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## Patent Search

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### Inventor

Name	Address	Country
Dr. Shakeela Banu C	Associate Professor Faculty of Management Studies CMS Business School Jain (Deemed to be University)	India
V. Tharmalingam	Assistant Professor/Data Science, Malla Reddy College Of Engineering, Hyderabad,500100	India
Prof N L Mishra	Professor &Dean, Faculty of Arts, M G Gramodaya University Chitrakoot 485334	India
Dr.P.Suseela	Associate Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Mr. Enock. I	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Dr.J.Sathish Kumar	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai, pincode 600089	India
K.Anandhi	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Dr Mohd Asif Shah	Department of Economics, College of Business and Economics, Kebri Dehar University, Kebri Dehar, 250, Ethiopia.	Ethiopia
Dr.Thava Vara Lakshmi	Professor, Masters of Business Administration, Institute of Aeronautical Engineering, Dundigal, Hyderabad,500043	India
Dr Dharmendra Mehta Professor & Director	FMS PTJNIBM VU	India
Prof. Dr. Naveen Kumar Mehta	Dean- Academics, Professor & Head, Department of English, Sanchi University of Buddhist-Indic Studies, Sanchi, Raisen, MP 464661	India
Bhola Khan	Department of Economics, MJP Rohilkhand University	India

### Applicant

Name	Address	Country
Dr. Shakeela Banu C	Associate Professor Faculty of Management Studies CMS Business School Jain (Deemed to be University)	India
V. Tharmalingam	Assistant Professor/Data Science, Malla Reddy College Of Engineering, Hyderabad,500100	India
Prof N L Mishra	Professor &Dean, Faculty of Arts, M G Gramodaya University Chitrakoot 485334	India
Dr.P.Suseela	Associate Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Mr. Enock. I	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Dr.J.Sathish Kumar	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai, pincode 600089	India
K.Anandhi	Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Ramapuram, Chennai-600089	India
Dr Mohd Asif Shah	Department of Economics, College of Business and Economics, Kebri Dehar University, Kebri Dehar, 250, Ethiopia.	Ethiopia
Dr.Thavva Vara Lakshmi	Professor, Masters of Business Administration, Institute of Aeronautical Engineering, Dundigal, Hyderabad,500043	India
Dr Dharmendra Mehta Professor & Director	FMS PTJNIBM VU	India
Prof. Dr. Naveen Kumar Mehta	Dean- Academics, Professor & Head, Department of English, Sanchi University of Buddhist-Indic Studies, Sanchi, Raisen, MP 464661	India
Bhola Khan	Department of Economics, MJP Rohilkhand University	India

#### Abstract:

Machine Learning and Digital Marketing techniques for enhancing Fast-Moving Consumer Goods (FMCG) Brands in Developing Economies is the proposed invention. proposed invention focuses on understanding the enhancement of consumer goods products. The invention focuses on analyzing the parameters of Fast-Moving Co Goods (FMCG) brands in development of economies using algorithms of Machine Learning.

#### Complete Specification

Description:[0001] Background description includes information that may be useful in understanding the present invention. It is not an admission that any of the information provided herein is prior art or relevant to the presently claimed invention, or that any publication specifically or implicitly referenced is prior art.

[0002] Machine learning (ML) is a field of artificial intelligence (AI) that allows systems to learn and improve from experience without being explicitly programmed mathematical models of data to help a computer learn without direct instruction. Machine Learning provides machines the ability to automatically learn from data : experiences to identify patterns and make predictions with minimal human intervention.

[0003] A number of different types of FMCG product analysis systems that are known in the prior art. For example, the following patents are provided for their su teachings and are all incorporated by reference.

[0004] The Transformative Power of AI in Marketing FMCG: - This study examines the application of artificial intelligence (AI) in marketing fast-moving consumer g (FMCG). Through a comprehensive literature review, key findings and insights from relevant studies are synthesized. The findings reveal that AI-driven strategies, su word-of-mouth communication and personalized recommendations, significantly impact consumer behaviour and decision-making. AI enables advanced retail anal customer segmentation, and multichannel customer management, leading to enhanced FMCG marketing strategies. Additionally, the study highlights the importan ethical considerations, data privacy, and the integration of AI with traditional marketing channels. The research underscores the potential of AI in transforming the f marketing landscape, while emphasizing the need for ongoing research on consumer acceptance, performance evaluation, and long-term sustainability.

[0005] Digital marketing is the promotion of products and services to consumers using digital channels and electronic technologies. It can also be called online m: Digital marketing became popular in the 1990s with the widespread adoption of the internet. Some examples of digital marketing include: Instagram marketing. Cu

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