

# Why brand promotions should move to M-coupons

When you start a mobile coupon (M-Coupon) campaign, there are many interesting things that can be done, and it is also important to ensure that legal and technical issues are covered for a smooth connection with consumers.

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*“Bring the attached coupon and get one burger free with every combo meal”*

*“Sample the new ABC cream with this coupon redeemable at stores below!”*

*“Buy one and get another at 50% off by redeeming this voucher”*



We are all familiar with newspaper inserts and ads where coupons are offered by brands to lure us to buy their products or services. We all may have tried these coupons at least once, if not more. The print media coupons are no more a big deal in this era of digital media and also the pandemic-caused shift. Yet, we still are flooded with print coupons and inserts. How many brands have shifted to sampling coupons on mobile platform? Why are they slow to shift to M-Coupons?

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When you start a mobile coupon (M-Coupon) campaign, there are many interesting things that can be done, and it is also important to ensure that legal and technical issues are covered for a smooth connection with consumers. It is so easy to print coupons in a newspaper or magazine. Those old ways are no good with e-paper and capsule news in mobile devices. Research indicates that more than 68% people in India hate to

**cumulative sanctions touch 54% of 3-lakh crore target, says Care Ratings**

carry a coupon cut from a paper but will redeem a mobile coupon readily.

The entire promotions industry with coupons started off in the West as always and it peaked in early 1990s at about 8 billion redemptions in the USA alone. However things have diluted now and it is merely about a third of this number last year. On the other hand, mobile couponing is growing. Essentially companies in India will increase the budget for mobile marketing from this year for sure given the shift in consumer behaviour. Shoppers Sop, Westside and Lifestyle chains are already into it. Besides, we copy and paste what worked and innovated abroad. Based on overall reach of mobile phones in India, where there are more mobile phones than there are toothbrushes, this growth can be exponential in the coming years. While overall mobile marketing budgets will shoot up, how much of it will be utilised specifically for mobile coupons is hard to say.

If you have not started off mobile marketing and couponing yet, remember, you cannot just hop on this bus without doing your homework. If you end up doing something not approved by TRAI or cellular service provider, or if your technology is not the right one, your campaign will either not get to the audience or you will end up offending some stakeholders. It can even result in blacklisting of your company from future mobile marketing. Spamming has to be avoided and so you need to ensure that your recipients have opted in for the campaign. Technical issues are far more complex and so you need to evaluate pros and cons of all the redemption technologies. The laws are ever evolving in this space since it is still a new thing. Companies should indeed be seeking a new age legal expert for advice. The most critical one in India today is something most marketers seem to ignore: It is permission-based marketing.



Subscribers to mobile coupons should indeed be opted in, as there could be charges involved with SMS redemption, etc. If a consumer opts out, you need to make sure that his number is taken off the list pronto. Service providers can shut your marketing campaign if complaints pile up but then in India many of the service providers themselves seem to violate the Do Not Disturb rule. The cellular phone companies are not very strict with data mainly because Indian customers are not complaining enough. If every customer calls Airtel or

Idea whenever they get a spam, this problem will stop since each call costs these companies money in terms of outsourced services.

Many marketers who have large email database try to migrate them into mobile but without proper permissions they should not be sending mobile messages or making calls to them. Buying and selling mobile database is a definite no-no. Most marketers who would want to go mobile couponing normally should opt for digital coupons via the Internet, a smartphone application, or SMS. It all depends on the audience and your goals. If you want to reach out to a large audience, SMS is the best way. If you want to reach a certain demographic, you can design an attractive mobile device application.

It is one thing to get the mobile coupons to consumers; it is an altogether different thing to decide on the way for coupon redemption. Can this be a code to be punched into an SMS? Or linked to loyalty cards for instant redemption? Or make retailers scan the coupon on mobile?

The decision should be based on finding a solution that can be put into production with a minimal amount of technical energy on the retailers' part.

The biggest incentive for marketers to embrace the new technology is increased sales. Early adapters will have some advantage as it proliferates. Whatever format or technology you choose, keep in mind the six Cs for consumer satisfaction:

Choice: Consumers must opt in to a programme and be given clear directions to unsubscribe.

Control: Consumers should determine when and how they receive mobile messages.

Customisation: Tailor your marketing based on consumer-supplied data.

Consideration: Ensure to deliver clear value to your consumers.

Constraint: Limit messaging to a reasonable number of campaigns.

Confidentiality: Don't share information with non-affiliated third parties.

