

A Diwali Engagement Playbook

Beyond the Discount

An inspiration playbook for ecommerce and retail marketers this festive season.



Loved by You
This Diwali



Back in Stock
Alert



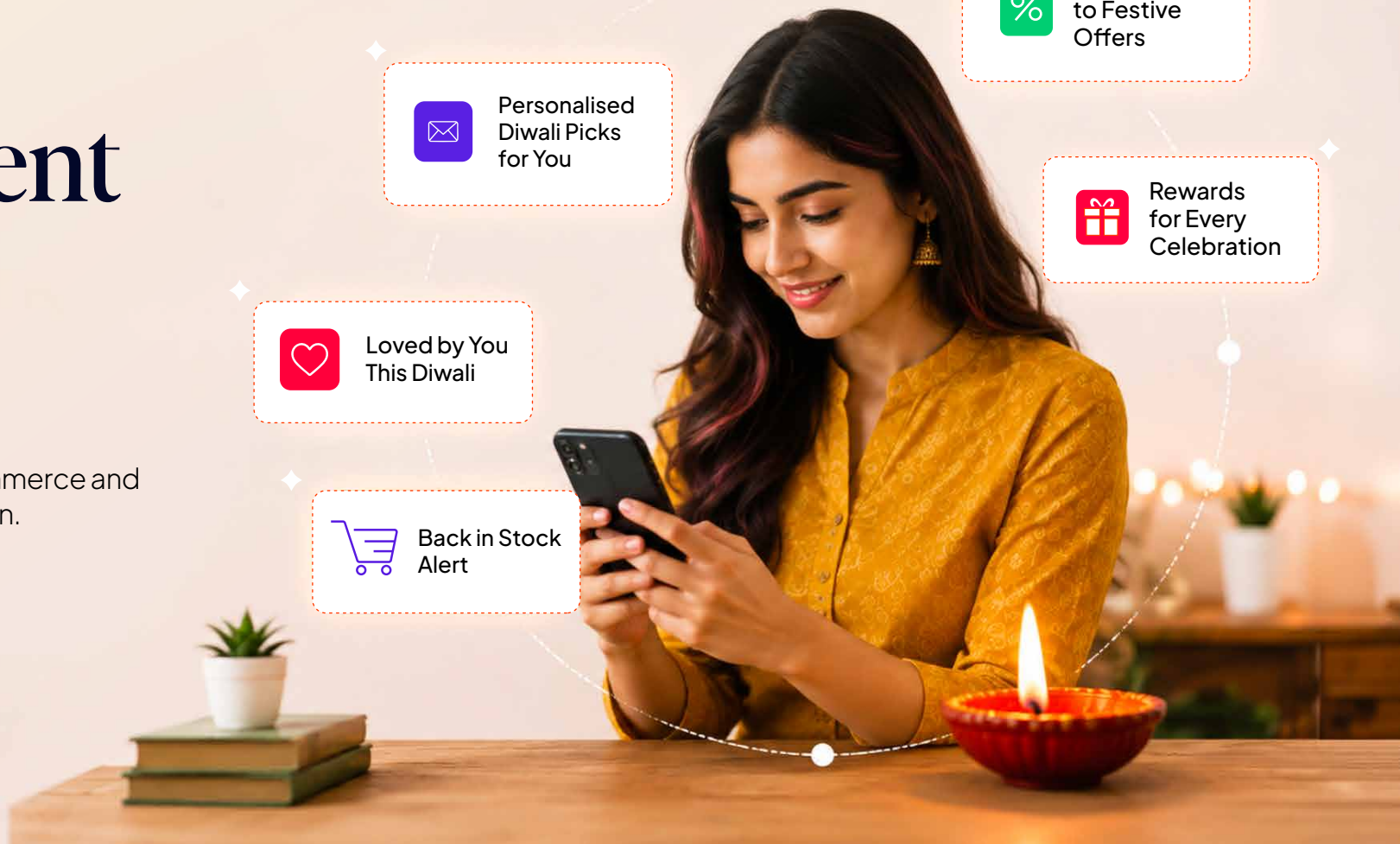
Personalised
Diwali Picks
for You



Early Access
to Festive
Offers



Rewards
for Every
Celebration



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The reflex is a discount.

