

INSIGHTS

SUSTAINABLE DEVELOPMENT GOALS

ADVERTORIAL

Through digital integration, Yara India brings greater clarity

How is collaboration within and across organisations helping address complex sustainability issues?

Yara India is a global leader in providing sustainable fertiliser solutions. The company's commitment to sustainability is reflected in its various initiatives, including the Yara India Sustainability Index, which is a benchmark for the industry. The company is also a member of the UN Global Compact and the Sustainable Development Goals (SDGs). Yara India is committed to achieving net-zero emissions by 2050 and is working towards a more sustainable future.

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Rajiv Kumar
Managing Director,
Yara India

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Our legacy is built on trust, strengthened by innovation, and sustained through reinvention

Rajesh Doshi, Director & Co-founder of Zedra, states that sustaining brand legacy means 'never' has just being relevant, it means constantly reinventing ourselves while building on to our core promises of trust, innovation and accessibility.



What emerging risks do you believe pose the greatest challenge to sustaining brand legacy now?

In Zedra's case, the greatest risk is the changing nature of consumer expectations. As consumers become more discerning, brands must constantly reinvent themselves to stay relevant. This requires a focus on innovation and accessibility, as well as a commitment to sustainability. Brands must also be prepared to embrace digital transformation and data-driven insights to better understand their customers and their needs.

With the rise of digital marketing and social media, brands must be prepared to embrace digital transformation and data-driven insights to better understand their customers and their needs. This requires a focus on innovation and accessibility, as well as a commitment to sustainability. Brands must also be prepared to embrace digital transformation and data-driven insights to better understand their customers and their needs.

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Legacy isn't about standing still; it's about evolving with authenticity and resilience

Katappa Kallia, CEO - Koooi Energy, states that sustaining a brand's legacy today demands more than innovation. It requires leaders to adapt, evolve, and stay authentic through constant change.

What emerging risks do you believe pose the greatest challenge to sustaining brand legacy now?

In Koooi Energy's case, the greatest risk is the changing nature of the energy market. As the market becomes more competitive, brands must constantly reinvent themselves to stay relevant. This requires a focus on innovation and authenticity, as well as a commitment to sustainability. Brands must also be prepared to embrace digital transformation and data-driven insights to better understand their customers and their needs.

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Katappa Kallia, CEO - Koooi Energy

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Rajesh Doshi, Director & Co-founder of Zedra

Lodha: Creating icons through the relentless pursuit of excellence

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Renuka Mahesh, President - Brand & Marketing, Lodha

Vidya Herbs, our purpose lives quality, innovation, and trust rooted in respect for nature

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Byregowda Radhakrishna, Founder & President - Vidya Group

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For us at JK Tyre, every customer is unique, and we are dedicated to making them feel valued and supported at every step

How do you make your brand feel equally personal to both newbies and avid customers alike?

At JK Tyre, our primary focus is on providing a personalized experience for every customer. We understand that every customer is unique, and we are dedicated to making them feel valued and supported at every step. This requires a focus on innovation and authenticity, as well as a commitment to sustainability. Brands must also be prepared to embrace digital transformation and data-driven insights to better understand their customers and their needs.

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Anshuman Singhania, Managing Director, JK Tyre & Industries Limited