***M Muneer is managing director of CustomerLab Solutions, an innovative consulting firm delivering measurable results to clients.***

First Published on Sep 9, 2020 03:30 pm

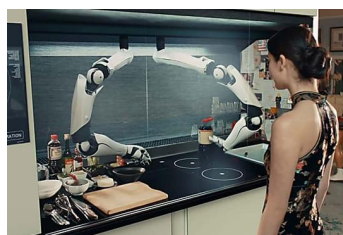
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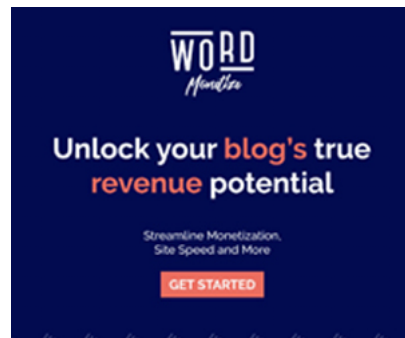
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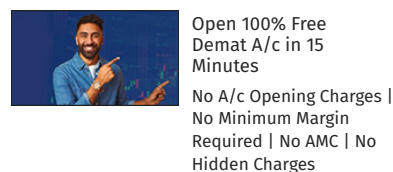


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Last Updated : Sep 17, 2020 09:12 AM IST | Source: AP

# UK to ration COVID-19 testing amid testing failures

**Johnson defended his efforts to increase testing capacity, telling the House of Commons that the government was responding to a “colossal” increase in demand and arguing that Britain is testing more people than other European countries.**

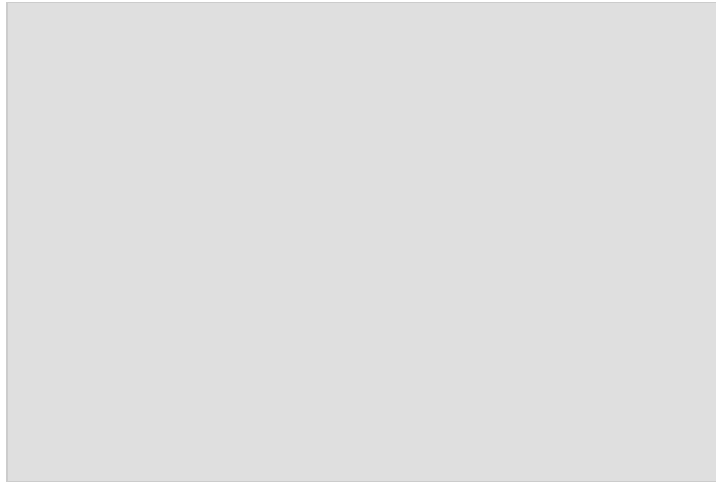
AP



U.K. lawmakers criticized the government’s handling of the COVID-19 testing crisis for a second day Wednesday, as opposition leaders claimed Prime Minister Boris Johnson lacked a cohesive plan to tackle the virus at a time when the country faces a second wave in the pandemic.

Johnson defended his efforts to increase testing capacity, telling the House of Commons that the government was responding to a “colossal” increase in demand and arguing that Britain is testing more people than other European countries.

But Angela Rayner, who led the weekly questioning for the Labour Party, said he should “get some skates on” to ensure the country is ready for the colder winter months ahead when infection rates are expected to soar.



“They’ve had six months to get this right and yet the prime minister still can’t deliver on his promises,” Rayner said. “The health secretary said yesterday it would take weeks to sort this situation out. We don’t have weeks.”

The squeeze on tests comes amid a surge in COVID-19 cases across the U.K. that has pushed daily new infections to levels not seen since late May and has forced the Conservative government to impose limits on public gatherings. Figures released Wednesday showed 3,991 new confirmed infections during the previous 24 hours, up markedly from 3,105 a day earlier.

Widespread testing is seen as crucial to controlling the spread of the virus because it allows those who are infected to self-isolate while helping health officials identify hotspots and trace those who are infected.

Johnson said Wednesday the government would ration coronavirus testing, giving priority to health workers and care home staff after widespread reports that people around the country were unable to schedule tests.

“We have massively increased our capacity,” he told lawmakers on a key oversight committee. “I know many people have had infuriating experiences and I do sympathize, but 89% get their results within 24 hours.”

Justice Secretary Robert Buckland told Sky News that the government was drawing up a new priority list for testing, suggesting that students and their families could be next in line after the National Health Service and social care.

