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NSE TOP GAINERS

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1.28%1.28%1.28%

NSE TOP LOSERS

IB2

1.28%1.28%1.28%

BSE TOP GAINERS

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BSE TOP LOSERS

Maxagon Dock

1.28%1.28%1.28%

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Business News / Business / Brandwagon / Panasonic Life Solutions India Launches 'Load Ka Sammaan' Campaign

Panasonic Life Solutions India launches 'Load ka Sammaan' campaign

The campaign, designed and executed in partnership with Initiative India, is aimed at strengthening the existing distribution network in the lead up to the festive season

Written by BrandWagon Online

November 2, 2023 14:30 IST

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The effort will witness popular RJs of the radio channels visiting the channel partners to interact with them

Panasonic Life Solutions India has launched 'Load ka Sammaan' campaign to engage directly with its channel partners. The campaign, designed and executed in partnership with Initiative India, is aimed at strengthening the

https://www.financialexpress.com/business/brandwagon-panasonic-life-solutions-india-launches-load-ka-sammaan-campaign-3294967/

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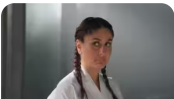


“The ‘Load ka Sammaan’ campaign is a first by a brand in the ECM space to engage its primary stakeholders, the channel partners. For PLSIND, they are our primary target audience, and this campaign will attempt to further develop and enhance our relationship with them,” Sunil Narula, senior vice president- sales and marketing, Panasonic Life Solutions India, said

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The effort will witness popular RJs of the radio channels visiting the channel partners to interact with them. The campaign will involve multiple formats such as RJ mentions on the live shows, Vox Pop videos, static posts on social media along with interesting on-ground activities.

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“Rooted in Initiative’s philosophy of infusing culture into brand concepts, we crafted the innovative initiative ‘Load Ka Sammaan’ to foster stronger bonds with channel partners, a pivotal audience for the brand. Opting for radio as a strategic touchpoint, we harnessed its local connectivity to convey brand messages. RJ visits to channel partners added a personal touch, fostering a deeper connection. The campaign comes to life through our seamless partnerships with Big FM and Radio City,” Dhirendra Singh, EVP and Mumbai head, Initiative Media, said.

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The campaign will bring together the community of channel partners to develop a platform for brand engagement. With 59 cities and more than 160 channel partners, along with the assistance of radio partners Big FM and Radio City, the campaign hopes to secure maximum visibility for the brand’s stakeholders.

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STOCK MARKET STATS

Market Stats	Top Gainers	Top Losers	Indices Performance	Gold Rate Today	Silver Rate Today	Petrol Rate Today	Diesel Rate T
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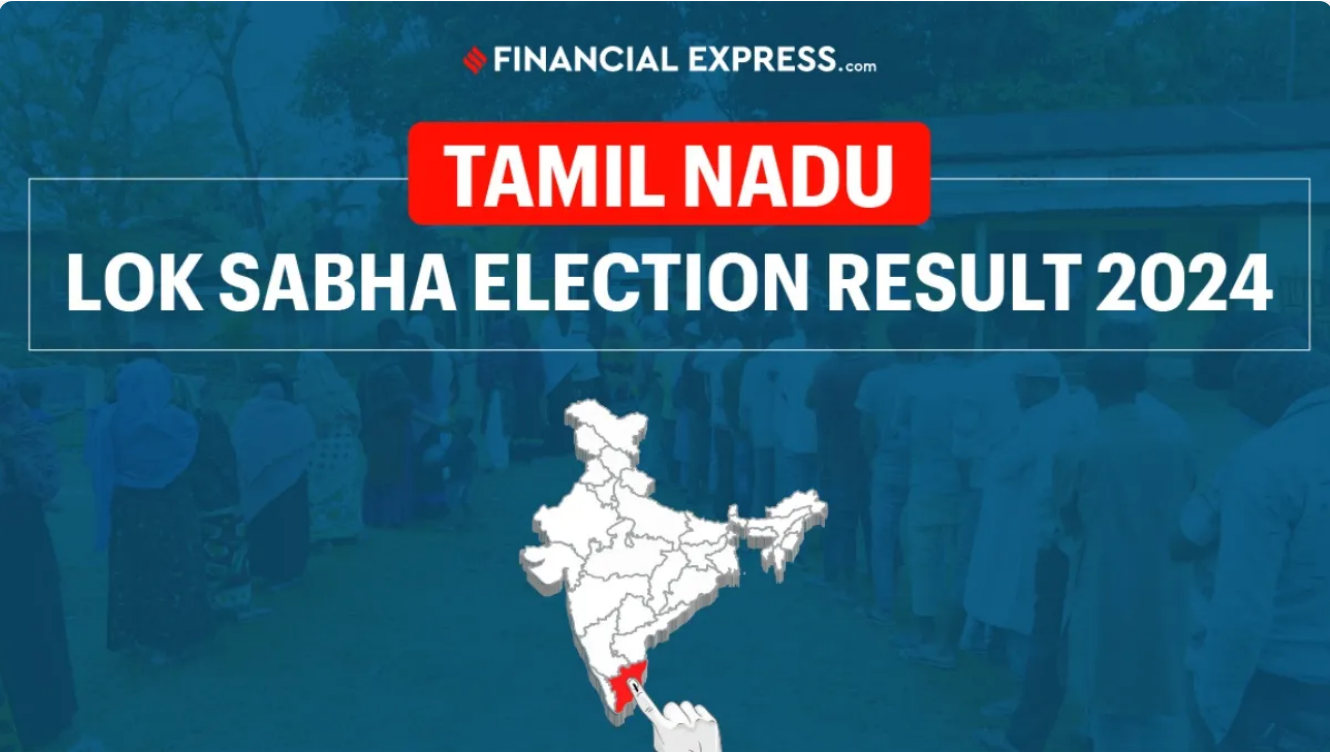
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Tamil Nadu and Kerala Lok Sabha Election Result 2024 Live

