on the adoption of Marketing Automation Solutions (MAS) specifically for the B2C market in India. It helps to understand the adoption of MAS in Indian B2C organisations, identify most commonly used features, drivers and restraints while providing insights on pricing models, ROI measurements & challenges while implementing MAS.

This report will help B2C marketers make the right decision while evaluating and implementing Marketing automation in their organizations, thus opening the door to a new world of more effective and efficient marketing.

2017 – The Record Year For Marketing Automation Adoption In India

India ranks #3 in terms of marketing automation solutions providers after USA & UK in that order with more than 9 companies offering MAS.

The rate at which marketing automation is adopted in India, will soon make it on par with USA in terms of usage of technology in Marketing.

Marketing Automation Is Being Used By Most Organisations

48% of respondents have either successfully implemented MAS in their organisations or are currently evaluating MAS vendors.

The senior marketers interviewed for this report agreed to the fact that MAS is making their job far more easier than before.

MAS is helping them interact with their customer more effectively and understand their needs better.

Biggest Barrier For MAS Adoption? Internal Skills & Expertise

63% of marketers say that lack of internal skills and expertise is the biggest barrier for MAS adoption.

To enable better collaboration between the brands' marketing & technology teams, some of the marketing automation vendors offer consultative services to help in designing, implementing and integrating solutions, thus aiding in adoption of MAS in India.

Cloud-based Marketing Automation Solutions Are Preferred By Marketers

61% of respondents say they are considering cloud-based solutions over in-house solutions.

Those considering to use MAS, are not developing in-house solutions to be up to speed to increase the effectiveness of their campaigns.

Marketing Automation Is Getting Its Due Share Of Digital Marketing Spends

57% of marketers have a well-defined marketing budget allocated for Marketing Technology spends, and 10% of them have more than 8% allocated for it.

With MAS adoption increasing this year, we see this % spends increasing and moving closer to 10%.

OPEX pricing models with value-add services will also contribute to this trend of increased spends.

Foreword by Netcore

It's the year of automation, literally. Every day we work with companies that are constantly focusing on driving results with Accretion Marketing by embracing Marketing Automation – a marketing technology which was introduced in early 2014 in India and has never come to a pause since then. In fact, it has only advanced by the day, empowering marketers to take concrete, data-driven decisions and serve customers with the most personalized experiences.

The first-of-its kind B2C Marketing Automation report of India, displays a huge scope of adoption of Marketing Automation Solution (MAS) that many Indian Marketers are yet to discover. It shows the radical expansion of the Marketing Technology Landscape and how several marketing automation vendors have ventured into offering solutions in the last few years.

The process of making an optimum decision of choosing one of these can be smartly simplified if you're well-informed about the dynamics of the MAS space. **This report is a perfect guide covering all the aspects of MAS coupled with significant global trends which will, in the near future, blur the line between the MAS adoption patterns in India and across the globe.**

The report with its comprehensive research, assures that, if you reckon the need of consistency in messaging across all digital channels, a consumer goes around, you realize the need for a cohesive, one-view of the always-on, uber-digital customer, and if you embrace the right MAS, then you can rest assured that you will take a leap in Accretion Marketing this year to drive business growth.

The primary vision of Netcore is to help marketers increase their efficiency. As an organization, we aim to **help the marketer get a better Conversion Rate Optimization** by enabling brands to engage in a much more personalized and individualized manner with their customers. This in turn would lead to **increased Customer Lifetime Value (CLV)**.

We believe technology can play a very strong role to help us achieve this vision. As technology is moving ahead and marketing is advancing with tools like machine learning, analytics which are going to play a very important role to automate a lot of customer engagement. We are going to invest in these newer areas of the Marketing Technology space.



Kalpiti Jain, CEO

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Key Takeaways

#3

India among the top three countries with most number of MAS providers

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61%

Marketers evaluating MAS are more inclined towards cloud based platform

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48%

Marketers decided to have MAS in their marketing strategy

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57%

Marketers have a well-defined marketing budget allocated for Marketing Technology spends, and 10% of them have more than 8% allocated for it

 [» Tweet This »](#)

70%

Marketers are using MAS to increase lead conversion

 [» Tweet This »](#)

70%

Marketers think Email and SMS marketing are very crucial features of their MAS mix

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60%

Marketers and more feel that social media, paid digital media and website are the most effective channels for a marketing campaign

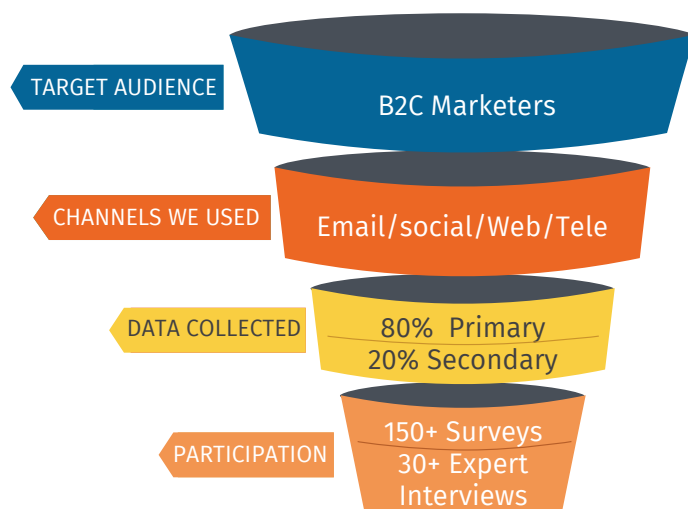
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63%

Marketers say lack of internal skills & expertise is the biggest barrier to implement MAS

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Research Methodology



Report Focus
B2C



Technology
Marketing Automation



Geography
India



Time Conducted
Feb'17 – May'17

PARTICIPANT'S PROFILE

INDUSTRY

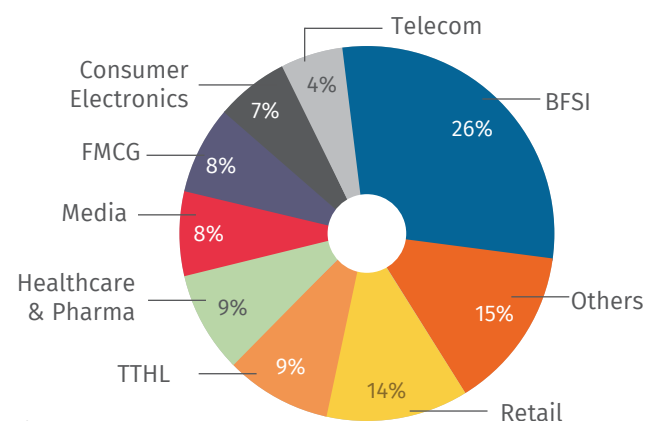


Chart 1

26% of companies that participated in the research are using e-commerce / online as their sales channel

