

"INDIAN CONSUMERS ARE THE MOST EXPERIMENTING"

HARNEET SINGH, VICE-PRESIDENT-MARKETING, DOMINO'S INDIA DISCUSSES THE QSR'S MARKETING STRATEGY AND WHY PRODUCT INNOVATION IS SO CRITICAL TO IT

Domino's India Pizza is the market leader in the organized pizza home delivery segment. But like other QSRs, it continues to face challenges with respect to customer engagement in a market where loyalty to both brand and cuisine is almost a Utopian concept. Harneet takes the entire onus of the marketing activities at Domino's Pizza India and is leading from the front with initiatives to improve engagement and brand loyalty. With a keen focus on consumer insights and experiential learning oriented programs, he has led from the front when it comes to strategic planning, image development, brand positioning, et al for the company. After completing his Mechanical engineering and MBA in Marketing, Harneet started his professional career with TVS Motors in a sales profile and moved on to marketing later on, where he spearheaded the launch of a new motorbike in the economy segment. During his stint at Domino's Pizza, Harneet has led many successful product launches and marketing campaigns and helped the brand to move on to the new positioning of 'Khushiyon ki Home Delivery', which is meant to strike an emotional connect with consumers in India. We present some excerpts from his exclusive interaction with 4Ps BSM:

While devising a marketing campaign, what are the key points or essentials you keep in mind?

Marketing campaigns can be of two kinds. One is a product launch and the other is a tactical campaign. For product launch campaigns, it is very essential that we get to know what the consumer needs and expects from the product. Being in the



Harneet Singh,
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