Elections Updated: June 4, 2024 10:56 IST

EC to announce Tamil Nadu and Kerala Lok Sabha election results today. Tamil Nadu saw 72.44% voter turnout and is crucial in shaping national politics. Kerala's 20 seats are vital for UPA's victory. Key constituencies in TN include Chennai, Coimbatore, and Madurai. In Kerala, Thiruvananthapuram, Ernakulam, and Kasaragod are key battlegrounds. Prominent candidates include Kanimozhi, Rajmohan

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BSE SENSEX PERFORMANCE | STOCK MARKET QUOTES

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TOP NSE/BSE COMPANIES SHARE PRICE

TOP NSE/BSE COMPANIES SHARE PRICE											
RELIANCE SHARE PRICE		SBI SHARE PRICE		TATA MOTORS SHARE PRICE		HDFC SHARE PRICE					
INFOSYS SHARE PRICE		ICICI SHARE PRICE		TCS SHARE PRICE		ITC SHARE PRICE		BAJAJ FINANCE SHARE PRICE		MARUTI SHARE PRICE	
TATA STEEL SHARE PRICE		BAJAJ FINSERV SHARE PRICE		L&T SHARE PRICE		INDUSIND BANK SHARE PRICE		BSE SENSEX		BPCL SHARE PRICE	
TITAN SHARE PRICE		INDIAN OIL CORPORATION SHARE PRICE		AXIS BANK SHARE PRICE		HOUSING DEVELOPMENT FINANCE CORP SHARE PRICE					
KOTAK MAHINDRA BANK SHARE PRICE		HINDUSTAN UNILEVER SHARE PRICE		BHARTI AIRTEL SHARE PRICE		TECH MAHINDRA SHARE PRICE					
ASIAN PAINTS SHARE PRICE		HCL SHARE PRICE		NTPC SHARE PRICE		NIFTY BANK		ADANI ENTERPRISES SHARE PRICE		PGCIL SHARE PRICE	
HINDALCO SHARE PRICE		JSW STEEL PRICE		NESTLE SHARE PRICE		TECH MAHINDRA SHARE PRICE		GRASIM SHARE PRICE		WIPRO SHARE PRICE	
HDFC LIFE SHARE PRICE		ONGC SHARE PRICE		CIPLA SHARE PRICE		SBI LIFE SHARE PRICE		DR REDDYS LABS SHARE PRICE			
BRITANNIA SHARE PRICE		COAL INDIA SHARE PRICE		ADANI PORTS SHARE PRICE		EICHER MOTORS SHARE PRICE		APOLLO HOSPITALS SHARE PRICE			
TATA CONS. PROD SHARE PRICE		BAJAJ AUTO SHARE PRICE		DIVIS LABS SHARE PRICE		UPL SHARE PRICE		HERO MOTOCORP SHARE PRICE			

STOCK PRICE QUOTES

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V	W	X	Y	Z	OTHERS															

POPULAR BANKS IFSC CODE

POPULAR BANKS IFSC CODE									
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CANARA BANK IFSC CODE		BANK OF BARODA IFSC CODE		INDIAN BANK IFSC CODE		PNB BANK IFSC CODE		BANK OF INDIA IFSC CODE	
KOTAK MAHINDRA BANK IFSC CODE		UNION BANK OF INDIA IFSC CODE		CENTRAL BANK OF INDIA IFSC CODE		IDBI BANK IFSC CODE			
INDIAN OVERSEAS BANK IFSC CODE		YES BANK IFSC CODE							

STATE ELECTIONS

ELECTION 2024		LOK SABHA ELECTION 2024 SCHEDULE		CHHATTISGARH ELECTION 2023		MIZORAM ELECTION 2023		RAJASTHAN ELECTION 2023	
TELANGANA ELECTION 2023		LOK SABHA ELECTIONS 2024							

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TOP COMMODITIES

GOLD RATE TODAY		GOLD RATE IN CHENNAI		GOLD RATE IN KERALA		GOLD RATE IN HYDERABAD		GOLD RATE IN BANGALORE	
GOLD RATE IN MUMBAI		GOLD PRICE IN DELHI		GOLD PRICE IN AHMEDABAD		GOLD PRICE IN KOLKATA		SILVER RATE TODAY	
SILVER RATE IN BANGALORE		SILVER RATE IN AHMEDABAD		SILVER RATE IN HYDERABAD		SILVER RATE IN CHENNAI		SILVER RATE IN JAIPUR	
SILVER RATE IN MUMBAI		SILVER RATE IN DELHI		SILVER RATE IN LUCKNOW		PETROL PRICE		PETROL PRICE IN DELHI	
PETROL PRICE IN BANGALORE		PETROL PRICE IN HYDERABAD		PETROL PRICE IN CHENNAI		PETROL PRICE IN KOLKATA		PETROL PRICE IN PUNE	
DIESEL PRICE		DIESEL PRICE IN DELHI		DIESEL PRICE IN BANGALORE		DIESEL PRICE IN MUMBAI		DIESEL PRICE IN HYDERABAD	
DIESEL PRICE IN CHENNAI		DIESEL PRICE IN CHANDIGARH		DIESEL PRICE IN JAIPUR		DIESEL PRICE IN LUCKNOW			

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