JOB TITLE

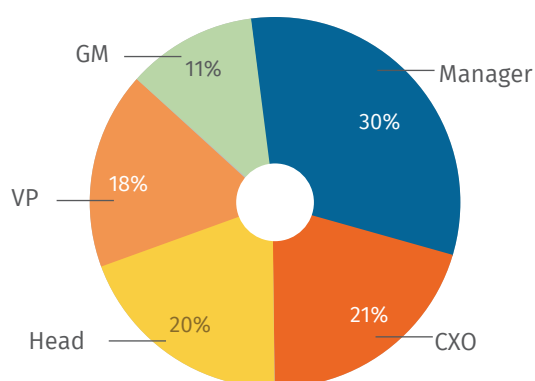


Chart 2

ROLE IN MARKETING

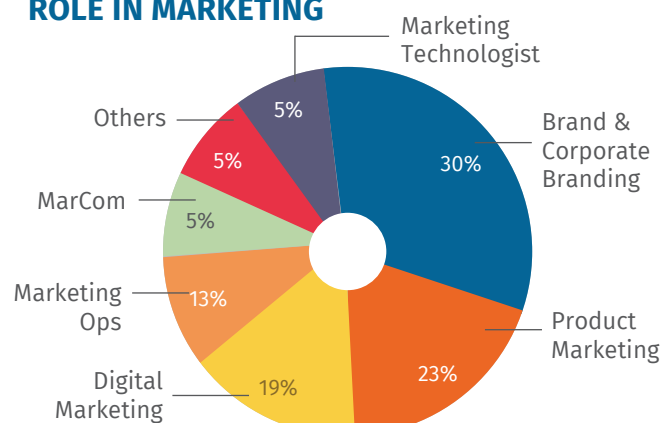


Chart 3

Source : Research NXT survey

EVOLUTION & ADOPTION OF MAS IN INDIA



Evolution of MAS - An Indian Context

Marketing Automation Solutions (MAS) are platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

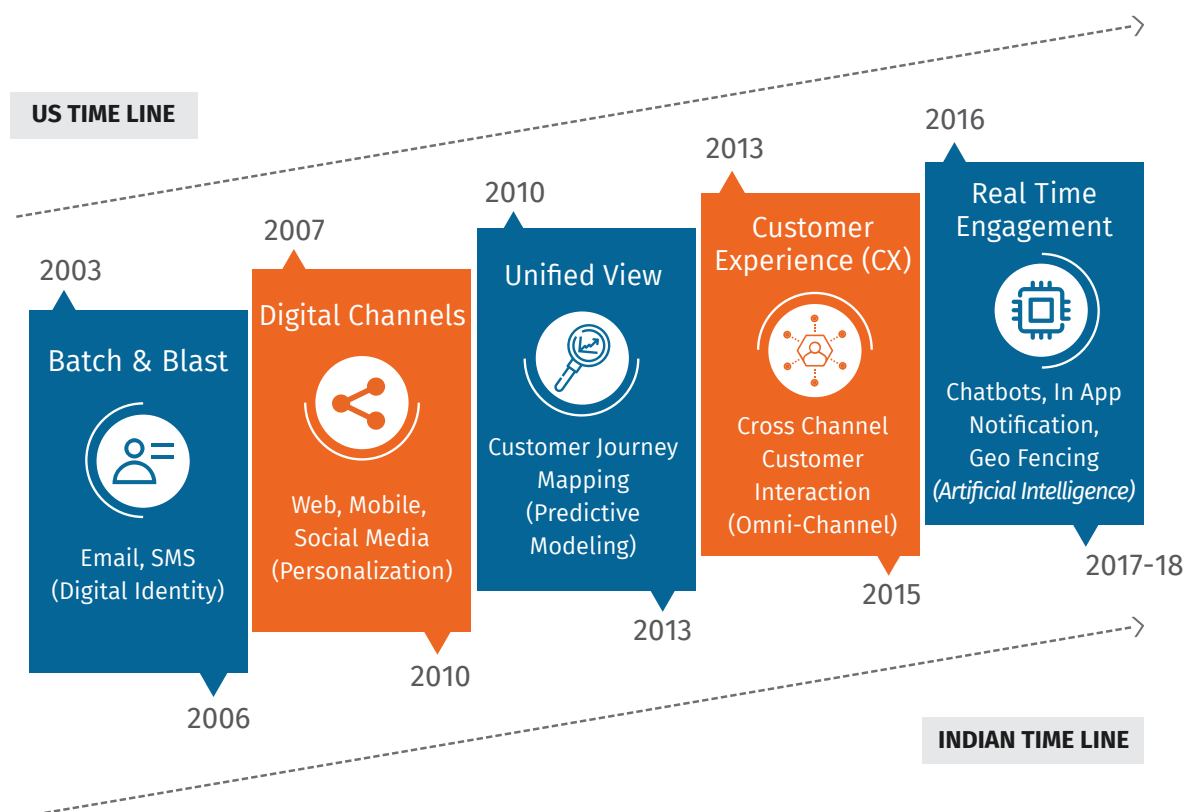


Fig. 1. Evolution of MAS: US and Indian timeline
Source : Research NXT survey

Started Late, picked up quickly & now Catching On!

The evolution of marketing automation in India has followed almost the same pattern as in the US except that the new concepts were rolled out first in the US and gradually found their way into Indian markets.

The Marketing Technology Landscape 2017

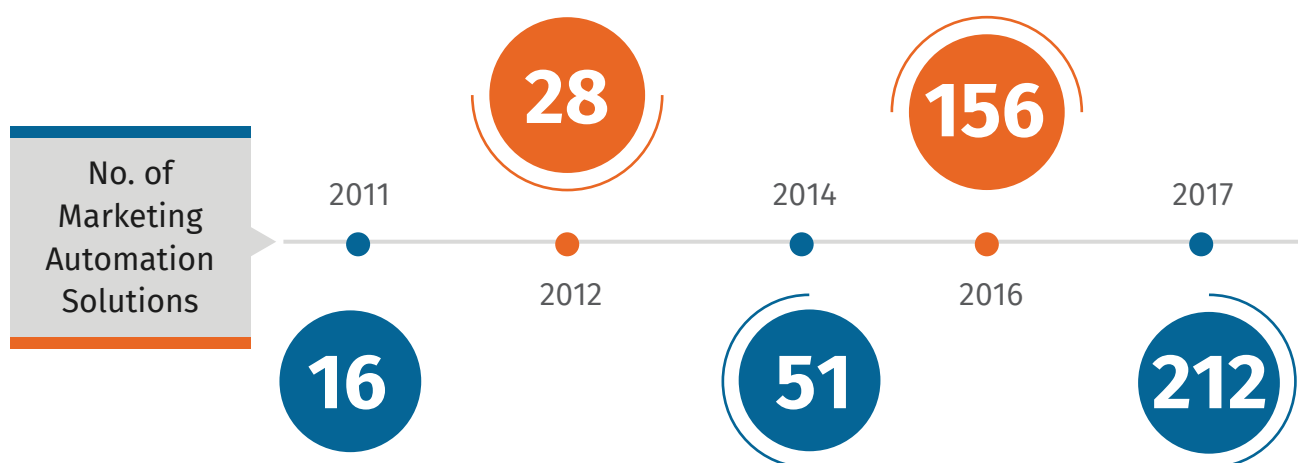


Fig. 2. Global MAS product growth timeline
Source: www.chiefmartech.com

Marketing is evolving. It's now more sophisticated, targeted & data-driven than ever. The above timeline is prepared from the recently released Scott Brinker's annual Marketing Technology Landscape Supergraphic, this landscape is tracking the evolving MarTech space since 2011. **The Marketing Automation category of this landscape grew by 36% from 2016 to 2017, from 156 vendors to 212.** This is a clear indication that this space is still evolving and lot of innovations are happening in this space, we observed industry specific and geography specific solutions now being offered.



