

#DreamsSe NoSamjhauta

 **FASTER**  **SIMPLER**  **CLOSER**

TATATele
Business Services | 

Background



June 27th is designated as Micro, Small, and Medium-sized Enterprises (MSME) Day by the United Nations General Assembly. The day aims to raise awareness about the critical role that MSMEs play in the global economy and their significant contributions to sustainable development. It also serves as an opportunity to celebrate the achievements of these enterprises and to commit to supporting their growth and development.

Celebrating MSME Day

- MSME Day presents a unique opportunity to engage with our target audience, reinforcing our position as a key enabler of MSME success with our smart digital solutions.
- By strategically leveraging this occasion, we can enhance our brand visibility, engage meaningfully with our audience, and reinforce our commitment to driving the growth and success of small businesses.
- By sharing authentic narratives, we can resonate with MSMEs on a personal level and inspire them to envision the transformative potential of our solutions.

Objective

To celebrate MSME Day (27th June) by highlighting the pivotal role of Micro, Small, and Medium Enterprises in India and recognizing their significant contributions to the economy, while highlighting TTBS' commitment to empowering them with our smart digital solutions

Humanizing the Brand

Building Credibility

Emotional Connection

Increased Brand Awareness: Enhanced visibility and recognition within the MSME community as a leading provider of smart technology solutions.

Strengthened Relationships: Deeper engagement and stronger relationships with existing and potential MSME clients.

Insight



Despite their size, MSMEs embody the **spirit of determination and resilience**. They **refuse to compromise on their dreams** despite facing a multitude of challenges and aspire to grow and expand their business.

