Digital Marketing and Brand Building Illuminate CMAI Achievers Club Event

The Clothing Manufacturers Association of India (CMAI) Achievers Club launched its series of knowledge-sharing sessions with a compelling event focused on the power of digital marketing and brand building. Industry experts Temujin Mansukhani and Suraj Adhikari from Schbang Academy, one of India's premier digital marketing agencies, delivered an insightful session titled "Decoding Digital Marketing." This was followed by a captivating talk on "How to Build a Brand – The Go Colors Way" by Gautam Saraogi, Co-Founder and CEO of Go Colors, moderated by Rahul Mehta, Chief Mentor.

The event provided industry members with valuable insights into the latest marketing strategies and tools. The digital marketing session underscored the significant impact of digitalization on customer relationship management, showcasing brands that have grown exponentially through strategic digital marketing efforts. The brand-building session delved into essential aspects of consumer retail, marketing, and garment manufacturing, providing a holistic view of what it takes to build a successful brand in today's competitive market.

Rajesh Masand, President of CMAI, welcomed the attendees by emphasizing the importance of learning from distinguished speakers and industry leaders. He highlighted that in today's evolving business landscape, merely having a label does not equate to having a brand. The insights shared at the event are crucial for adapting to new strategies and achieving business success.

Gautam Saraogi shared the inspiring journey of Go Colors, detailing how resilience, adaptability, and strategic focus helped transform a struggling export business into a leading domestic retail brand specializing in women's bottom wear. From facing initial challenges in general trade to the breakthrough success of opening a kiosk in a mall, Go Colors rapidly expanded, securing significant investment and achieving profitability with a network of 720 stores today. Saraogi emphasized the pivotal role of online retailing and digital marketing in Go Colors' growth, highlighting how e-commerce and targeted advertising enabled the brand to reach a broader audience and refine its product offerings.

The session by Schbang Academy highlighted the importance of understanding the unique characteristics of the Indian market and leveraging an integrated approach combining creativity, technology, and strategic planning. Case studies on brands like H&M, IMS, and Crompton demonstrated the impact of targeted digital campaigns, with practical takeaways on the importance of personalization, omnichannel presence, and creative content.

The CMAI Achievers Club event, attended by over 60 MSME apparel brands and manufacturers, continues to be a pivotal platform for learning and growth. By featuring

industry leaders and experts, CMAI equips its members with the knowledge and strategies needed to navigate the evolving market landscape and achieve sustainable success.