Over the past two days, lawmakers from all parties have bombarded the government with a litany of complaints from constituents desperate to get tests so they can return to school or work and visit elderly loved ones.

Health Secretary Matt Hancock told the House of Commons on Tuesday that it may take

weeks to sort out the problems. In the meantime, people have been turning up at emergency rooms due to the lack of availability of testing, with one hospital official in the northwestern city of Bolton saying that 100 people showed up seeking a test in recent days.

The Association of School and College Leaders warned that schools could struggle to remain open unless testing capacity increases as more cases emerge.

“Teachers need to be counted as key workers in order that you can at least keep that maths teacher in front of 30 young people if their test is negative,” Geoff Barton, the group’s general-secretary, told the BBC.

First Published on Sep 17, 2020 09:12 am


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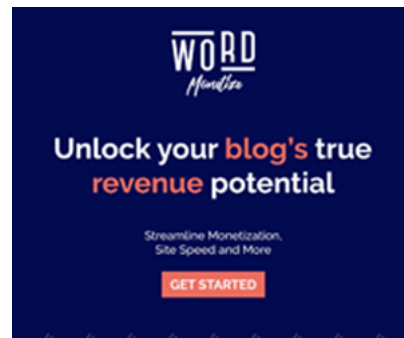
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# Piaggio to step up play in the electric three-wheeler space; to launch first electric cargo vehicle by year-end

Demand from e-commerce companies for last-mile delivery vehicles has made manufacturers come out with electric three-wheelers in the cargo segment. Piaggio also sees positive response for swappable battery technology-enabled passenger three-wheelers.

Swaraj Baggonkar



Piaggio Vehicles, India's second-largest three-wheeler manufacturer, is expecting robust demand for its electric passenger three-wheelers in the coming months.

The company is preparing to enter the electric cargo space in three-wheelers before the end

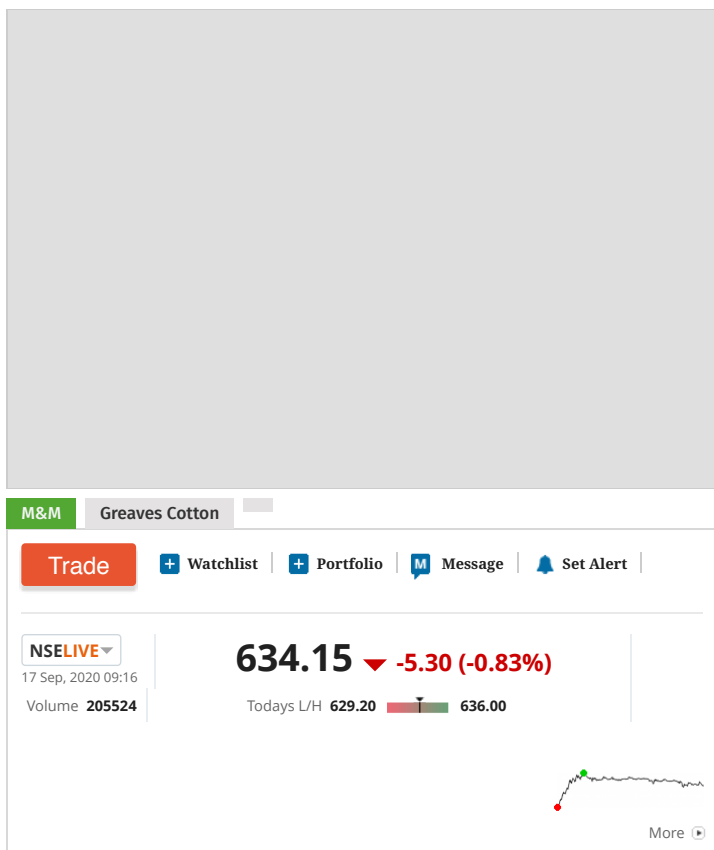


of the year, a top official told *Moneycontrol*.

Piaggio, which entered the electric three-wheeler space in December 2019, saw 'a very positive response' for its swappable battery technology-enabled passenger three-wheeler in the following quarter. However, due to the lockdown and ensuing restriction over shared mobility, demand took a knock.

Diego Graffi, CEO and managing director, Piaggio Vehicles, said: "The response for the electric three-

wheeler has been very promising. We introduced the system of battery swapping in India with our electric three-wheeler, which was on sale between January and March. After lockdown, because of the restrictions on shared mobility, we saw quite a dip in consumer demand".



