

BUDGET SPECIAL EDITION : TOINS Pre-Empts Budget 2019



eCommerce players (Amazon & Flipkart) of the nation claimed the turf to be theirs on TOINS today!

Amazon: **Ab India Ki Khushiyon Ke Beech Budget Nahin Aayega**

While I had to flip 5 full pages to reach the actual news, what dismayed me was the communication line adopted by both the marketplaces. Yes you got it right – BUDGET.

Flipkart: **Ab India Hoga Budget Se Mukt**

Not Only that, they got the starting of main communication absolutely same – “AB INDIA...”

While my concern was that Newspaper was no more a Newspaper today (but that’s a different observation); I was left to wonder, how these companies have got hold of the PULSE of Indian Buyer?

Amidst all the cacophony, Snapdeal seemed to have read my mind and asked me to STOP FLIPPING (albeit for different reason).



With deals, products, offers, cash-backs and so many pictures to wonder and I wish to get your opinion on:

Snapdeal
Stop Flipping ...Best Deal

- Do so many offers promote Buying Frenzy? There may not be actual need to buy!
- Is there one campaign manager operating both the communications? (Ab India & Budget) ;-)
- They just managed to do what Maruti Suzuki & Honda product teams did with CIAZ and CITY!
- Amazon took the Front Page, Snapdeal sandwiched in the Middle and Flipkart just before the Opening News Page. Which one is better? & Why?
- The mother of all questions: Do you think that sales can only be driven by discounts & offers? Why can there not be upselling? Are we in an age where we want to take easier route – “Price Drop Technique” – always and every-time!

However one thing is clear that “BUDGET” for the Indian Buyer is meager. With things getting costlier, fossil fuels price rising up relentlessly, weakening Rupee, the companies got the communication right. Whether it results into forecasted sales, is only the matter time will tell. I wonder if they could sell fuel online (CASHBACK?)



Harmeet Singh Bahra