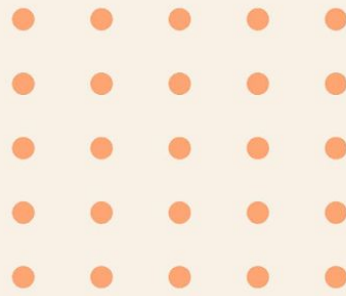




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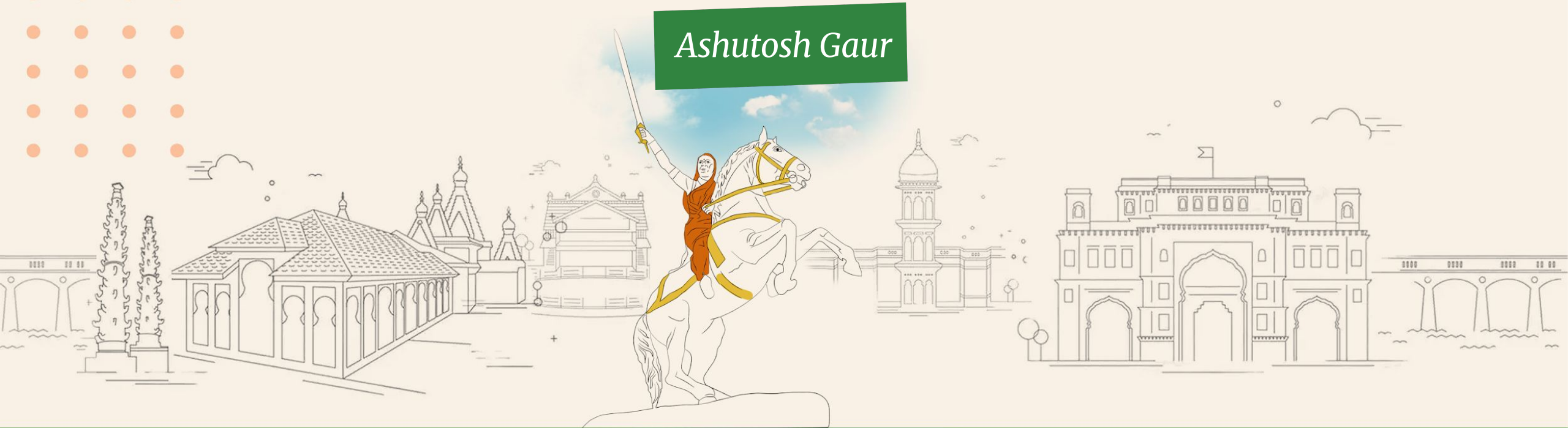
KOLHAPUR

2025



# *The Masala of Marketing for your Business*

Ashutosh Gaur



# About me



- I have been a part of the startup ecosystem since the age of 22.
- In 10 years I founded two IT firms and an online radio portal.
- Currently working as the AVP of Business at **WPoets Technology**.
- I also head an online radio platform called **Riddleman FM**.



*Your USP*



*The “Tambda Rassa” of Your Business*

*तुमच्या व्यवसायाचा तांबडा रस्सा*

What is special about your Business?

# Customer Connect

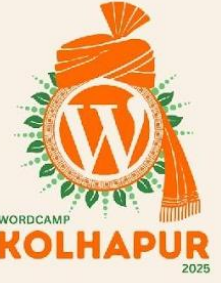


*The “Gudd” in your Kolhapuri Chai*

*तुमच्या कोल्हापुरी चहातील गूळ*

What are the best ways to connect with them?

# Marketing Channels

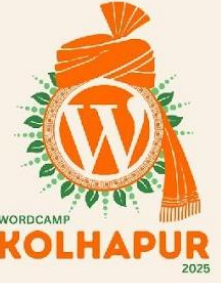


Your “*Pandhra Rassa*” Options

तुमच्या पांढऱ्या रस्स्याचे पर्याय

What are best marketing channels?

# Storytelling



*Your Business “Puranpoli”*

*तुमच्या व्यवसायाची पुरणपोळी*

How to tell the story of your business?

# Pricing Strategy



*Don't Undervalue Your “Misal!”*

*तुमच्या मिसळीचा कमी भाव लावू नका!*

You are not perfect. But you can definitely become perfect.



# Consistency



*Daily Dose of “Bhakri & Bhaji!”*

*दररोजची भाकरी आणि भाजीची डोस*

Keep going. That is all it takes!



# Conclusion



*Let's Market Like a Kolhapuri:  
Bold, Spicy and Memorable!*

*कोल्हापुरी स्टाईलने मार्केटिंग करूया:  
धीट, झणझणीत आणि लक्षात राहणारं!*

# *Activity Time...*

   *iashutoshgaur*       *areyashutosh*



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# *Thank you*



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