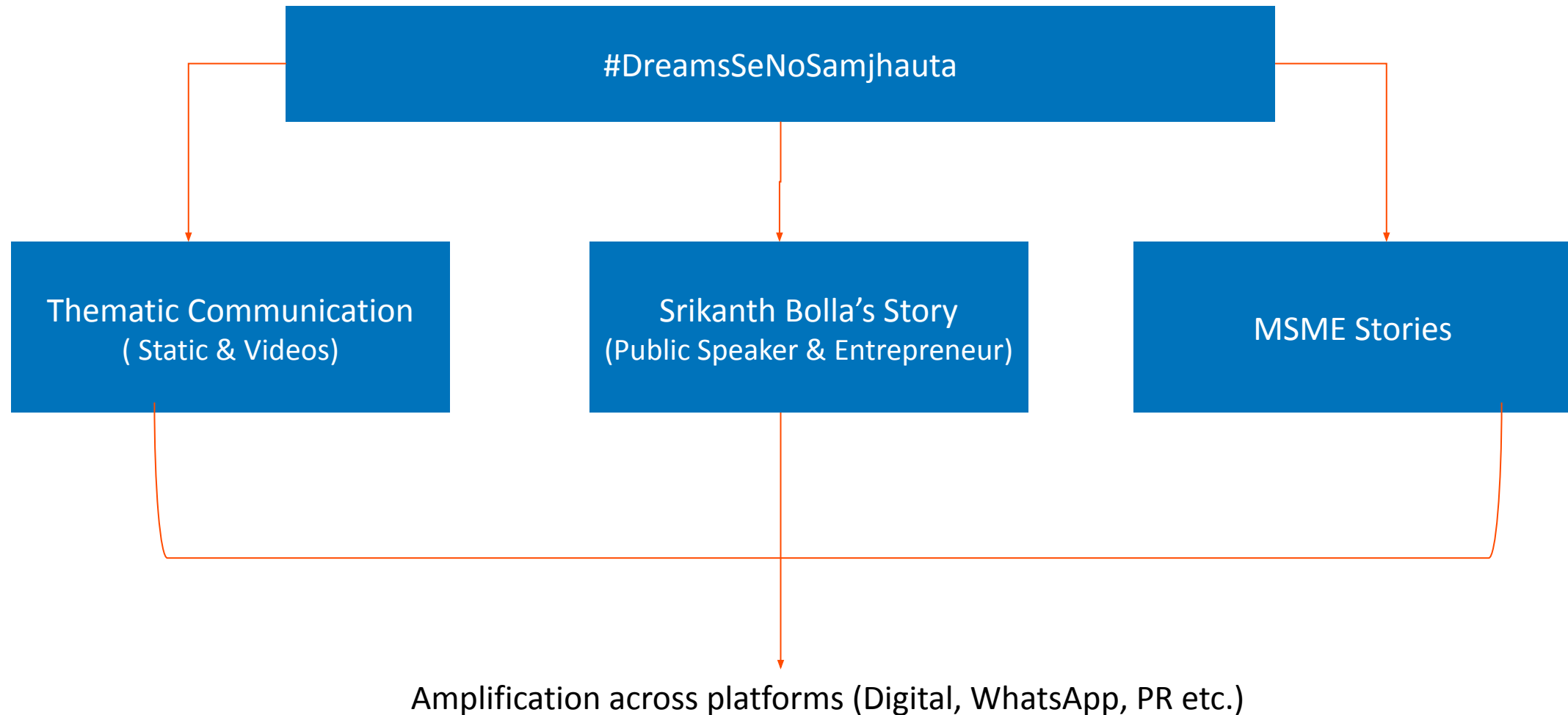


#DreamsSeNoSamjhauta



MSMEs are not just businesses; they are the heartbeats of ambition and resilience. They aspire to grow beyond boundaries, embracing new technologies, reaching wider markets, and stand out in the competitive landscape without compromising on the dreams.

Communication Plan



Campaign Rollout

PRE-BUZZ CAMPAIGN

- Pre-Buzz Social Media Activity
- Thematic Communication Launch

CAMPAIGN WEEK AND D-DAY 27th June

- Srikanth Bola's Story
- Launch Brand Videos
- Customer Stories

SUSTENANCE CAMPAIGN

- Customer Stories
- Senior Leadership PR by Corp comm Team

Created buzz before the MSME day



We released teasers before the campaign launch. These teasers provided a sneak peek into what's coming.

No. of Posts	Organic Impressions	ER
5	25,168	4.51%

Campaign Reveal – Thematic Communication



We launched our #DreamsSeNoSamjhauta Campaign to celebrate the unstoppable spirit of MSMEs who refuse to compromise on their dreams.

Post	Impressions	ER
Organic	4,986	6.44%
Inorganic	1,84,457	0.59%

Launched thematic brand films

Launched two thematic films. These films showcase MSMEs who, despite challenges, grow and expand their businesses, embodying true perseverance and ambition. We promoted these videos to our relevant target audience to get maximum visibility.



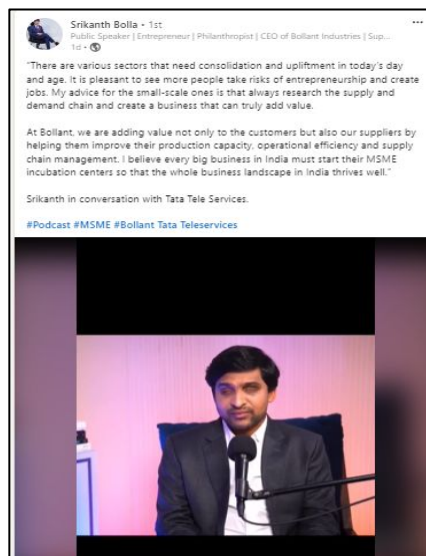
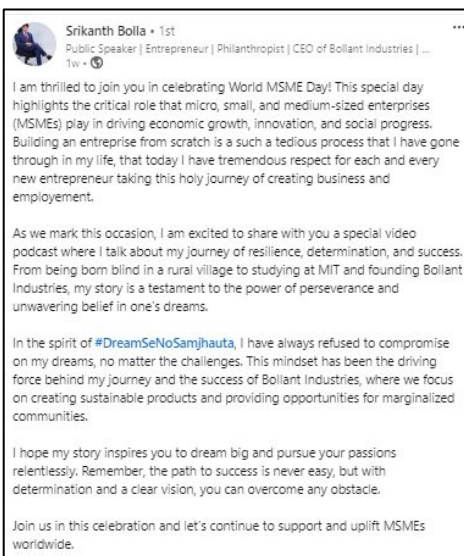
Duration : 1:06 min



