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## Sunil Narula on how Panasonic Life Solutions India engages consumers through an influencer-driven marketing strategy

Sunil Narula of Panasonic Life Solutions India shares how with its influencer engagement, tailored marketing campaigns, and a focus on both B2B and B2C channels, the brand is shaping its marketing strategy.



Shamita Iskur

19 Apr 2024 12:08 IST

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Sunil Narula

Senior VP, Sales & Marketing - Panasonic Life Solutions India

India's Electrical Materials market was valued at USD 6550.3 million in 2022 and is anticipated to project growth of 13.82% through the forecast period of 2024 to 2031. Although the products are technical, there is consumer interest in wiring devices, particularly switches that match the aesthetics of their homes. Consumers look for switches that complement the colour of their walls or match the look and feel of their rooms and the advertisements that follow this market emphasise the same.

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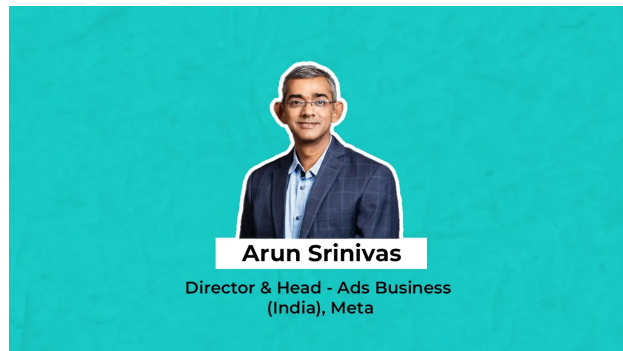
Arun Srinivas discusses how AI enhances user engagement, optimizes ad creatives, and improves campaign performance. He also addresses the importance of localization, ethical practices, and future advancements in AI-driven advertising tools.



Sneha Medda

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Arun Srinivas

Director & Head - Ads Business (India), Meta

In the realm of digital marketing, Meta has been a prominent player in harnessing advanced technology to reshape advertising strategies. The relationship between Meta and AI dates back

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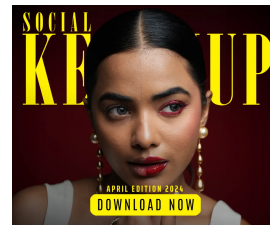
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to the early days of AI technology. From the inception of AI technologies to their integration into Meta's advertising ecosystem, the trajectory has been one of continuous evolution and innovation.

In conversation with [Arun Srinivas](#), Director & Head - Ads Business (India), Meta, we explore

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