

“ Marketing - Timeliness vs Untimeliness”



Weekly Learnings 12 / 2025

Prasad Sangameshwaran of Brand Equity asked me for a 2025 trend I see in Marketing with 50 words.

The fundamental shift in India has been the surplus of goods and services in the last few years. When we see excess supply of anything brands tend to cut price and second focus on quick availability.

Time has become an important element of marketing and every business model.

The mumbai dabbawallahs valued time decades ago. Ajay Kaul and his team pioneered 30 minutes or your money back with Dominos.

Time is about instant gratification vs delayed gratification. Children want instant gratification and now most adults want it too. Time is impacting place in the marketing mix, for many QSR brands the delivery to home business is bigger than the fine in in outlet business!

It's the emotional side of time that I believe is gaining ground.

Kodak tried for years with their photo labs and 1 day delivery and evening delivery. Photography never too off. Arrive the mobile phone with social media and suddenly everyone is taking pictures since it's convenient time and no cost time.

We are getting to a similar point overall. Income Tax claims settled in 15 minutes by the government , Ride sharing when you decide etc.

The rational side of time will always be about performance.

24 hour protection Colgate Total

0 to 60 in x seconds denoting power of a car or mobike

Breaking news , creating FOMO in you

Warranty in cars and electronics as a sign of long lasting guarantee

x hours deodorant

y hours skin foundation

z hours claim settlement

weight loss in 2 weeks

No waiting time, no long queues in hospitals etc

x search results in y seconds for search engines

This will impact B 2 B too. All B2B players will be held accountable for transparency in delivery process and timeliness in on time delivery in full OTIF. Watch for Q com in B 2 B, the aggregators will start it in a few easy items.

Time as an element of driving instant gratification has arrived in India with its delivery models, better infrastructure , low mobile data costs and cheap delivery labor costs.

Quick is not always good, especially in beauty and medicines. Consumers worry that instant fairness will lead to side effects and the same is true for instant medicines. Pharma brands actually have a slow release variant.

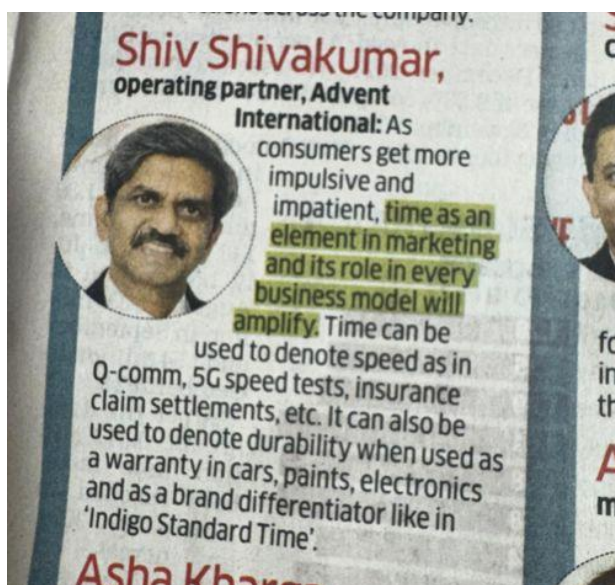
My message - You cannot afford to be untimely!!

Attached a few pics

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