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WINNING TEAMS • 2019

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# Urbane Essentials - New India Retail Round 01

## Viacom18 Media Pvt. Ltd.

**Vishal Bhasin**

SVP - Technology

**Jai Daga**

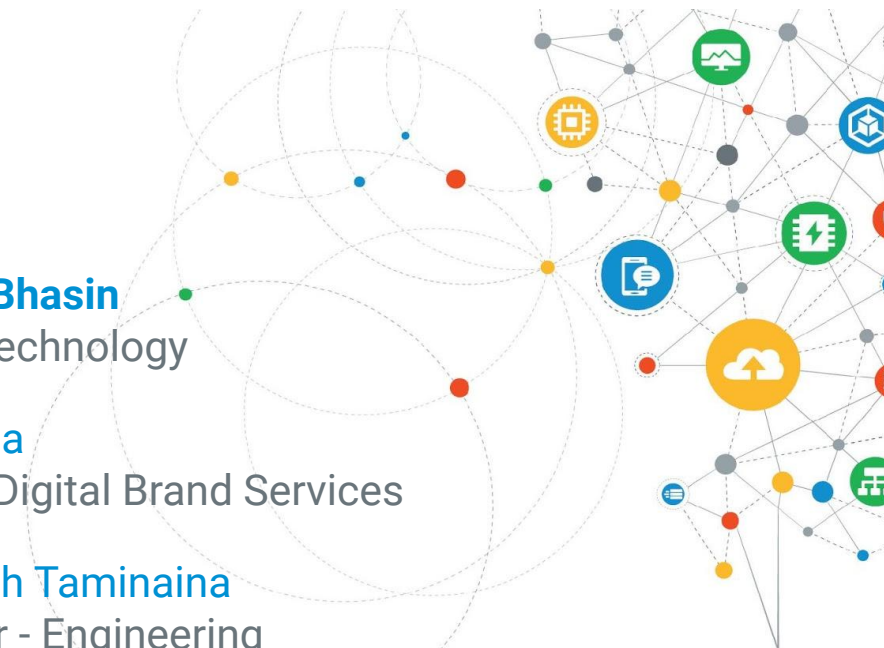
Head - Digital Brand Services

**Bhupesh Taminaina**

Director - Engineering

**Sajesh Sreejayan**

Director - Information Security



# What is the Big Idea?

**Transform Business with a seamless & engaging  
personalised omni channel experience**  
by  
consolidating **data across digital & physical mediums** and  
creating **new experience with Mixed Reality**  
to  
become the **most admired digital brand**  
with a **25% YoY growth** by 2022.

# Why this idea?

## Key Criteria for a Successful Business Transformation

Reimagine  
Customer Digital  
Journey

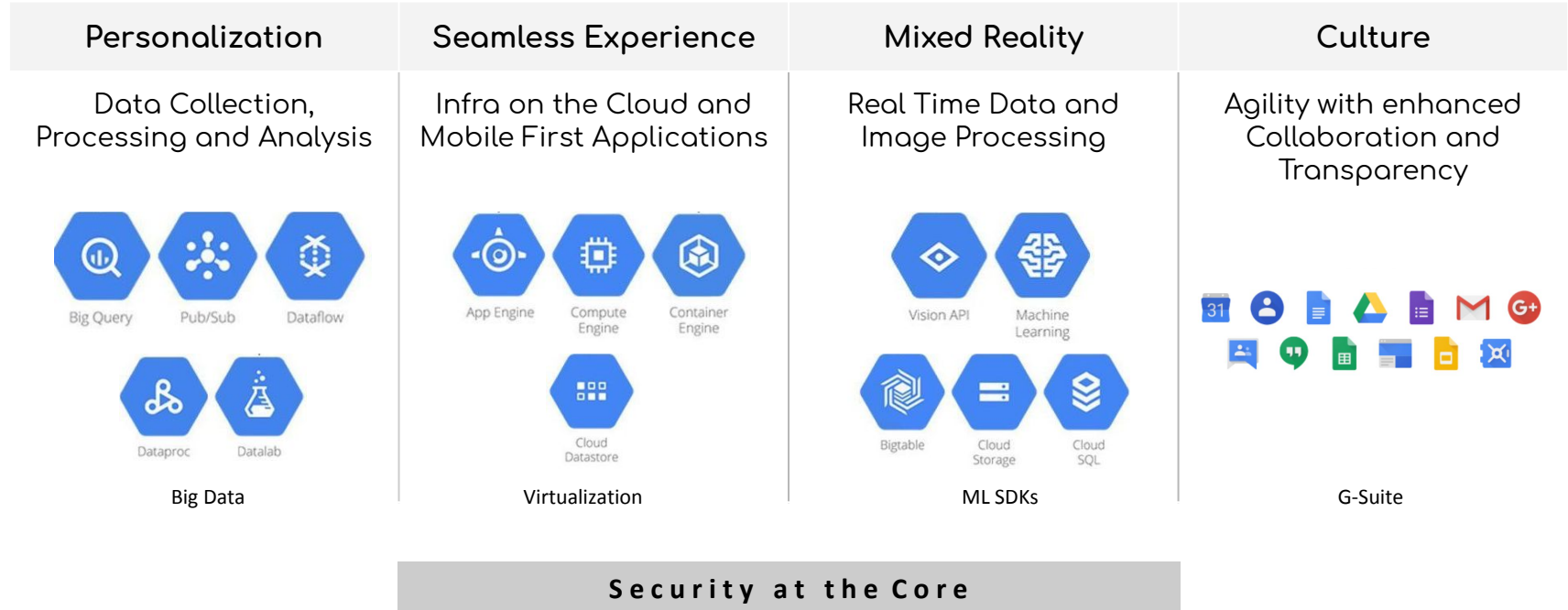
Amplify  
Strengths  
and  
Continuous  
Learning

Data Driven  
Decision  
Making

Culture  
Transformation  
and  
Employee  
Experience

Proposed Idea incorporates these key success measures

# Key Technologies





Thank you