



Delightful Consumer Experience

Organization Name: Hindustan Unilever Limited

Overview:

Positive hassle-free consumer experience that engages the consumer beyond the point of purchase.

Business Challenge:

Identifying a solution which can help in:

- 1. Intelligent Chatbot/Assisted Selling
- 2. Personalization: Browsing, Product, and Packaging
- 3. Connected Packaging/ Online-Offline Integration