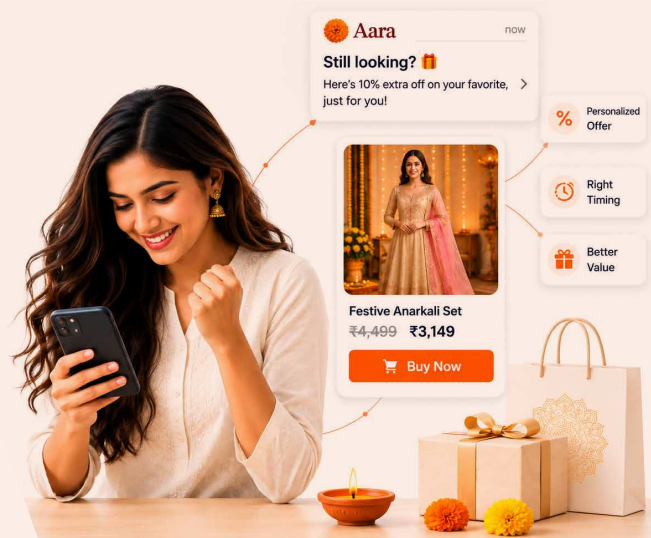
The opportunity is value.

Every Diwali begins with the same reflex: a bigger deal, a louder number. It feels safe, and everyone does it. But last season, customers rewarded value, relevance and convenience over the steepest price, and the brands that pulled ahead led with timing, personalization and experience, not markdowns.

The customer who didn't buy usually isn't after a lower price. They may not trust the product, have forgotten you, can't decide in time, or have no reason to return. A discount answers a question they aren't asking, and trains them to wait for a deeper cut. It is also the one lever anyone can match

within the hour. Far harder to copy is knowing the customer well enough to clear what stands in the way.

This playbook is built on that idea: five festive plays, each clearing one real block for one real customer through value, not price.



The festive customer is *growing up*

1 in 4

Festive shoppers are
new customers

Electronics still led, but the bigger story was the customer: more deliberate, drawn to value, less swayed by the steepest discount than a year ago.

Growth came from Bharat: Tier 2 and

2x

Annual transactions from customers
acquired in 2020

Tier 3 towns drove three-quarters of festive volume and most of the demand for Amazon, Flipkart and Meesho.

It is also maturing: festive brings around 1 in 4 new customers, and those onboarded in 2020 now show over 2x the

~2x YoY

Quick commerce
growth

annual transactions per customer (Bain and Flipkart, 2026).

Quick commerce roughly doubled. When the customer is this deliberate, engagement wins the season, not the loudest price.



03 . WHAT THE WINNING BRANDS DID LAST DIWALI

Almost none of it was about **being cheapest**

The brands that stood out shared a few moves, most with little to do with price.

- ✓ **They started early.** Amazon opened its Great Indian Festival on September 23 with early Prime access, building momentum before the noisiest window.
- ✓ **They led with emotion.** The campaigns that landed spoke to family, gifting and celebration first, the offer second.
- ✓ **They personalized in the customer's own language.** Meesho added eight regional languages alongside Hindi, reaching Tier 2 and Tier 3 first-time buyers through homepage personalization, regional creators and shoppertainment.
- ✓ **They ran an always-on festive journey.** Engaging across the whole lifecycle: before the festival, through peak days, and after.
- ✓ **They raised value without cutting price.** Curated gift sets, kits and bundles lifted perceived value instead of deepening the discount.
- ✓ **Where they discounted, they did it smartly.** Myntra paired flat MynCash cashback with sharp category offers to lift carts. Biba tied its Diwali offer to cart value, nudging toward a fuller basket. Both show promotion works when targeted, not blanket.
- ✓ **And used AI:** Brands used AI to deliver hyper-personalization, automate high-volume customer service, and optimize dynamic pricing through peak shopping spikes.

