

Webinar on Brand Messaging By Stages of Brand Life Cycle

Guest Speaker – Dola Halder, Brand Head, Doritos- PepsiCo

Date - 6th February, 2021

Time – 11:00 AM; **Duration** – 2:00 hours

Mode – Virtual

An alumna of SRCC and IIM-K, Miss Halder is a passionate marketer, innovation expert, B-School mentor and D&I Ally. She is currently into her 8th year at PepsiCo and has catapulted Brand Doritos to an unparalleled business height, lead PepsiCo Global's foray into Women Snacking Platform and launched Kurkure's first ever premium snacking range. She has managed cross-country, cross-cultural, and cross-functional teams, leading complex projects, delayering Consumer Speak, reading into Insights, improving Brand Financials, and building consumer love are her areas of passion and expertise.

During the session Dola Halder ma'am spoke on the topic of **"Brand messaging by stages of brand life cycle"**. The presentation was extremely interesting, informative and the students thoroughly enjoyed all the concepts that were covered. The thought process that goes behind advertising, establishing awareness among new brands, the need for relevance of old brands, and the various strategies that are followed during brand management are concepts of great interest and relevance to the budding managers of our Institute.

