



SHAPE THE FUTURE OF MODERN MARKETING



Building An Inspirational Consumer Centric Culture.

Meghna Apparao

Chief Business Officer, Licious





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WHO is responsible for Customer Centricity?

.All of Us.





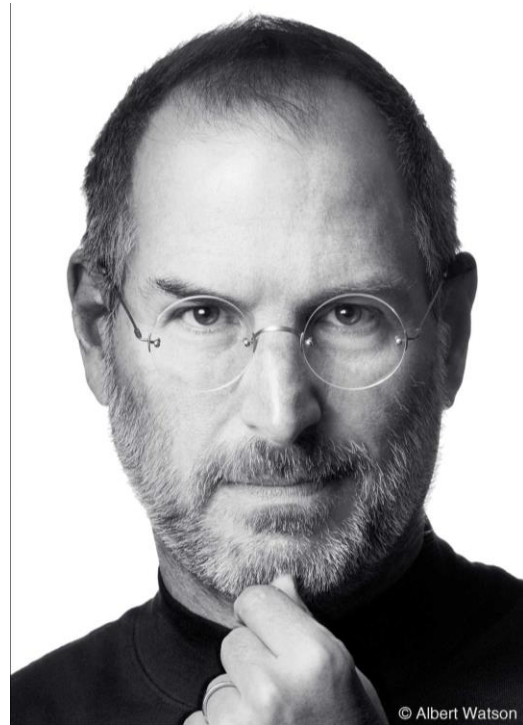
Voice of the Customer.



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Guess Who?



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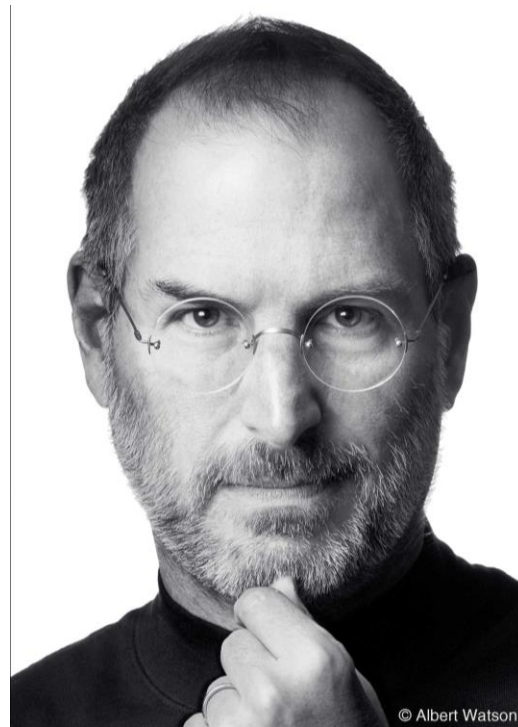




Jacinda Ardern, PM, NZ



Robert D Junior, Actor



**Steve Jobs, CEO Apple
(erstwhile)**



Serena Williams, Tennis Champion

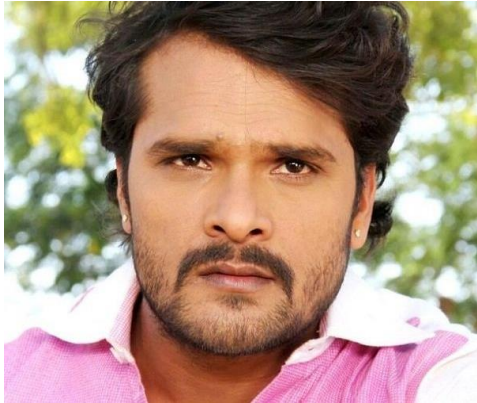


Ariana Grande, Singer



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Guess Who?



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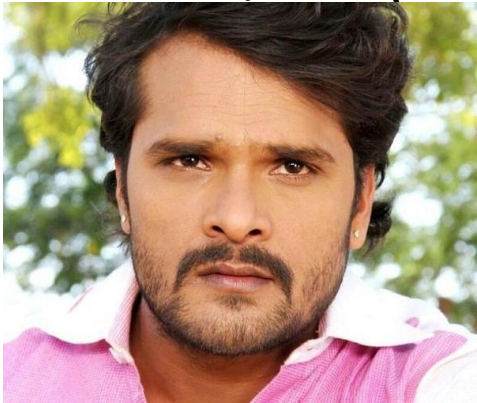
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A MARKETER LED SERIES



Arun Govil, Actor (Ram)