Sources: Amazon Great Indian Festival 2025 (business.amazon.in); Meesho vernacular & Tier 2/3 personalization (meesho.io, storyboard18.com); Myntra festive 2025 (instagram.com); Biba Diwali Collection 2025 & festive offer (biba.in).

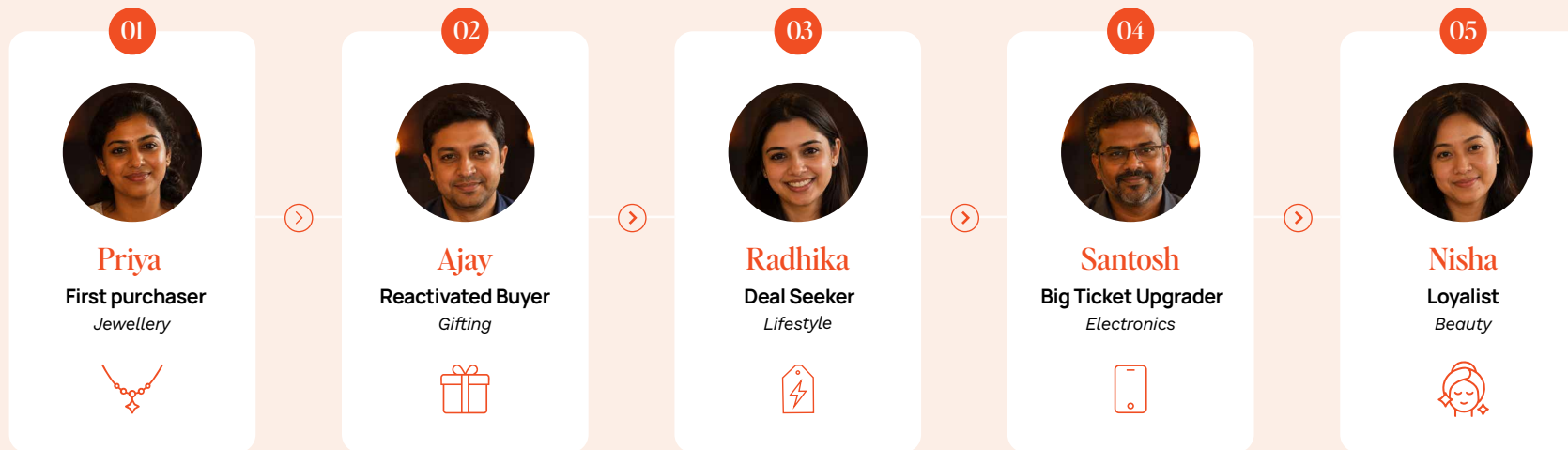


04. HOW TO READ THIS PLAYBOOK

One shape, **five moments**, your category

Every play uses the same frame, so you can lift it whole and drop your category inside. You meet a **real customer stuck on a real block**, the play that clears it, the lever doing the work, and the intelligence that runs it for thousands at once, reading what people do, not what they say.

The journey



You walk through five customers, each stuck at a different point, from a first purchase to a relationship that outlasts the sale.
Steal the shape, swap the story.

05 . FIRST PURCHASER · JEWELLERY



Priya wants her first gold, but the price **won't sit still**

What's holding her back?

Priya wants her first gold this Dhanteras but keeps leaving without buying. Three doubts hold her: a moving rate, uncertain purity, and no clear first pick. Every hour she waits, the price can move against her.

The festive play

Let her lock today's rate through the muhurat: a small advance holds the price while she decides. Pair it with the reassurance she needs, purity and buy-back proof, and one clear first pick.

Why it works?

What stands between Priya and her purchase isn't price, it is uncertainty. Certainty, not a discount, converts her.

The intelligence behind it

The Audience Agent builds a precision cohort from affinity and propensity signals: first-time buyers with a gold affinity and live intent. The rate-lock reaches only those ready to buy, then repeats for every Priya.

