

	Tactic	Date of Coverage	Publication	Journalist name	Article name with hyperlink	Spokesperson
1	Video interview	August 24, 2018	Your Story	Vishal Krishna	Facebook live interaction with Vishal Krishna, Business Editor	Priya Kapadia
2	Start-up profiling	September 8 2018	The Better India	Rinchen Norbu Wangchuk	https://www.thebetterindia.com/159026/gorilla-fan-atomberg-iit-energy-efficient/	Team Atomberg
3	Authored article	September 23 2018	Business World	Poonam	Nurturing Innovations One Step At A Time Collectively -	Priya Kapadia
4	Authored article	October 13 2018	Entrepreneur India online	Ashika	Start it Up & Keep it Going with the Right Mentors -	Priya Kapadia
5	Brand profiling	October 31 2018	Firstpost	Sulekha Nair	Startups to focus on coconut farming in first edition of	Priya Kapadia
6	Video interview	November 4 2018	LinkedIn	Adith Charlie	https://www.linkedin.com/feed/update/urn:li:activity:6464517577703022592	Priya Kapadia
7	Brand profiling	November 20, 2018	New Indian Express	Pradeesh Chandran	Marico Foundation initiative to boost productivity of	Priya Kapadia
8	Brand profiling	November 23, 2018	Business Today	Aprajita Sharma	https://www.businesstoday.in/current/corporate/5-start-ups-where-marico-innovation-foundation-has-made-significant-impact/story/293960.html	Priya Kapadia
9	Pollachi article	November 5 2018	The Times of India	Vishnu	https://timesofindia.indiatimes.com/city/coimbatore/startups-huddle-to-formulate-solutions-for-coconut-farmers/articleshow/66944552.cms	Priya Kapadia
10	Pollachi article	December 20 2018	YourStory	Krishna Reddy	https://yourstory.com/2018/12/marico-innovation-startups-farmers/	Priya Kapadia
11	Pollachi article	December 21 2018	YourStory	Krishna Reddy	https://yourstory.com/2018/12/marico-innovation-foundation-rural/	Priya Kapadia
12	Coimbatore-Pollachi story	Jan 7 2019	The Hindu	Preetha Soundariya	https://www.thehindu.com/business/Industry/nurturing-innovation-in-the-agriculture-sector/article25926630.ece	Priya Kapadia and Kshitij from Occipital Tech
13	Brand profiling	Dec 21 2018	Inventiva	Team Inventiva	https://www.inventiva.co.in/2018/12/21/marico-innovation-foundation-is-leading-innovation-and-bringing-startups-and-farmers-together/	Press release pick
14	Brand profiling	Jan 8 2019	ET Prime	Debleena Majumdar	https://prime.economictimes.indiatimes.com/news/67429682/technology-startups/marico-is-the-new-incubator-the-fmcg-leader-offers-deep-operational-insights-to-help-startups-scale	Priya Kapadia, Neil D'souza, Safina Hussain, Nirlay Sheth
15	Brand profiling	Jan 10 2019	Dainik Jagarn	Om Tiwari	https://epaper.jagran.com/epaper/10-jan-2019-4-delhi-city-edition-delhi-city-page-5.html	Priya Kapadia
16	Brand profiling	Jan 14 2019	Financial Express	Banasree Purkayastha	https://www.financialexpress.com/industry/marico-innovation-foundation-mentoring-startups-the-marico-way/1442646/	Priya Kapadia
17	Authored article	February 4 '19	VC Circle	Archana	https://techcircle.vccircle.com/2019/02/04/sustainable-innovation-not-jugaad-is-key-to-entrepreneurship-in-india	Priya Kapadia

18	Authored article	January '19	India Inc		https://indiaincgroup.com/some-lessons-for-new-age-innovators-india-global-business/	Priya Kapadia
19	Authored article	February 11 '19	Ladies Who Lead	Aabha Bakaya	http://ladieswholead.in/blogs/knowledge-booth/how-innovative-women-are-moving-us-with-ideas-and-inspiration/	Priya Kapadia
20	Industry story	February 11 '19	Economic Times	Ratna Bhushan	https://economictimes.indiatimes.com/industry/cons-products/fmcb/not-just-cookies-britannia-to-help-bake-dreams-too/articleshow/67936152.cms	MIF mention
21	Authored article	February 28 '19	Sify News	Sairaj Iyer	http://www.sify.com/finance/start-up-diaries-how-mentorship-helped-this-innovative-water-conservation-firm-news-business-tc2vwggbhfafb.html	Rishi Sharma, Faclon Labs
22	Authored article	March 12 '19	Ladies Who Lead	Nikita	http://ladieswholead.in/blogs/features/the-road-to-entrepreneurship-and-self-fulfillment-are-intertwined/	Gayathri, Y-Cook
23	QnA	March 12 '19	Business World	Poonam	http://www.businessworld.in/article/We-Look-Forward-To-Closing-6-Scale-Up-Challenges-From-Our-Existing-Cohort-MIF/11-03-2019-168094/	Team MIF
24	Authored article	March 16 '19	Sify News	Sairaj Iyer	http://www.sify.com/finance/how-the-partnership-of-krishi-star-and-marico-innovation-helps-millions-of-farmers-news-business-tdqqGhcjaiheaj.html	Bryan Lee, Krishi Star
25	Industry story	March 23 '19	Yourstory	Shruti Kedia	https://yourstory.com/socialstory/2019/03/agritech-startups-india-farmers-nehd0gio9j	