Fig. 4. Marketing Technology Landscape 2017 (Marketing Automation Section)
Source: www.chiefmartech.com

India Ranks # 3 amongst the countries with most MAS providers

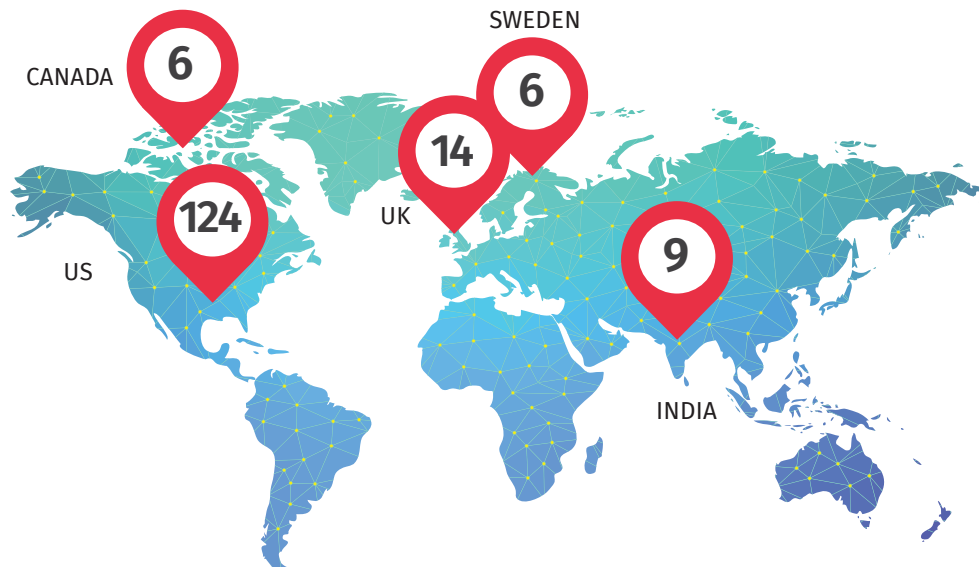


Fig. 3. MAS providers & their origin countries
Source : Research NXT survey

We further analysed the MarTech Landscape to check the origin country of these MAS providers and created a heatmap with density of MAS providers w.r.t. origin countries. **The above figure depicts top 05 countries** w.r.t. origin MAS providers.

As expected maximum number of service providers are based out of America followed by United Kingdom.

India is in the 3rd place with 9 companies, and this further validates the emergence of geo specific providers.

Based inputs from Survey Participants and Industry Experts, we have prepared a list of MAS vendors selling in India:

INTERNATIONAL VENDORS

Adobe | Oracle | IBM | Experian
Emarsys | Marketo | Hubspot | BlueShift

INDIAN VENDORS

Netcore | Webengage | CleverTap
Betaout | Gamoga | Moengage

48% marketers decided to have MAS in their marketing strategy

Is this the right time to adopt marketing automation for your company? Are Indian marketers ready for this technology? MAS is one of the most discussed topics in the marketing circles. There is no doubt marketing automation can help organizations to efficiently scale their sales & marketing efforts. To understand this better, we categorized participants based on their current adoption of MAS.

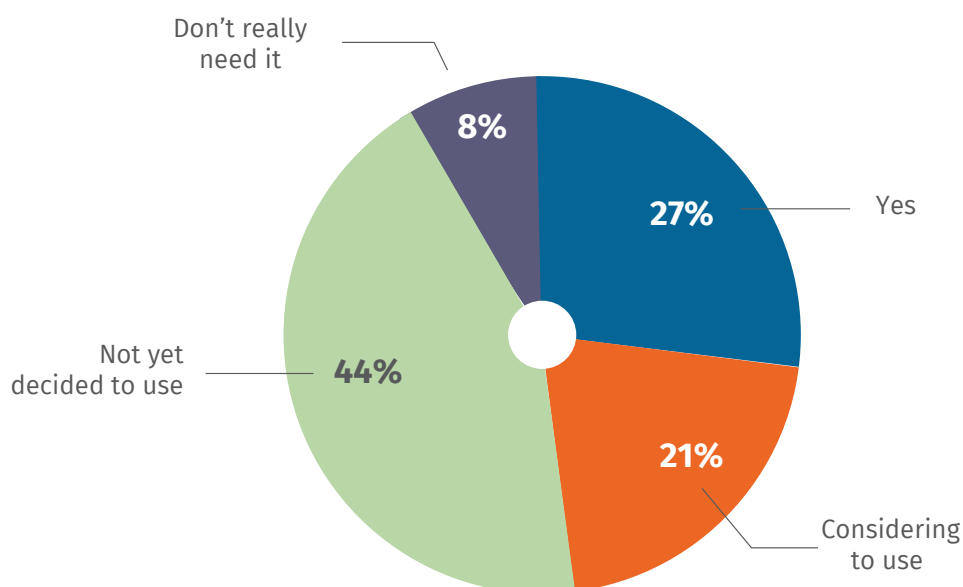


Chart 4. Current use of MAS
Source: Research NXT Survey

With a tech-enabled consumer to target and many channels to manage, MAS now is a must have in every Indian marketer's tool chest.

Responses from participants clearly indicate that **2017 is the year of MAS adoption.**

48% respondents are either considering to use or are already using MAS

44% are contemplating and observations shows they could adopt starting this year.

8% respondents are not willing to adopt MAS

MAS Adoption and Implementation

Availability of a solution which is not complex and tech readiness of the organisation are the essentials for MAS adoption. We did a deep dive to understand the key drivers and restraints for MAS Adoption in India via our survey.

Implementation of MAS

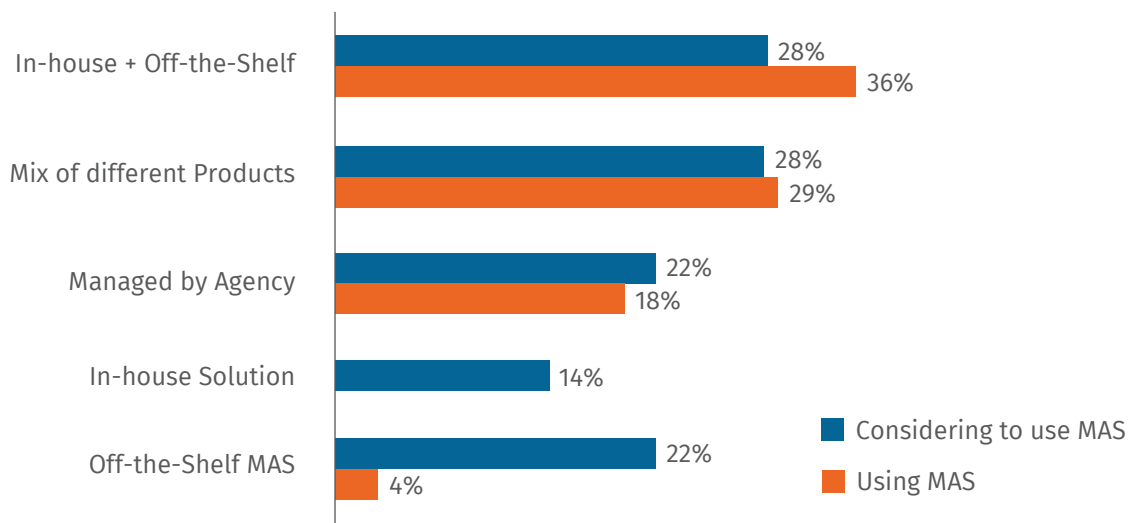


Chart 5. Implementation of MAS
Source: Research NXT Survey

Marketers evaluating MAS are ***inclined more towards Off-the-Shelf*** than developing their own in-house product.