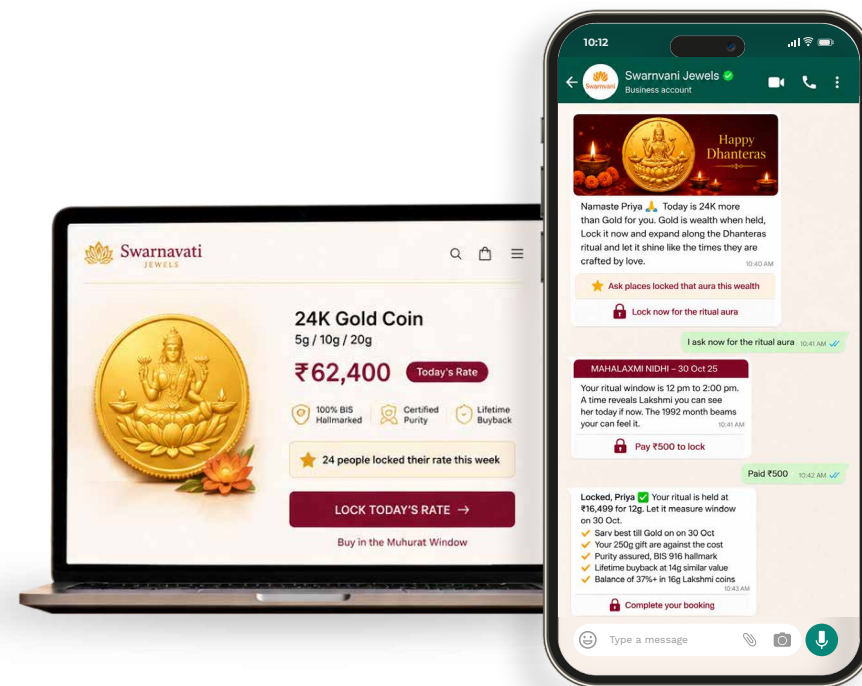
CHANNELS



Web Personalization



WhatsApp





Ajay gifted once, then went quiet

What's holding him back?

Ajay gifted once last Diwali, then went quiet. Gifting doesn't cross his mind until the occasion is on him, and by then he's rushed or misses it. His block is inertia, not price.

The festive play

Reach him ahead of the occasion with a re-entry from his own history, the category he gifted last Diwali, as a ready festive edit. The intelligence decides the moment, the channel, and whether to reach him at all, so it feels personal, not spam.

Why it works?

A well-timed reminder removes the effort of remembering and choosing, before the occasion, not during the rush. One re-entry beats ten blasts.

The intelligence behind it

The Decisioning Agent assembles Ajay's live profile before it acts: intent, fatigue index, decision memory. It fires only the nudge that moves him, on the channel he responds to, and stays silent when nothing clears the bar.

CHANNELS



Push



Email



WhatsApp



In-App



“

In gifting, the person paying and the person celebrating are never the same, so the brands that win are the ones that truly understand the gifter, their people, their occasions, and their worry about getting it right. Diwali rewards the brand that turns that understanding into the right nudge at the right moment, so the only thing the customer feels is the joy of giving.



Priyesh Neema

Co-Founder, IGP





Radhika's cart is full, but the clock **beats the deal**

What's holding her back?

Radhika has a cart full of festive outfits and a party in two days. She is comparing across a dozen tabs and second-guessing every pick. Her worry isn't price, it is whether the outfit arrives in time.

The festive play

Turn the email into a live fitting room. Her cart renders in the inbox: live stock on her sizes and a countdown pinned to the delivery cutoff, order now to have it before Diwali. She decides from the email, not ten tabs.

Why it works?

What moves Radhika is the fear of missing the moment, not a markdown. Certainty of delivery beats a few rupees off.

The intelligence behind it

This runs on merchandising triggers, not an agent. Live stock on her sizes and a delivery-cutoff countdown fire inside the AMP email and refresh every open. Built once, it stays live and accurate on its own, so Radhika sees true urgency, never a stale banner.

