

## CITY

# Call for 'desi' touch to ad campaigns

Special Correspondent

**HYDERABAD:** Advertising veteran and branding expert Ramanujam Sridhar underlined the need for advertisers to refine and tune their offerings predominantly to the Indian context and its diverse regional audience.

"Talking to the Indian consumer is the mantra for the success of any advertising campaign.

All successful brands, be it global majors or indigenous outfits, have realised the value of Indianising their campaigns and emerged triumphant," he said.

He was reading out excerpts from his latest work,



*Ad expert Ramanujam Sridhar being welcomed at the Advertising Club in Hyderabad on Thursday.*

'One land - One billion minds' at a book reading session organised by the Advertising Club of Hyderabad and Taj Group of Hotels at the Taj Deccan hotel here on

Thursday.

Mr Sridhar traced the journey of various brands that rode high on Brand India coming into its own in the last couple of decades.