28% marketers are looking at a mix of in-house + Off-the-Shelf product

61% evaluating MAS with cloud based platforms



It is important to get the Sales, CRM and Marketing team aligned on a marketing platform



Pradeep Dwivedi
CEO, Sakal Media Group

MAS Activity Outsourced

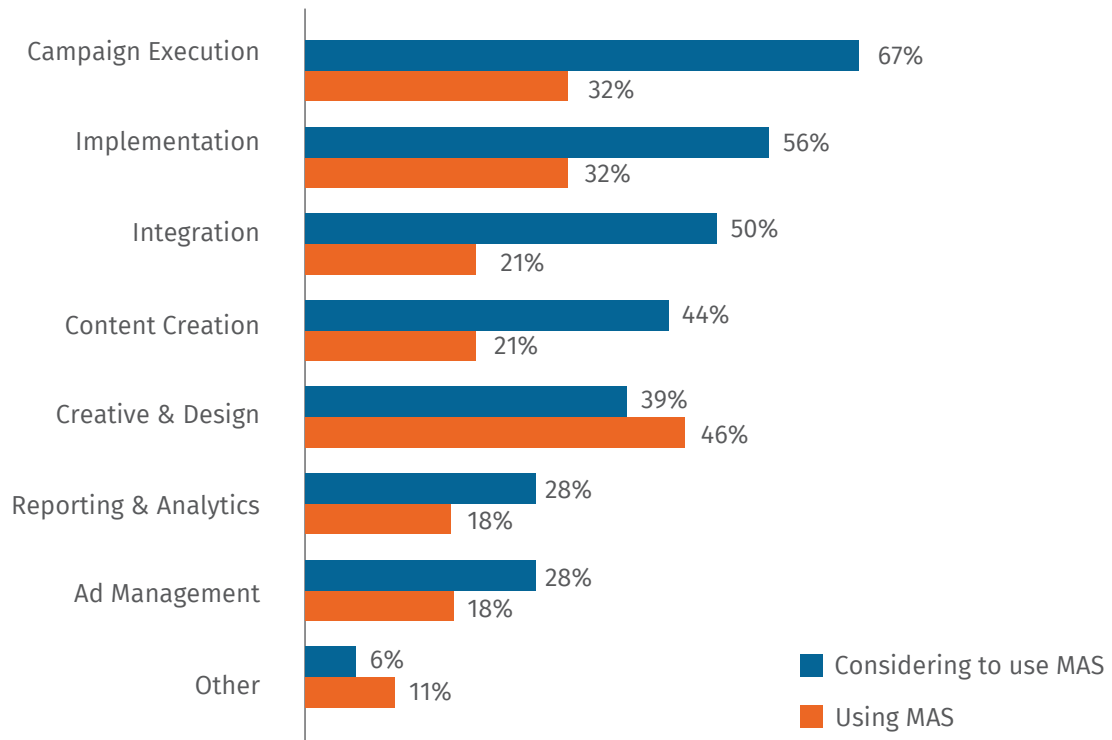


Chart 6. Outsourced MAS Activity
Source: Research NXT Survey

Campaign Execution, Implementation and Integration are the top 3 activities which marketers who are evaluating MAS would like to outsource. This clearly shows the lack of technical skills within the organisation to manage MAS.

MAS Management

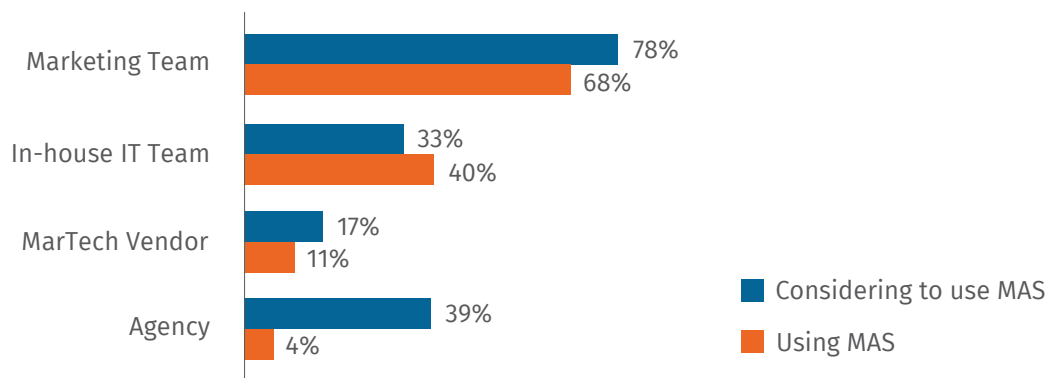


Chart 7. Managing MAS
Source: Research NXT Survey

Marketing teams are **no more depended on IT teams for managing MAS**. Apart from internal marketing teams, agencies and MarTech vendors are helping them to manage MAS.

4 Personas of Marketing Technology Adoptors

Embracing change is always difficult, especially when we're talking about a new technology. Marketing professionals too, have been found to respond differently to the introduction of marketing automation. Based on the surveys conducted and our discussions with senior marketers we observed the following four types of user adoption patterns:



Product Enthusiasts

These are early adopters, who are open to implement the latest automation solutions & are happy to test and implement products available in the market to address their marketing automation requirements.



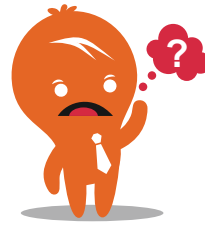
Tech Enthusiasts

Marketers who are enthusiastic about adopting automation technologies – and implement it using in-house resources because they feel that they have the requisite talent & expertise to develop in-house tools and integrations to address their MAS needs.



Tech Mixers

Tech mixers as the name suggest would like to use the best of both worlds i.e. products available in the market and in-house tech expertise to build a solution that addresses their MAS needs.



Slow Starters

Marketers who are yet to catch up with the current scenario to even think of wholesale adoption of marketing automation. They are last to adopt an innovation and usually have an aversion to change.

So, which one are you?

KEY FEATURES AND CHANNELS



More than 70% marketers think Email and SMS marketing are very crucial features of their MAS mix

Features available within MAS can be overwhelming; hence, it is important to have the right mix of features which suits the requirements of the business. During our survey, we asked our respondents to share their current marketing automation mix.



Chart 8. Current use of MAS
Source: Research NXT Survey

App Engagement and Segmentation are other two features which **are gaining preference among Indian Marketers**. Only 14% have Predictive Scoring & Machine Learning in their marketing automation mix at present. Our conversations with senior marketers reveal this feature of key importance in near future.

The Must Have MAS Features

MAS provides a broad range of features. Need for these features vary across industries and companies. We asked marketers to categorise the key features to Must Have, Good to Have and Not Required. We observed that ease of use and lead qualification & nurturing were the top priorities for marketer while shortlisting key MAS features.