CHANNELS



AMP Email



Push



“

At festive scale, one storefront shown to everyone is a storefront built for no one. When the whole country shops in the same few weeks, the only honest way to serve that flood is to let the experience reshape itself around each customer. The brands that win Diwali are the ones where no two people are treated the same.



Abhijit Das,

Delhi Duty Free, Group Head -
Commercial Marketing & Strategic Projects





Santhosh buys the TV and stops there

What's holding him back?

Santhosh has a TV in his basket and checks out there. He doesn't know the soundbar, mount and install complete it, or that the fuller setup is the smarter buy. He stops at the floor because no one showed him what finishes the picture.

The festive play

He's bought the TV. Now fire the completion set: soundbar, mount and install as one package, made affordable with a card benefit and no-cost EMI. Framed as claiming, not upselling, he's finishing what he started.

Why it works?

He isn't spending for its own sake, he is finishing what he started. Framed as completion, the bigger basket becomes the obvious choice.

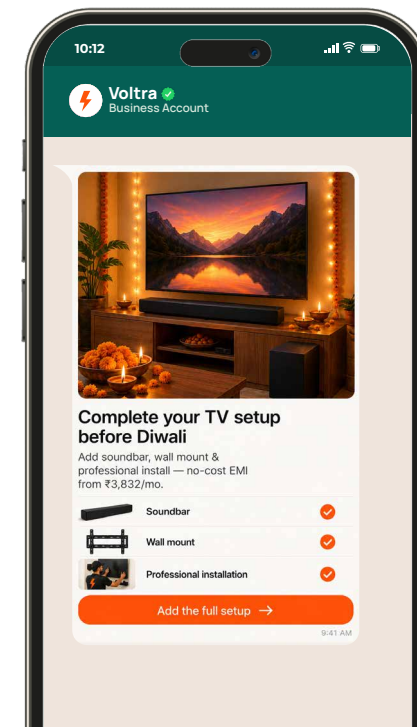
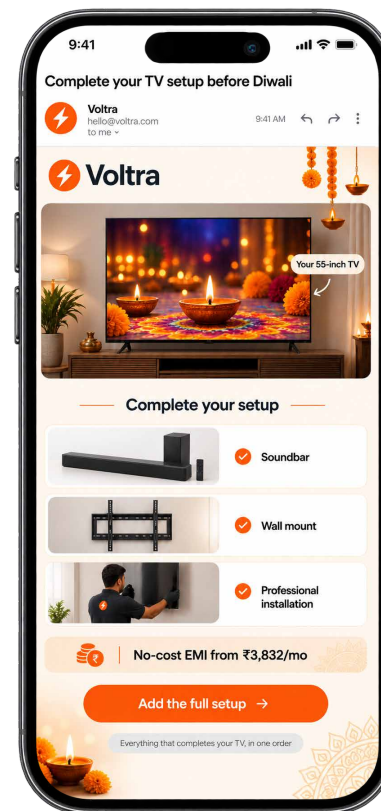
The intelligence behind it

A recommendation feature reads his last purchase, the TV, and surfaces what completes it, fired to email and WhatsApp at checkout. Anchored to what he actually bought, not a fixed list, that is what makes it an AOV play, not an upsell.

CHANNELS

Email

WhatsApp





Nisha bought once and vanished

What's holding her back?

Nisha bought a single lipstick over the festive season and vanished. No reason to return until it runs out, and nothing reminds her when it does. The classic one-time festive buyer.

The festive play

Reach Nisha before she goes quiet. At checkout, offer to auto-reorder her lipstick on her own schedule. Opt out, and a replenishment journey still catches her when she's due to run out.

Why it works?

Her block isn't dissatisfaction, it's forgetting. Both routes put "reorder now" at her fingertips just as the product runs low.