**Khesari Lal Yadav,
Bhojpuri Actor**



**Mahesh Babu, Telugu
Star**



Angoori Bhabi

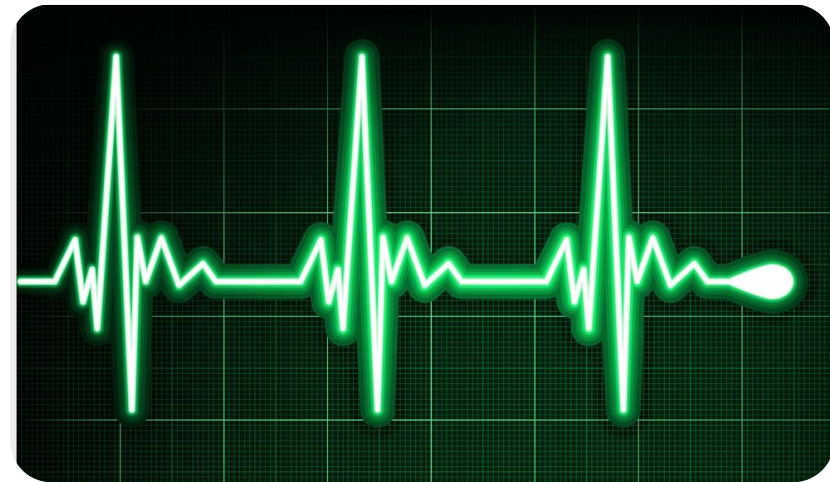


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.The DATA Matters.