Duration : 0:52 min

29.9 million Impressions | 11 million Video Views

TTBS X Srikant Bolla Collaboration



We released a special episode of the Do Big Podcast on the MSME day to bring the inspiring story of Srikant Bolla, founder of Bollant Industries who embodies the spirit of #DreamSeNoSamjhauta

1.62 million Impressions | 0.68 million Video Views



srikanthbollaofficial_ "There are various sectors that need consolidation and upliftment in today's day and age. It is pleasant to see more people take risks of entrepreneurship and create jobs. My advice for the small-scale ones is to always research the supply and demand chain and create a business that can truly add value.

At Bollant, we are adding value not only to the customers but also our suppliers by helping them improve their production capacity, operational efficiency and supply chain management. I believe every big business in India must start their MSME incubation centres so that the whole business landscape in India thrives well."

Srikant in conversation with Tata Tele Services.

Celebrating MSMEs and their dreams.

TATA Tele Business Services | **DO B1g**

We aspire to deliver precise, automated manufacturing solutions driving excellence in automotive, earthmoving, and material handling industries.

Harshvardhan Saraf
CEO
Creative Carve

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We aspire to leverage innovative technology to ensure accessible and reliable healthcare services in underserved rural and non-metro areas.

Chetan Rawal
Director
Mylab Discovery Solutions Pvt Ltd.

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TATA Tele Business Services | **DO B1g**

We aspire to be known for trendsetting event concepts and a distinctive brand personality.

Poonam Dagar
Founder and CEO
3 Monkeys Entertainment Services

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TATA Tele Business Services | **DO B1g**

We aspire to create engaging video narratives and expand our client base nationally and internationally, with a commitment to excellence.

Sachin S. Tatake
Proprietor
Archi Internet Solutions

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We showcased the unstoppable spirit of MSMEs through UGC

TATA Tele Business Services | **DO B1g**

We aspire to deliver an authentic drink based on European recipes, crafted with premium-quality ingredients to delight our customers.

Parvesh Sharma
Founder and Director
ZIGRA Energy Drink

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TATA Tele Business Services | **DO B1g**

We aim to revolutionize healthy eating and promote natural fitness by offering nutritious, delicious, and easy-to-cook millet-based foods globally.

Krishnaa Kanthawala
Founder
Smart Eleven Millet Foods

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TATA Tele Business Services | **DO B1g**

We aspire to lead as the premier Audi dealership through exceptional customer service, expert knowledge, and continuous innovation.

Arun SK
CEO
Jahnvi Motors

#UnStoppable
MSMEs



Featured 52 MSME Stories

Posts from the leadership team

Harjit Singh • Following
Managing Director at Tata Teleservices Ltd
1w • 6

The MSME sector is one of the most crucial pillars of growth fostering entrepreneurship, creating employment opportunities, and driving economic progress. With smart digital tools, MSMEs can thrive and unlock new growth opportunities, improve efficiency, and maintain competitiveness.

The future looks promising for MSMEs that leverage technology to navigate the digital economy. Shared my thoughts with [businessline](#) on how MSMEs can accelerate their journey toward a sustainable future with digital technologies.