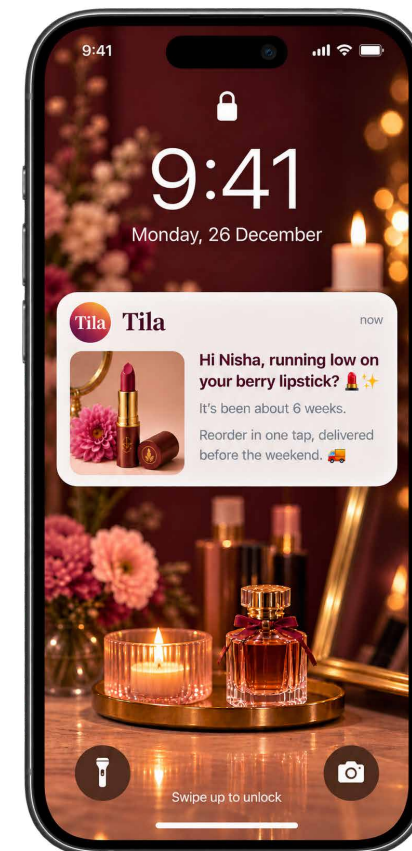
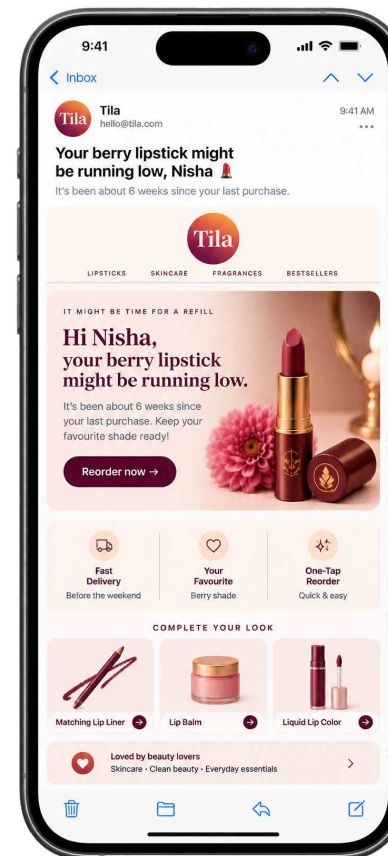
The intelligence behind it

Replenishment and repurchase-propensity models learn her rhythm and predict when she runs low, then fire the one-tap reorder for her and every lapsed buyer. A silent lapse becomes a timed return, not a 30-day blast.

CHANNELS

Email

Push



06. IN PRACTICE · LOYALTY

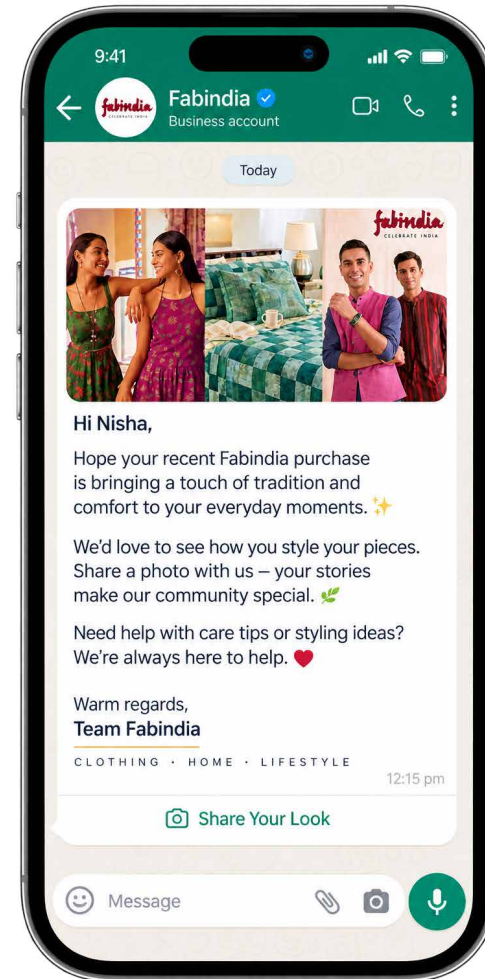
Fabindia treats the festive sale as a hello, not a goodbye

Nisha's play isn't hypothetical. Fabindia is proof. Instead of treating the festive rush as the finish line, it kept the conversation going after the first order. By putting Netcore's AI agents to work, Fabindia doubled its digital revenue and hit **9X ROI**: the Audience Agent spotted who was worth re-engaging, and automated journeys brought them back across WhatsApp, email and app push, reaching both registered buyers and anonymous browsers. The one-time festive buyer had a reason to return, and many did.