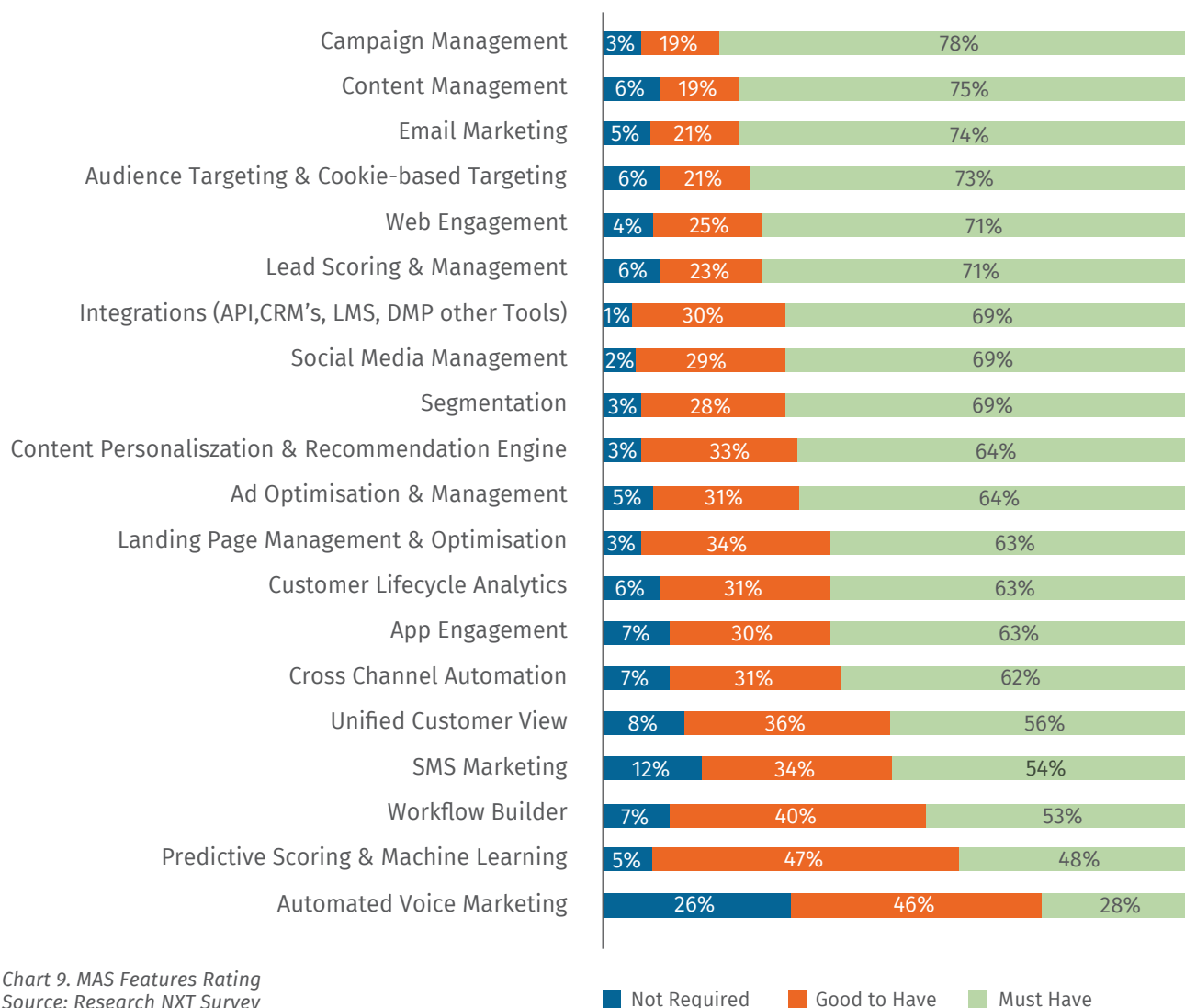


Chart 9. MAS Features Rating
Source: Research NXT Survey

Predictive Scoring & Machine Learning, Workflow Builder and Unified Customer View are not widely used as of now, but we see this trend changing soon.

Top 5 Must Have Features

- Campaign Management
- Content Management
- Email Marketing
- Audience Targeting & Cookie-based Targeting
- Web Engagement and Lead Scoring & Management

Channels & its Effectiveness

The advent of technology in business has steered the evolution of marketing channels in a swift pace. Now a marketer must manage constantly expanding network of engagement with the customers & prospects, which could be a real tough task. We asked our survey participants to rate different marketing channels as per its effectiveness to check how these channels are impacting the Indian marketers.

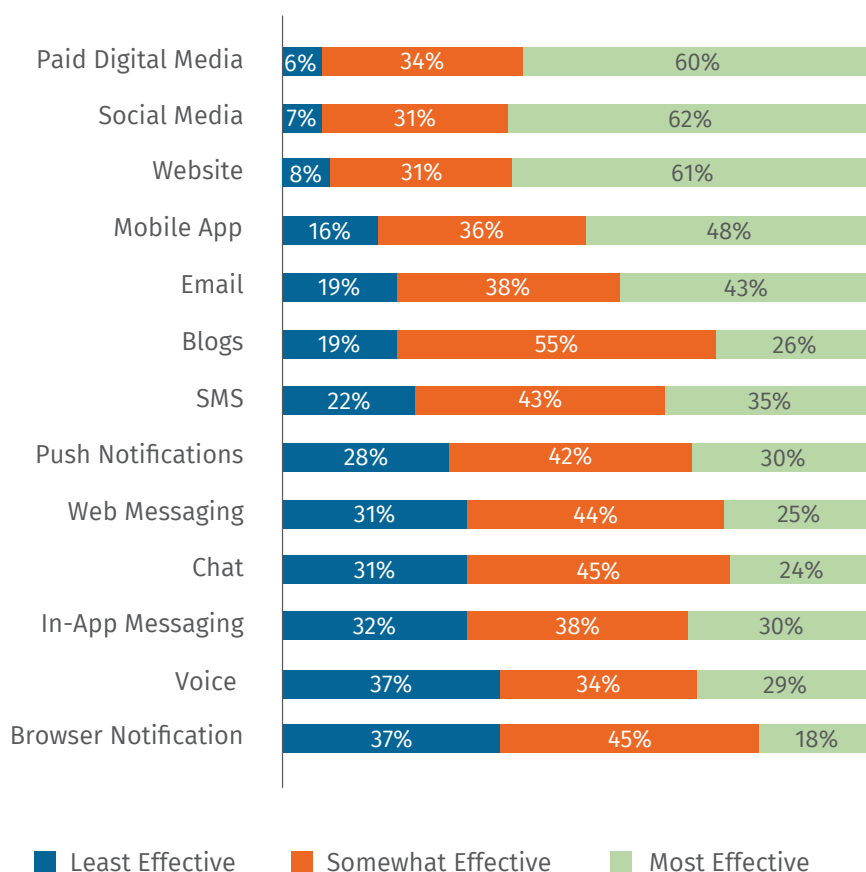


Chart 10. MAS Channels Effectiveness
Source: Research NXT Survey

Despite of being rated low, digital channels like browser notification, In-App / web messaging are gaining importance due to the ease of measurability and real time engagement with the customers.

Top 5 Must Have Features

- Paid Digital Media
- Social Media
- Website
- Mobile App
- Email

PRICING MODELS, BUDGETS & ROI



MAS Pricing Models & Budgets

There are various pricing models available in the market. It starts a Base fee which could be either a one-time CAPEX based pricing or a recurring OPEX based pricing. In addition to this there could be a One-Time fee that normally includes Set-up, Implementation & training cost. There could be one more layer of Monthly Variable fee which would depend on the additional users per month & Feature Add-ons.

