



The Tata Group – released the ad in different Indian media channels for its new collection called ‘Ekatvam’ – which means ‘oneness’.

The case starts out by mentioning the reasons for Tanishq coming up with that particular ad. It then goes on to describe the key points on which the ad was criticized by several sections of society. It also provides the views of certain sections of society who lauded the ad for its message of religious unity. The hullabaloo around the ad led to Tanishq withdrawing it within three days of its being aired. Analysts used the controversy to highlight the need for companies to exercise caution while dealing with incendiary social and political issues, so as not inadvertently harm their brand image and business prospects.

### **Introduction**

On October 9, 2020, Tanishq, an Indian jewelry brand and a division of Titan Company Limited (Titan), a subsidiary of the large Indian conglomerate The Tata Group (Tata), released an advertisement on different Indian media channels. The ad released in various Indian languages was for its new jewelry collection called ‘Ekatvam’ – which meant ‘oneness’ in Sanskrit. The jewelry brand had tied up with 1,000 craftsmen across 15 cultures of India to launch the Ekatvam collection.

The 45-second ad showed an affluent Indian Muslim family making preparation at home for a traditional Hindu baby shower ceremony (also referred to as Godh Bharai, Sreemantham, or Valaikaapu) for their pregnant Hindu daughter-in-law. Traditionally, during the ceremony, sandalwood is applied on the expecting mothers’ hands and faces; they are given gold ornaments and food items; and prayers are conducted for a safe delivery and a happy life for the young mother to be.

### **Questions to address:**

1. In a country like INDIA, where religion is a strong and sensitive motive for consumers to buy products and hire services, do you think that marketers lack to understand social issues which may arise out of wrong marketing message through an advertisement?
2. What would you do in such social crisis faced by Tanishq if you were in place of the marketer?
3. What are the disadvantages of targeting social issues in a diverse country like India?

### **Q. 5. Answer the following:**

**(10)**

- a) Elaborate various stages of Product life cycle.

**OR**

- b) What do you understand by Marketing Environment? Discuss Micro and Macro Environment.