Steal this

The sale is where the relationship starts, not where it ends.



“

The festive customer no longer arrives for a one-off purchase. They come informed, compare quietly, and increasingly reward brands that give them a reason to stay, not just a reason to buy. Winning Diwali is about earning the choice at the moment of decision, then turning that choice into a relationship that lasts well beyond the festive season.



Karan Arora
Chief Digital Officer, FabIndia



07 . THE TWO QUESTIONS BEHIND EVERY PLAY

Reach them **now**, or wait?

The instinct is to send, to everyone, constantly. The first question is whether to speak at all, because the right person at the wrong moment gets you muted for the season.



Priya, now. Warm and browsing, the muhurat closing by the hour. **Waiting costs the sale.**



Ajay, now, but gently. One festive list and one reason to return, **not a far-off trigger.**



Radhika, now, and firmly Two days to the party, the flash clock real. Hesitation is the enemy, **not the price.**



Santhosh, at the decision moment. While the TV is still in view and the setup still **feels unfinished.**



Nisha, wait. She just bought and still has plenty, so messaging now is noise. Stay quiet until she's low, then reach her when a reorder helps. **Too early teaches her to ignore you.**

Four reached now for different reasons one deliberately left alone. **Knowing the difference is the whole game.**



THE TWO QUESTIONS BEHIND EVERY PLAY

What will actually **land**?

Deciding to reach someone is half of it. The same offer, worded the same for all five, would have failed all five. Each message is shaped to the block it clears.



Priya hears certainty. The locked rate and the purity proof, because her block is doubt, not desire.



Ajay hears his people. The names he gifted last year, not a discount, because his block is effort.



Radhika hears the clock and the shelf. Stock on her size and hours to delivery, because her block is second-guessing.



Santhosh hears completion. The setup that finishes the TV, because his block is not knowing what completes it.



Nisha hears it's time to restock. A one-tap reorder the moment her glow runs low, because her block is forgetting, not lacking a reason.

One engine, five messages, each written to a different reason for hesitating. **Personalization at festive speed.**



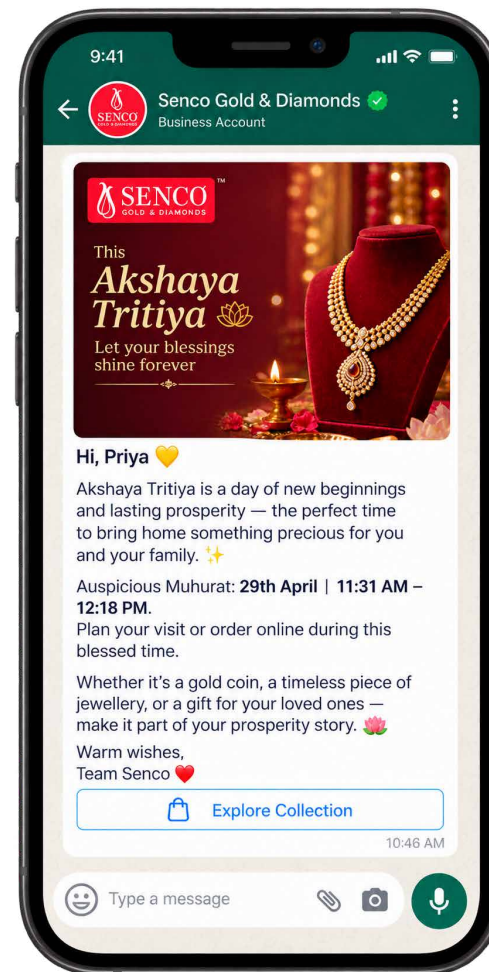
Senco Gold & Diamonds stopped shouting and started recognizing

Into the loudest weeks of the festive calendar, Senco did the opposite of what the season rewards. Instead of one blanket offer, it ran personalized, intent-led journeys, RCS and WhatsApp nudges shaped to each shopper and timed to the auspicious moment, not a mass SMS blast. The discount was ordinary; the recognition was not. It worked: **2X conversions** and over **5,000 store visits**, carrying people from an online browse all the way to the store counter.



