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 **CONNECTING WITH CONSUMERS IN A CONTACTLESS WORLD**  
June 30, 2020 By *Vikram Raman*   42



*Vikram Raman, VP - Marketing and E-commerce, Ariston Thermo India says that building new strategies will help in regaining all the losses and help sustain brands in the new digital, contactless world.*

The world has seen a digital boom over the last few years and especially so in consumer oriented industries due to the new age digital savvy consumer demographics and trends. Industries all across were, therefore, using the digital platforms as well as offline to appeal to the new consumer behavior. However, with the Covid-19 pandemic, industries and segments across the world have been impacted to great extents. The changes have led to a lot of businesses adapting their systems to adhere to the social