MSMEs: The digital path to sustainable growth

Harjit Singh

In a rapidly evolving digital landscape, embracing technology is no longer a luxury for the micro, small, and medium enterprises (MSME) sector in India. It's a necessity for sustained growth. This sector plays a vital role in fostering economic growth, especially in rural and semi-urban areas, providing employment opportunities and driving innovation. To take significantly more steps towards sustainable growth, the sector needs to embrace digital technologies. As the sector grows, the government's role in supporting MSMEs becomes increasingly critical. Digital adoption is essential for MSMEs to remain competitive and resilient in the market. With limited resources, MSMEs can benefit from cost-effective, scalable digital solutions that optimize their operations, improve efficiency, and enhance customer engagement. Incorporating digital tools like cloud computing, e-commerce, and digital marketing can help MSMEs reach a wider audience, streamline their processes, and reduce operational costs. Furthermore, digital tools can help MSMEs manage their finances more effectively, track their performance, and make data-driven decisions. The digital path to sustainable growth for MSMEs is a journey that requires continuous learning, innovation, and collaboration. By embracing digital technologies, MSMEs can unlock their full potential and contribute to the growth of the Indian economy.

Harjit Singh

MSMEs to thrive in the digital era. Cloud migration presents tangible financial advantages for MSMEs, enabling them to streamline operations and reduce costs while simultaneously expanding the construction of new products and services to the market. Moreover, MSMEs can gain valuable insights from analyzing cloud technology. One of the primary drivers behind this trend is the desire to enhance security compliance measures.

REALIZING THE POTENTIAL

The importance of MSMEs in the digital economy is clear. It is not just a sector for employment, but a critical engine for long-term sustainable growth. By integrating digital tools and solutions, MSMEs can significantly enhance their competitive edge, foster innovation, and build resilience against market fluctuations and other risks. Digital tools enable MSMEs to optimize operations, make informed decisions, and navigate the complexities of the digital economy effectively.

Tata Tele Business Services
130,649 followers
5d • 6

Pravir Dahiya • 2nd
Chief Technology Officer at Tata Teleservices
5d • 6

In the fast-changing business landscape, **#digital** technologies hold the key to success for **#MSMEs**. By harnessing the power of digital tools, MSMEs can streamline operations, make data-driven decisions and thrive. ...more

Harnessing Digital Innovation To Propel MSMEs Onto the Global Stage | Entrepreneur

entrepreneur.com

Kush Bhatnagar • 2nd
CFO, TTSL
Reposted from Tata Tele Business Services • 1w • 6

This is to the indomitable spirit of MSMEs. For sure, they are the stars of India Story!!
#TTBS continues to be a proud partner in this journey. #DreamsSeNoSamjhauta
#MSMEDay

#DreamsSeNoSamjhauta

Happy MSME day

Tata Tele Business Services
130,649 followers
13h • 6

Vishal Rally • Following
SVP & Head - Product, Marketing and Commercial at Tata Teleservices Ltd
5d • 6

In today's digital era, **#MSME** success is largely centered around innovation and agility. With digital-first and customer-centric approaches, enterprises are reporting significant improvements in efficiency and growth after ...more

How MSMEs can adapt to changing market dynamics

wionews.com

Joyjeet Bose • 2nd
Senior Vice President & BU Head - SME Business Leader | Digit...
1w • 6

In today's digital age, it's critical for MSMEs embrace technological advancements and improve digital literacy to enhance operational efficiency and expand their market presence. ...see more

TATA Tele Business Services | **DO B1g**

This MSME day, let's celebrate those who never compromise on their dreams.

#DreamsSeNoSamjhauta

Mannu Singh • 1st
Vice President & Business Head-West Region at Tata Tele...
1w • 6

Happy MSME day to all the incredible small businesses out there! Your hard work, dedication, and creativity help make our communities thrive. Today, we celebrate you and all that you do. Keep shining and pushing forward. #MSMEDay. ...see more

TATA Tele Business Services | **DO B1g**

"Today, we are celebrating the indomitable spirit of MSMEs that drive India's economy forward. Here's to the innovators and job creators!"