Steal this

The message that converts already knows what the customer came for.



“

A jewellery brand is never chosen just once. It is chosen again at every wedding, every anniversary, every festival worth marking in gold. Diwali is where that relationship is either renewed or quietly lost. The brands that treat the festive buyer as the beginning of a lifetime of occasions, not a single transaction, are the ones a family keeps returning to.



Rajdeep Saha

Senior Executive -
Marketing and Measurements,
Senco Gold



Four ways festive campaigns **quietly** lose

Most festive misses aren't dramatic, just familiar habits that cost the most in the noisiest weeks.



Starting late

The busiest window is the loudest. Winners build momentum before it, with early access and pre-festive campaigns, not by shouting on peak day.



Treating everyone the same

Batch-and-blast converts worse and hurts you. Providers watch engagement, so blasting unengaged contacts drags down inbox placement for your whole list.



Chasing the sale, forgetting the customer

The festive buyer is worth more across the year than in one purchase. Stop at the transaction and you spend next Diwali winning the same person again.



Ignoring deliverability

Festive volumes spike, and sudden spikes trigger spam filters. Around 1 in 6 marketing emails already miss the inbox. Refresh data, warm up volume, and check authentication early.



Each is the shadow of a play here: start early, personalize, keep the relationship, and make sure the message arrives.

Sources: Email deliverability benchmark, Validity (via Adobe); holiday sending & volume ramp, Mailjet; seasonal deliverability 2026, thedatabaseproviders.com.



Clear the block, not the price



Look back at the five. Not one was won with a bigger discount. Each was stuck on something a price cut couldn't reach, and each was moved by value: **certainty, memory, delivery, completion, ownership.**



That is the whole idea. The customer is more deliberate than ever, and the advantage goes to the brand that **clears what is actually stopping them**



Behind all five, the same agents and journeys kept them coordinated, so the season ran as **one effort**, not a scramble of separate sends. The campaign stays the hero; the intelligence just makes sure every customer is reached at the **right moment** with the **right message**.



About Netcore

One platform

Multiple Channels

25+ years

6500+ Global Brands

Netcore, a global MarTech leader, empowers B2C brands to craft distinctive digital journeys through innovative acquisition, engagement, and retention solutions. Established in 1997 by Rajesh Jain, a visionary in the internet domain, Netcore pioneered AI/ML-driven marketing automation. Today, Netcore continues revolutionizing consumer interactions for marketing and product teams worldwide.

We champion 'Intelligent Customer Experience' for brands, facilitating seamless, personalized interactions across digital channels. As part of its continued innovation, Netcore has engineered Agentic AI—a first-of-its-kind collective of intelligent agents that think, decide, and execute like expert marketers. Anticipating the shift toward intelligent

automation early, Netcore has spent the last two years building Agentic AI to deliver autonomous personalization, campaign intelligence, and profitable growth at scale with unmatched efficiency.

In 2025, Netcore won the Google Cloud Business Applications Partner of the Year Award for Emerging Industry. Additionally, we secured 200+ badges and have been recognized as Leaders in 22 categories in G2's Spring 2025 report.

Headquartered in Mumbai, India, with offices throughout Southeast Asia, Europe, Africa, and the Americas, Netcore serves over 6,500 clients across 40 countries, delivering over 2 billion experiences every day - including 1 billion emails and 1.6 billion push notifications.



Brands that Trust Us



Scale up your Diwali campaigns this festive season

[Book a demo](#)



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