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Piaggio launched the Ape e-City for Rs 1.97 lakh in December with swappable-battery technology.

"But demand started to pick up again in the later part of July. In the next few months, demand should be at a good pace," Graffi added.

#### Electric three-wheeler market

The electric three-wheeler has found significant traction in the Indian market. So much so, that in FY19, the segment sales at 6.3 lakh overtook even the fossil-fuel powered three-wheelers sales at 5.72 lakh in the same year, as per data shared by the Society of Manufacturers of Electric Vehicle (SMEV). The association did not share sales data for FY20.

But going by sales data shared by Mahindra Electric Mobility, demand seemed to be upbeat even in FY20.

The [Mahindra & Mahindra](#)-controlled EV maker saw sales of its electric three-wheelers grow to 13,636 units in FY20 -- an increase of 61 percent, as against 8,465 units in FY19.

According to PRS Market Research, the Indian electric rickshaw market is projected to reach 9.35 lakh units by 2024, registering a CAGR of 15.9 percent in five years.

Euler Motors, Omega Seiki and Terra Motors are some of the new companies which have

entered this space. In July, Mumbai-based [Greaves Cotton](#) acquired Noida-based electric three-wheeler maker Bestway Agencies.

### Entry into cargo

Demand from e-commerce companies for last-mile delivery vehicles has made manufacturers come out with product solutions in the electric cargo three-wheeler space. Demand was also emerging from intra-city delivery operators and partners.

“Introducing a cargo electric three-wheeler was in our plans for this year. We expect the later part of 2020 to see some launches in the cargo space -- both in fixed and swappable battery models. We are currently in discussion with players in the retail space in India and they have demonstrated a pretty high level of interest for our products,” added Graffi.

In March, Omega Seiki forayed into the cargo electric three-wheeler space with the launch of Singha and Singha Max models, priced at Rs 3.5 lakh and Rs 3.6 lakh, respectively. Both have a payload capacity of 500kg and can run for 100 km after a required charging time of 2-3 hours.

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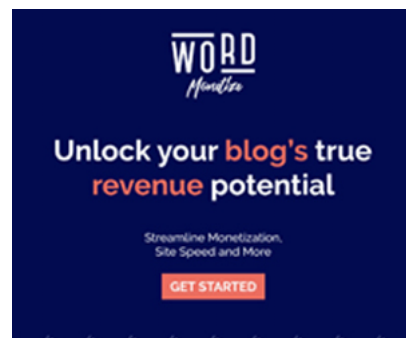
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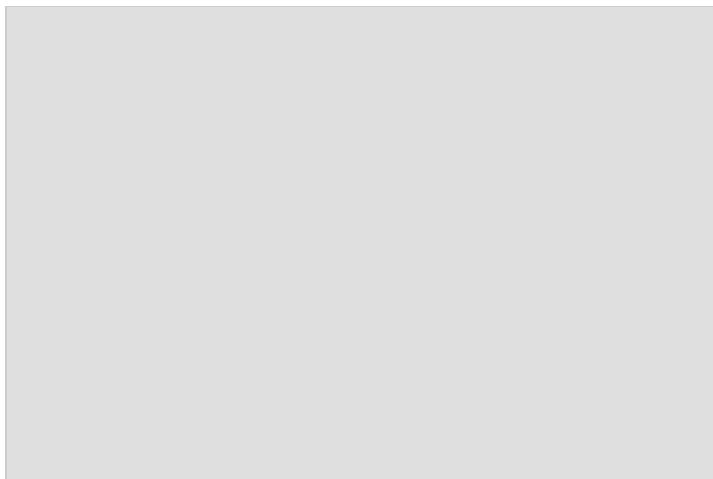
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Buy Bombay Burmah with a stop loss of Rs 1,430, target at Rs 1,500

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Buy Cipla with a stop loss of Rs 729, target at Rs 805

Buy UltraTech Cement with a stop loss of Rs 3,900, target at Rs 4,060

Buy Titan Comoany with a stop loss of Rs 1,160, target at Rs 1,205

Sell Tata Steel with a stop loss of Rs 414, target at Rs 383

**Mitessh Thakkar of mitesshthakkar.com**

Buy Cipla with a stop loss of Rs 742, target at Rs 775

Sell Steel Authority of India with a stop loss of Rs 39.2, target at Rs 36

Buy Sun Pharma with a stop loss of Rs 509, target at Rs 530

Sell NTPC with a stop loss of Rs 91.65, target at Rs 85

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