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## Guest Session on Brand Strategies

1 message

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### Guest Session on Brand Strategies

at

**Jaipuria Institute of Management, Indore**

On September 2, 2025, **Jaipuria Institute of Management, Indore**, hosted an engaging and insightful session with **Ms. Mala Mody, Founder-Director of AURAA Brand Consultants**, on the themes of **branding, positioning, and marketing channels**. The session was masterfully moderated by our Marketing faculty, **Dr. Shailesh Pandey** with thought-provoking questions and ensured a meaningful exchange of ideas. Drawing from her vast industry experience, Ms. Mody explained that branding extends far beyond logos and taglines, serving as the foundation for creating a lasting identity in the consumer's mind. She emphasized that positioning is equally critical, as it defines how a company differentiates itself in a highly competitive environment. In addition, she highlighted the strategic importance of selecting the right marketing channels, whether traditional or digital, to effectively communicate value, reach the intended audience, and nurture long-term trust with stakeholders.



In addition, she highlighted how **consumer behaviour acts as a driving force behind modern marketing strategies**, requiring businesses to remain agile and responsive to changing expectations. Drawing on practical examples, she illustrated how leading brands align their **core values, messaging, and customer touchpoints** consistently to create strong associations and loyalty. The session offered students a deeper perspective on how theoretical concepts translate into practical strategies, equipping them with valuable insights into brand-building and market differentiation. It was a highly engaging learning experience that combined conceptual clarity with real-world relevance, leaving a lasting impact on all participants.



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