Marketers are apprehensive in adopting CAPEX based models as the technology is developing at a swift pace, tools used today can become redundant within months. To take lesser risk marketers tend to go for OPEX based model, where you need to pay money to the vendor month on month based on the campaigns and the consumables.

We checked the budget allocation for MAS & perception on current MAS pricing and got the following response from participants.

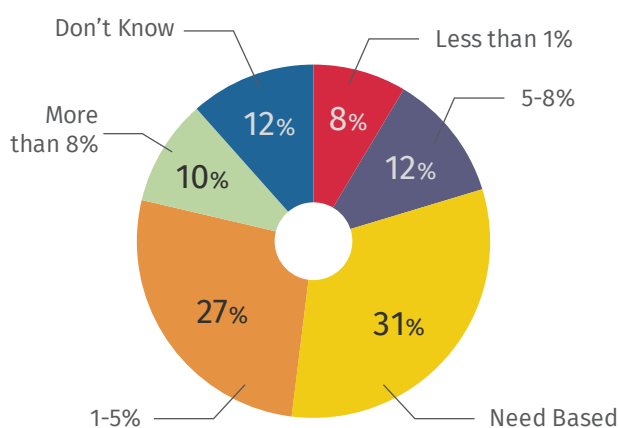


Chart 11. % of Budgets allocated for Marketing Technology
Source: Research NXT Survey

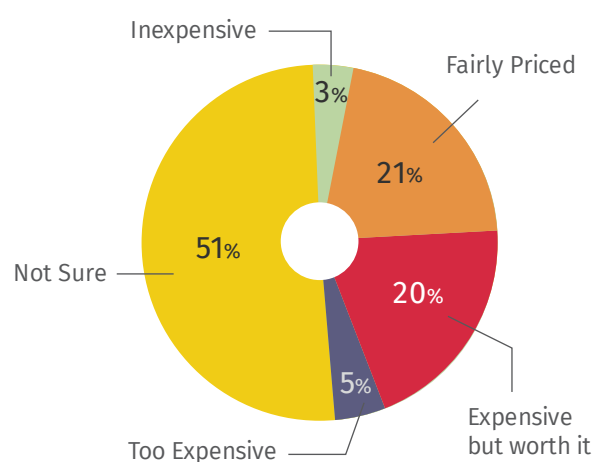


Chart 12. Perception on MAS pricing
Source: Research NXT Survey

There is an overlap between those who are unsure of MAS budget and those with undefined Marketing technology budget. These people predominantly are the ones who are considering to use MAS. We see this is going to change once they start using it.

We have also observed that MAS vendors have come up with innovative pricing models to simplify the MAS evaluation process for Indian marketers.

57% respondents have a well-defined marketing technology budget

10% marketers have more than 8% of total marketing budgets allocated for marketing technology

70% Marketers are using MAS to Increase lead conversions

ROI has been the key parameter on which every investment is measured. Defining ROI parameters and measuring them raises the accountability of the marketing department, providing insights into how campaigns are truly performing. This clarity puts marketing in a better position within a company to make decisions and obtain a larger piece of the budget.

To measure ROI accurately first and foremost marketer should define what is he expecting out of his marketing. These Goals are the metrics by which the ROI of Marketing Campaigns and the MAS running them can be measured. We asked respondents to rate their marketing goals which can help them measure the ROI.

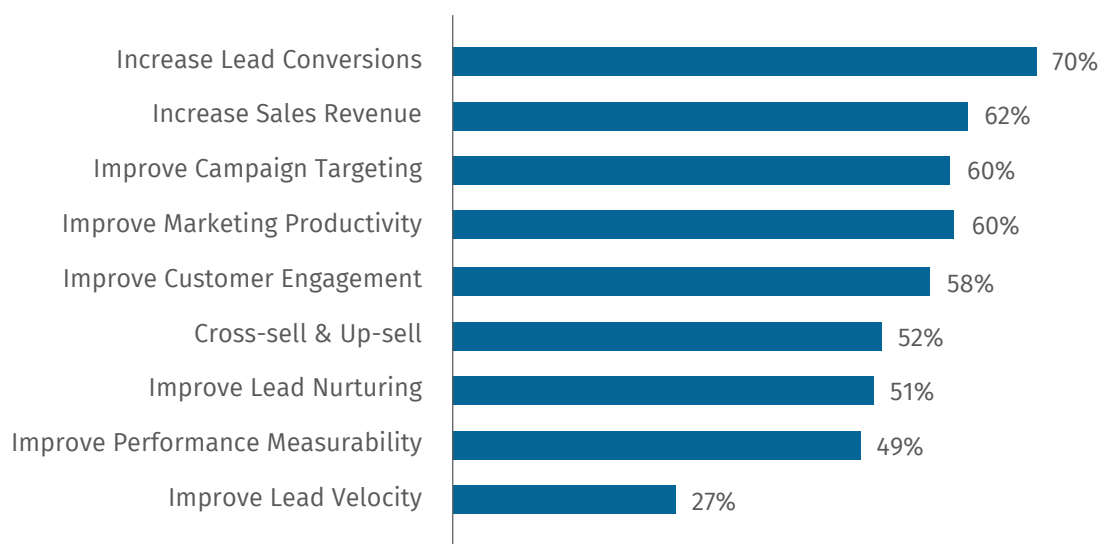


Chart 13. Goals to measure MAS ROI
Source: Research NXT Survey

ROI measurement metrics from the survey clearly indicates that these goals are interlinked. Combination of all these are required to measure accurate ROI.

Top 5 ROI Measurement Metrics

- Increase lead conversions
- Increase sales revenue
- Improve campaign targeting
- Improve marketing productivity
- Improve customer engagement

Analytics in measuring MAS ROI

Most of the marketing automation tools provide analytics that would help to measure goal achievement & ROI. This includes:

- Basic Reporting & Engagement Analytics
- Business Analysis or Funnel Analysis

Once the MAS is in full swing further advanced analytics that can be used to measure ROI are:

- Propensity Analytics, Segmentation & Micro Segmentation
- Machine learning, Artificial Intelligence & Predictive Modelling



Technology requires a huge investment and unless we see ROI out of that, it is of no use



Deepak Malhotra

IT Business Partner, Sales and Marketing, Kellogg Company



From the B2C Marketing Automation Report India, 2017, I would want to get an insight into how should one go about selecting the right system and allocate investments



Amit Shah

President & Country Head, Yes Bank



Measuring ROI on Marketing Technology spends is the biggest challenge for B2C Marketers



Pratik Mazumdar

CMO, Times Internet Ltd

CHALLENGES



Challenges While Implementing MAS

We all know that MAS can benefit an organization in a big way. If done correctly it will have a direct positive impact on the ROI. But there are challenges which a business must overcome while implementing and using MAS. The challenges are understandable considering MAS is not comprised of a single component, but many segmented parts are synchronised to achieve the optimal output.