DEEP | RANDOM

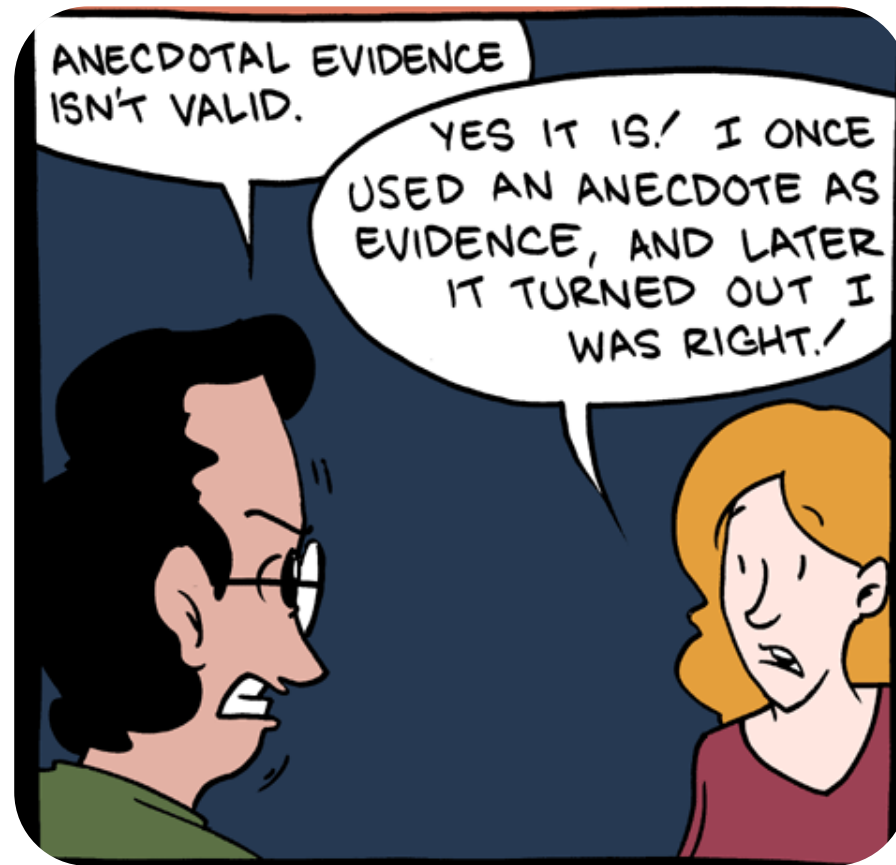


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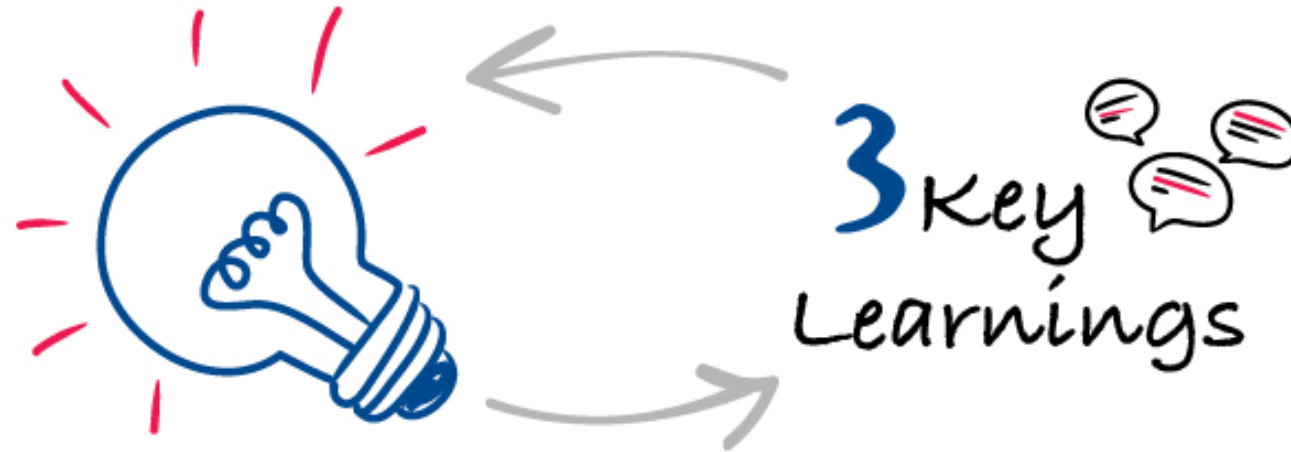


.The ANECDOTES Matter.



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TRADE UP!



Not TRADE OFF!

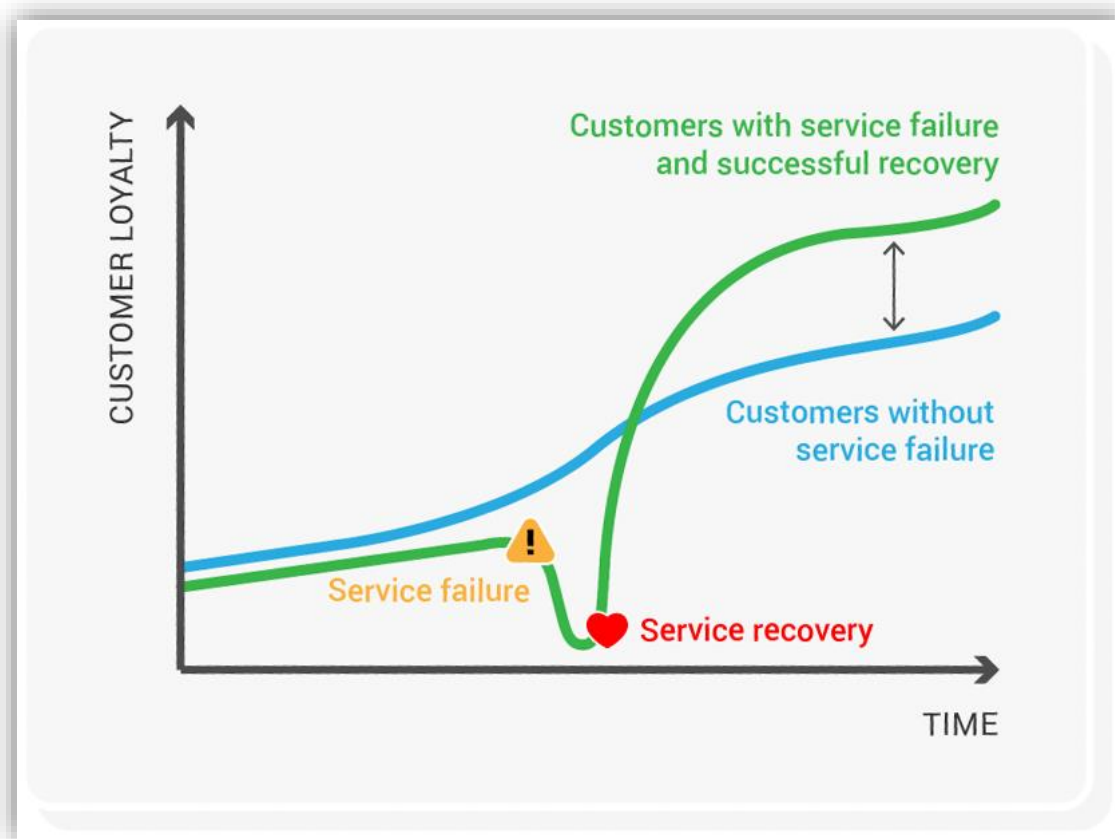


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saying SORRY!



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THANK YOU

