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Patent Search

Invention Title	IMPACT OF LAUNCH PROGRAM D2C IN MANTRA MADE IN INDIA'S FASHION BRAND
Publication Number	06/2024
Publication Date	09/02/2024
Publication Type	INA
Application Number	202441000628
Application Filing Date	04/01/2024
Priority Number	
Priority Country	
Priority Date	
Field Of Invention	COMPUTER SCIENCE
Classification (IPC)	G06Q0030020000, G06Q0030060000, G06Q0030000000, A61K0036740000, G06Q0020020000

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Abstract:

ABSTRACT Impact of Launch Program D2C in mantra made in India's Fashion Brand The D2C (Direct-to-Consumer) launch program for the 'Made in India' fashion brand has dramatically impacted the brand and the fashion industry in India. D2C is an online sales approach where businesses directly sell their products and services to customers without the involvement of third-party retailers. With the launch of the Mantra program, consumers have direct access to the brand's products, allowing customers to purchase goods at lower prices and with better customer service. Mantra's D2C launch has led to reduced costs for the company, as less reliance on third-party retailers has reduced costs associated with marketing and customer service. This allows Mantra to be more agile and competitive in the online fashion market. Furthermore, the launch of the program has also led to improved convenience for Mantra's customers; customers have direct access to the brand's products, allowing them to conveniently purchase through Mantra's website. With the direct-to-consumer model, customers can also receive personalized customer service to ensure a high level of satisfaction. The D2C program for Mantra has also impacted the fashion industry in India. By bypassing third-party retailers, Mantra has been able to introduce new, innovative products to the market, allowing customers to have more choices. This increased competition has also led to increased consumer awareness; customers are now more likely to research and compare different brands before making a purchase. This is essential for the growth of the fashion industry in India. Overall, the impact of the D2C launch program for Mantra is largely positive. By directly selling products to customers, the brand has been able to save costs, improve customer convenience, and increase overall competition in the industry. This has allowed Mantra to become a leader in the online fashion market in India, and provides a model for how other brands can leverage D2C to compete in the space.

Complete Specification

Description:FORM 2
THE PATENTS ACT,1970
(39 of 1970)

&
THE PATENT RULES, 2003
Complete Specification
(See section10 and rule13)

1. Title of the Invention: Impact of Launch Program D2C in mantra made in India's Fashion Brand

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Page last updated on: 26/06/2019