Our survey respondents listed challenges related to MAS implementation in the following manner:

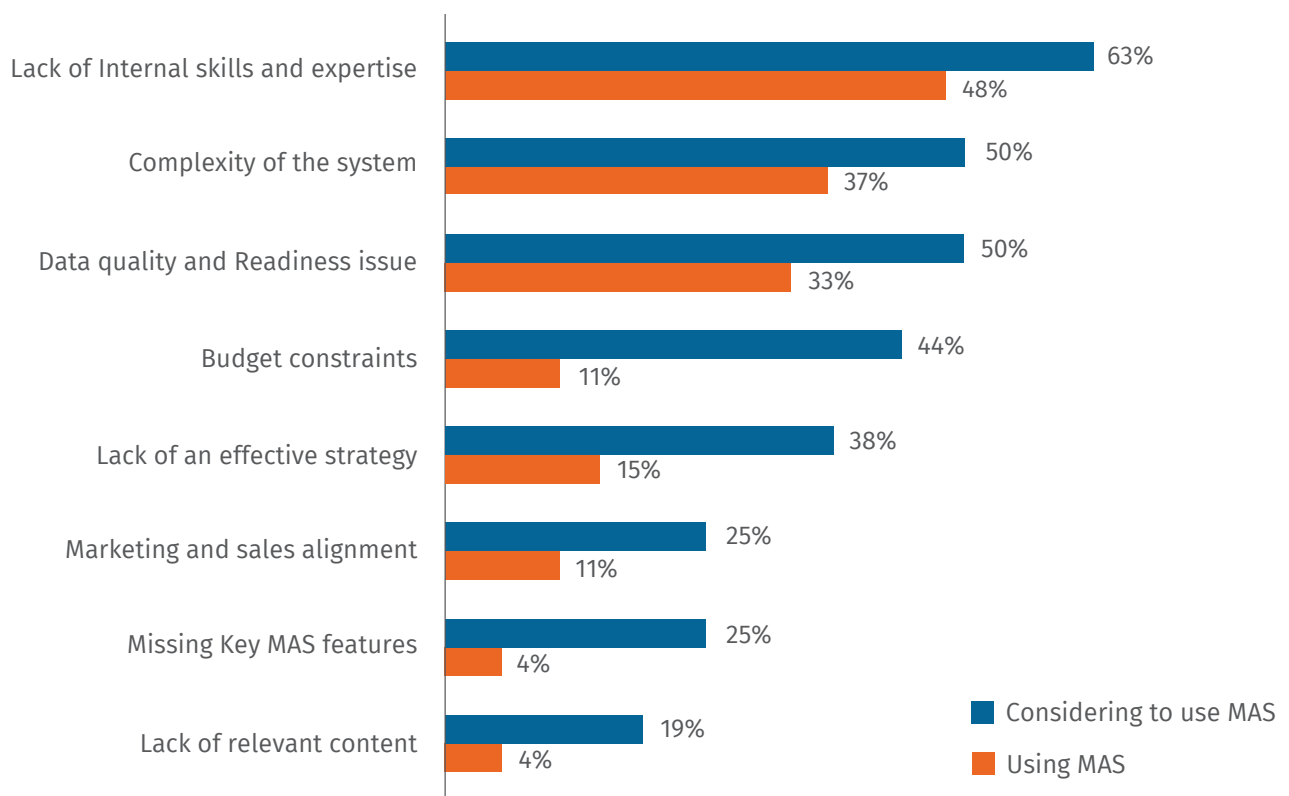


Chart 14. MAS implementation challenges
Source: Research NXT Survey

Top Challenges & How To Tackle Them



Internal Skill and Expertise

The people who implement and maintain MAS platforms have backgrounds in IT, development, and data architecture. The Marketing Technologist is a relatively new and rare breed. A few years back, marketing and technology were terms used by two different departments in most of the companies. Continuous training of the employees is the key to overcome this challenge of lack of internal skills & expertise. Despite this, if headcount and skills are an issue in your organisation, you should find an external resource or vendor.



Data Quality and Readiness

Data is the most important ingredient for successful implementation of marketing automation. If the data is incorrect and unorganized, then it doesn't matter that if you are using the best MAS in the market – the implementation of marketing automation can go for a toss. If you have a huge unorganized data, you will need help from a data scientist or a data management team to analyze your data before uploading it in your MAS. You can have an in-house team to manage it or outsource this activity to experts.



Complexity of the System

There are many MAS products with comprehensive list of features available in the market. As a marketer evaluating MAS, it is very important to identify core set of features required for your current marketing strategy and features that you would require in near future. To reduce the complexity, look for the Right Solution based on your need rather than going for the most comprehensive solution available in the market.



Digital brilliance and digital expertise should be an integral part of hiring process. Somebody who is digitally illiterate or semi illiterate is no longer a valid candidate for sales & marketing



Karthik Anantharaman

CMO, BPL Medical Technologies

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RECOMMENDATIONS & TRENDS FOR 2017



Best Practices & Recommendations

Are you getting the most out of your Marketing Automation? Complex system and under-preparedness of the company has a negative impact on the overall campaign. Even if you've already had positive results with marketing automation, there's more you could do. Here are the best practices suggested by marketing leaders which you will require at the different stages of MAS adoption cycle.

While Evaluating MAS

Get Your House In Order - Success of any MAS implementation will depend on the quality of data you have internally. It is important to analyse and organize all the data you have and then start the evaluation.

Defining Objectives - It is very critical to begin MAS adoption process by recalling your ultimate marketing goal. This helps to align automation with the end objective. So, before you start implementing, define your marketing strategy with well-defined objectives for MAS aligned to the overall goal.

Keep Customer At The Centre - All your strategies of MAS implementation should revolve around the customer need. Key is getting to know your customers: Who they are? What do they want? What are their pain points?

Identifying The Right Product - There are a lot of comprehensive solutions which are available in the market. These solutions come with wide range of features. Look for the Right Solution that fits your current need and is synced with your future roadmap.

Choose Right Pricing Model - Based on your short and long term objectives try to adopt a MAS pricing model, which is not very rigid on you. As you grow your requirement for more features will also grow. So, look for a model that scales up as per your need versus a rigid model that demands a commitment of 3-4 years.

“All your marketing strategies should come out of very sharp consumer insights. Once you understand your customer, it is important to choose the right media channel according to the budget you carry and take time to decide your customer targeting options”

Meera Iyer

Head of Marketing, bigbasket.com

For Marketers-Implementing MAS

Take Baby Steps - Don't measure the ROI of MAS on all your campaigns from day one. It takes some time for an organisation to adopt Marketing automation. Measure ROI with your short-term goals initially and if it works fine then go big bang.

Marketing & Sales Alignment - To reap maximum benefits of the marketing technology the sales and marketing teams should always work in alignment. Both should work towards shared goals through streamlined data collection processes, mutual goal setting, lead generation & handover tracking and reporting.

Right Technology - MAS is a very advanced and complex technology. It is very crucial to have a right technology partner or team to help you with smooth implementation of MAS in your organization. 22% of survey respondents prefer an agency who can manage MAS in their organization.

“ Whatever you are doing, ensure that you are measuring it. You should measure your MAS in terms of impact and effort. If your measurements are not in place, then you will be putting up more resource than what is required. I would like to tell marketers to experiment a lot ”

Karun Thareja

Head of Marketing, Faircent.com

For Marketers Using MAS

Campaign Execution - Most of the companies don't have well defined marketing operations structure and roles. It is very important to have that team or an agency in place who can run these campaigns and run analytics for your marketing and help you stay on track with your goals.

Analyse and Provide Recommendation - Wrong offer going to the customer in terms of wrong product and wrong time of the day can impact the productivity of MAS. With MAS, track the customer behaviour and their purchasing trends before targeting them with offers.

