

## **Mathrubhumi Kerala 2.0 Business Conclave concludes on a high note**

**Kochi, July 25<sup>th</sup>, 2019:** Ahead of Onam, where various national and regional brands focus their marketing might on the state to capitalize on the frenzy. Kerala's formidable media group Mathrubhumi hosted the Kerala 2.0 conclave on consumer durables and kitchen appliances and mobile phones.

The famous branding consultant and guru Harish Bijoor spoke as a key note speaker at the conclave, emphasising on the role played by digital technology in the present times he said no business institution can sustain and grow without digital technology and if anyone wants to bring more investment and growth in the business one has to play according to the needs of the industry'. He also focussed on the importance of market surveys and need for a strong market research to know a market and creating changes one wants to make in a brand/product.

Mr Shreyams Kumar, Jt Managing Director spoke on the optimism of reviving the market and increasing consumer spends for the upcoming festive season which was badly affected last year due to Kerala floods. Mr P S Kamal Krishnan, National Head- Mathrubhumi Integrated Media Solutions presented an in- depth research study on Kerala consumers.

Different panel discussions were conducted in the conclave on the theme – A New Consumer Culture in Kerala Market. P Sudheer P, Sr General Manager & Regional Head- LG Electronics, Sayyed Hamid, Founder & Chairman- Fone4, Peter Paul, Managing Director- Pittappaillil Agencies, Sanjeev Jain, National Sales Head- Godrej Appliances, Neha Gadhi- Director, Stovekraft Ltd, Dinesh Garg, Executive Vice President – TTK Prestige, Sanjay Kumar, Head, Sales – Maya Appliances, Pareed Kannankandy, Managing Director – Kannankandy Group were actively involved in discussions. Sunil Nambiar and Naveen Srinivasan, Cluster Heads of Mathrubhumi Group also participated in the panel discussion, Known financial journalist, Joe Scaria lead the sessions as moderator.

The conclave was attended by well-known Managing Directors, CEO's and CMO's of national and International brands.

### About Mathrubhumi

Mathrubhumi has successfully straddled tradition and technology in assimilating change from 1923 to our social media era. The evolution from letterpress to frontier advances in media has been made without sacrificing human values bequeathed us by our founders who fought in the Indian Independence movement and championed pioneering social reforms. Nine decades on and in to 21st century, we enrich the lives of millions of Malayalam readers. We cater to them with 16 editions, including from Dubai & Qatar, a books division, and 11 periodicals running the gamut from culture to entertainment. Built on strong journalistic ethics and high aesthetic outlook offering multi-platform, multigenerational experiences. Mathrubhumi is not only a fast growing publishing house of repute but also a corporate entity in the mass communication industry. It has struck deep roots in the hearts of every Malayalee household through various engaged entertainment platforms mainly print, radio (Club FM), television (Mathrubhumi News & Kappa TV), online (Mathrbhumi.com) & digital For more info log on [www.mathrubhumi.com](http://www.mathrubhumi.com)

### **For more info contact**

Anupam Luthra  
Manager - Public Relations  
Mathrubhumi Printing & Publishing Co Ltd  
E mail – [anupam@mpp.co.in](mailto:anupam@mpp.co.in), Phone – 0484 - 2531708

