

**ONLINE LECTURE ON**  
**“CHANGING PRIORITIES OF RESIDENTIAL, COMMERCIAL AND**  
**INDUSTRIAL MARKETS”**

**BY Mr. SATISH KAMAT ON 15<sup>th</sup> June, 2020**

Report

Resource Person details: Mr. Satish Kamat, President, Sricity, Chennai.

He focused on changing priorities of residential, commercial and industrial markets. He gave live examples of construction and recent trends in market .He also explained the importance of urban infrastructure, industrial buildings, warehousing, social and institutional. He gave information on impact of covid-19. He focused on technology in production, digitalization in production, augmented reality, simulated reality walkthrough, e-bidding ERF / tendering in marketing. He gave example of how Amazon is successful in this market. He concentrated on logistics and supply chain activities of industries. He spoke on customer relationship marketing (eg. Pre-purchase Purchase, post-purchase, e-mails, websites, call centres, databases, social media)

## Webinar Images