Customer Experience - For an organisation it has become important to integrate all the channels which are used by customers and provide seamless experience to them. Create an Omni-channel Strategy to maintain consistency across channels and enhance customer experience.

MAS Trends For 2017

The more up-to-date you are with the latest trends in MarTech, the more scope you'll find to innovate your marketing messages by taking advantage of the full potential of MAS. Marketing Automation has become the buzzword for every brand that is looking to differentiate on customer experience, so here's a look at 5 key trends that will dominate marketing automation in 2017.



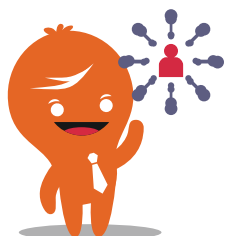
Audience Acquisition Marketing

Tools like Facebook Custom Audience, Twitter's Tailored Audience & Google Customer Match are helping marketers to target a segment of customers basis their profile or demographics. Marketers are also able go a step further and target "lookalike" audiences now. We noticed that most of the B2C brands we connected with have a well-defined audience acquisition and marketing strategy.



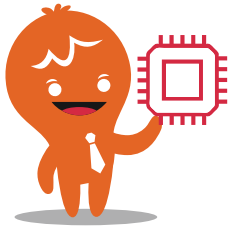
Analytics

This might not seem like a "trend" for this year. But in reality, a good percentage of marketers in India are still not using basic analytics such as Segmentation, Cohort and Attribution Analytics. With MAS implemented, such powerful analytics are now easily available without the need to buy any expensive tools. Beyond these basic analytics, the future lies in the use of "predictive analytics" that would help marketers guess customer behaviour.



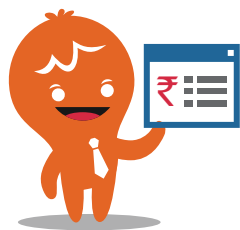
Unified View of Customer

Mapping customer's journey across multiple channels and having a comprehensive view (by integrating online and offline data) is becoming very useful to marketers in 2017, to offer a much better Omni-channel Customer Experience.



AI (Artificial Intelligence) in Marketing

Chatbots & Machine Learning are enabling Real Engagement with customer and are more attractive lead acquisition & conversion channels, as they're speedier and they reduce the error margin and of course offer cost savings. As the familiarity of AI in Marketing and its potential increases, there will be greater acceptance among marketing teams to try out the possibilities of including it in their automation strategy. We see that by the end of 2017 most of the large Indian B2C brands would be implementing AI in marketing, in one or the other form.



Innovative Pricing Models

To break the budget barrier, MAS vendors are innovating and creating more specific & affordable pricing models for Indian marketers. They are also extending technical expertise via their teams and vendors to ease out the implementation process. This will lead to a massive adoption of off-the-shelf MAS products in 2017.



The right MAS should be able to help us with Enrichment of Data to get a Unified View of the Customer, Acquire Customers & explore Cross-Sell and UpSell opportunities



Abhishek K. Gupta

Sr. Vice President & Head of Marketing, Edelweiss Group

Credits & Disclaimer

Partial list of survey participants

- Aditya Birla Online Fashion Pvt. Ltd.
- Angel Broking Pvt. Ltd.
- Asianet Satellite Communications Ltd.
- Aviva Life Insurance Company India Ltd.
- Axis Bank Ltd.
- B9 Beverages Pvt Ltd.
- Bank of Maharashtra
- Base Corporation Ltd.
- Benzara E-commerce India Pvt. Ltd.
- bigbasket.com
(Innovative Retail Concepts Pvt. Ltd)
- BankBazaar.com
(A & A Dukaan Financial Services Pvt. Ltd.)
- Birla Sun Life Insurance Company Ltd.
- BPL Medical Technologies Pvt. Ltd.
- Care Hospitals
- Carrier Corporation
- Centrum Capital Ltd.
- Colgate Palmolive (India) Ltd.
- Collegedunia.com
- Confident Group of Companies
- Crompton Greaves Consumer Electricals Ltd.
- Dabur India Ltd.
- Dainik Bhaskar
- Danone Nutricia India
- Durga Das Publications Private Ltd.
- Dsm Sinochem Pharmaceuticals India Ltd.
- Delhi Transport Corporation
- Edelweiss Financial Services Ltd.
- Eureka Forbes Ltd.
- Faircent.com (Fairassets Technologies Pvt. Ltd.)
- Fincare Business Services Pvt. Ltd.
- FINO PayTech
- finstop.com
- Flipkart Internet Pvt. Ltd.
- Fortis La Femme (Fortis Healthcare)
- Future Generali India Life Insurance Co. Ltd.
- Future Retail Ltd.
- Genesis Luxury Fashion Pvt. Ltd.
- Goddres Pharmaceuticals Private Limited
- Gokaldas Exports Ltd.
- Goli Vada Pav
- Gorb - Living Entertainment Enterprise Pvt. Ltd.
- Gyan Dairy (C.P. Milk & Food Products (P) Ltd.)
- HDFC Life Insurance
- Hero Motocorp Ltd.
- Hi Impact Consultants (Pvt.) Ltd.
- Huawei Technologies Co. Ltd.
- Taj Hotel (Indian Hotel Company Ltd.)
- InterContinental Marine Drive-Mumbai
- Intex Technologies (India) Ltd.
- Jaslok Hospital And Research Centre
- Kellogg India Pvt. Ltd.
- Kurlon Enterprise Ltd.
- MakeMyTrip
- Marks & Spencer
- Maruti Suzuki India Limited

- Medlife.com (Medlife International Pvt. Ltd.)
- Meru Cab Company Pvt. Ltd.
- Infibeam.com (NSI Infinium Global Pvt. Ltd.)
- Ola Cabs (ANI Technologies Pvt. Ltd.)
- Oriflame India
- Oyorooms (Oravel Stays Pvt. Ltd.)
- Paytm (One97 Communications)
- Piramal Enterprises Limited
- PolicyBoss.com (Landmark Insurance Brokers Pvt. Ltd.)
- Reliance Capital Limited
- Religare Finvest Limited
- Riya Travel & Tours India Pvt. Ltd.
- Royal Enfield
- Saint-Gobain India Pvt. Ltd.
- Schneider Electric India Pvt. Ltd.
- Shoppers Stop Ltd.
- SKF India
- Skillzlearn
- Snapdeal.Com (Jasper Infotech Pvt. Ltd.)
- Stylefobia.com
- TARA Jewels Ltd.
- Tata Communications Ltd.
- Tata Motors Finance Ltd.
- Tata Sky
- Times Internet Ltd.
- Total Environment Building Systems Pvt. Ltd.
- TP- Link India Pvt. Ltd.
- Trail Blazer Tours India Pvt. Ltd.
- TVS Credit Services Ltd.
- United Spirits Ltd.
- USV Private Ltd.
- UTI Asset Management Company Ltd.
- UTI Mutual Fund
- Woodland
- YES BANK
- You Broadband India Ltd.
- Zomato
- ZTE Telecom India Pvt. Ltd.

Secondary data reference

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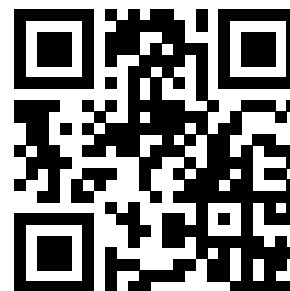
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