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### **Brand Insight 2021: Myntra VP For Marketing Highlights Role Of Emotion In Building A Brand**

April 16: What attracts customers to brands? Establishing an emotional connection is a critical but often overlooked aspect of brand building, said Achint Setia, Vice President and Head of Marketing at Myntra. Speaking at Brand Insight – a two-day program focused on creating brands that help scale up businesses – Setia said striking the right balance between emotion and customer service will influence how a brand is perceived.

“How you make the customer feel is more important than what you give them in terms of tangible value. When we thought about our brand journey, we realised that what we wear greatly represents how we feel. Fashion has a very subtle role to play and we felt we needed to communicate with our customers through emotion,” Setia said.

In the ever-transforming business landscape, leaders have had to adapt to changes in customer behaviour, business, and technology. Through this exclusive workshop on "Decoding Branding", Isha Leadership Academy focused on helping industry leaders build their brands consciously, in a structured and scientific manner.

Unlike other leadership programs, the Isha Leadership Academy (ILA) focuses on having senior industry practitioners facilitate a small participants group, enabling discussion and personalisation of learnings to their individual situations.

Anisha Motwani, Founder and Director, STORM the NORM Ventures, was the Program Host at Brand Insight 2021. In addition, ILA was able to attract India's leading brand strategists, including Madhukar Kamath, Chairman Emeritus, DDB Mudra Group, Mentor, Interbrand India and Chairman, Multiplier Brand Solutions; Govind Pandey, CEO, TBWA India; Narayan Devanathan, CEO, Dentsu Solutions; Sourabh Mishra, Managing Partner, Branding and Co-Founder, Azendor Consulting; Viren Razdan, Managing Director, Brand-nomics; Rahul Prakash, Partner, Route to Markets Partners and Former Group Head, Global Trade Marketing and Distribution, British American Tobacco UK.

In the closed-group program, over 25 participants from varied backgrounds, including Technology, Civil Engineering, FMCG and Manufacturing, received hands-on guidance from these leading experts.

In a session on identifying the purpose of the brand, Anisha Motwani said, "Branding is what customers say about you when you are not in the room".

Madhukar Kamath, while speaking on "Why Branding Matters" emphasised, "Brands are built on actions and not words. What you promise has to be delivered".

Sharing valuable and practical learnings from his vast experience, Sourabh Mishra stressed on sharply defining the philosophy that the brand should be built on. "All human choices are made emotionally and should be at the crux of defining the brand philosophy," he said.

Narayan Devanathan presented a 'Master Brand Strategy' to arrive at the right positioning for the brand. "Positioning a brand has to be done very strategically, which involves gaining some advantage and at the same time sacrificing others," the industry veteran said.

The second day of Brand Insight will see sessions from brand veterans such as UPL Chief Digital Officer and Former Senior Partner, McKinsey & Company Toshan Tamhane and Sanjay Mehta, Joint CEO, Mirum.

Isha Leadership Academy, part of the Isha Foundation set up by Sadhguru, has been established with the intention of providing the highest quality of leadership education in India. The Academy has been conducting leadership

forums focused on scaling up, leadership, talent management and innovation with C-level attendees.

In recent years, ISHA Insight – The DNA of Success and Human Is Not A Resource (HINAR) programs offered by the Academy have featured prominent business leaders and industry experts including Padma Bhushan Recipient Kiran Mazumdar-Shaw, Industrialist Ratan Tata, Infosys Founder Narayana Murthy and KV Kamath, the Former Chief of the New Development Bank of BRICS countries.

*Photo Captions:*

*Pic 1: L to R -*

*Anisha Motwani, Viren Razdan, Madhukar Kamath, Govind Pandey*

*Pic 2: L to R -*

*Rahul Prakash, Achint Setia, Sourabh Mishra, Narayan Devanathan*

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