Happy MSME Day

Mannu Singh
Vice President

Vishal Bhat • 2nd
Vice President - Operations: Business Strategy, Customer Mana...
1w • 6

MSMEs are the heartbeat of our communities. Let's celebrate their contributions! #MSMEDay

TATA Tele Business Services | **DO B1g**

"MSMEs are the backbone of India's growth, showcasing resilience and innovation every day. Let's support and honor their incredible journey!"

Happy MSME Day

Vishal Bhat
Vice President

Media Coverage

ET BRAND EQUITY.com

NewsExclusivesLeaders SpeakEventsAwardsWebinarsBrand Solutions

TTBS celebrates MSME day with #DreamsSeNoSamjhauta campaign

The campaign celebrates the unwavering commitment and inspirational journeys of those who relentlessly pursue their goals. Celebrating this day is a testament to TTBS dedication to fostering innovation, sustainability, and inclusive growth within this vital sector.

XIGin...B

BE Staff • ETBrandEquity
Updated On Jun 27, 2024 at 04:40 PM IST

ET BRAND EQUITY.com

ADGULLY®

ADVERTISINGMARKETINGMEDIAPREXCLUSIVESEVENTSUPCOMING EVENTS

TTBS celebrates MSME Day with #DreamsSeNoSamjhauta campaign

ADVERTISING

2 MINUTES TO READ
JUN 27, 2024

ADGULLY BUREAU
@adgully
News in the domain of Advertising, Marketing, Media and Business of Entertainment

TATA Tele Business Services

#DreamsSeNoSamjhauta

WITH OUR SMART DIGITAL SOLUTION
Cloud & SaaS | Collaboration | Data | Voice | Marketing Solutions | Cyber Security

adgully.comadgullyadgullyfacebook.com/AdgullyIndiaadgully.com/in/adgully

MSMEs embody the spirit of determination and resilience. They refuse to compromise on their dreams despite facing a multitude of challenges and aspire to grow and expand their business. This MSME day, Tata Tele Business Services (TTBS), is celebrating the unstoppable spirit of MSMEs with their #DreamsSeNoSamjhauta Campaign.

medianews4u.com

TTBS marks MSME Day with #DreamsSeNoSamjhauta, showcasing determination and resilience

by MN4U Bureau — June 27, 2024 in Campaigns Reading Time: 2 mins read AA



MSME Day Campaign Impact Report

Initiatives

Objective

Outcome

Comparative Benchmark

1

Pre- Buzz

To create buzz and anticipation for the campaign, four teasers were released across our social media handles

Impressions: 25k
Engagement Rate: 4.51%

For comparable campaigns engagement rate is 3.2-3.5%

2

Thematic Communication

To strengthen TTBS association with MSMEs as their trusted digital solutions partner, we launched #DreamsSeNoSamjutha campaign. Created two brand films showcasing the unwavering determination of MSMEs who persistently pursue their dreams

Impressions: 29 million
Video views: 11 million
Organic Engagement Rate: 7.4%

For comparable brand video campaigns engagement rate is 6.0 - 6.5%

3

Collaboration with Srikanth Bolla

Driving association with SME icon/ influencer that resonates with audience.
Collaborated with Shrikanth to release a special episode of the Do Big Podcast to bring alive the inspiring story of Srikanth Bolla.

Impressions: 1.62 million
Video views: 0.68 million
Organic Engagement Rate: 9.6%

- For regular Podcast posts engagement rate is 5.0 - 6.0%
- Organic video views of comparable brand campaign is 6-7k

4

MSME Stories

Featured MSME vision and aspirations from our Customers, Channel Partners and Vendors.

Impressions: 36k
Engagement Rate: 6.21%

For customer testimonial creatives engagement rate is 3.0-3.5%

Overall Campaign Reach 31.80 million Impressions | 11.66 million Video Views

Awards



Recognized as best B2B campaign at ET DG+ , Social Stars, Indian Content Leadership Awards and ET Telecom Awards

Thank You!

#TimeToDoBig

www.tatatelebusiness.com