

End-to-End Martech Platform Modernization Using Adobe Experience Cloud

Digital Transformation in CPG Industry for one of
India's largest branded packaged foods business

CASE
STUDY



Client

The client is one of India's fastest-growing branded packaged foods businesses.

Client Situation

In 2021, the client had multiple CMS's, Commerce applications, Legacy Customer data hubs, and distinct brand-level digital marketing strategies.

Client Challenges

The client was facing major issues in advancing its digital transformation journey in the Martech space.

- Isolated content and data silos were leading to inefficiencies, duplicated efforts, and inconsistent messaging.
- The legacy CDH platform was poorly integrated with marketing and commerce, resulting in incomplete customer profiles and sub-optimal personalization.
- There were limited integration capabilities between the legacy CMS, commerce, and data platforms.
- A lack of centralized governance and fragmented access control further compounded operational challenges.
- Legacy systems struggled to scale and became performance bottlenecks with new data volumes and multiple touchpoints
- The client faced scalability challenges in adding new sites and commerce capabilities, causing delays in launches and innovation
- The CDH became a bottleneck in deriving real-time analytics related to customer behavior
- Brands struggled to ensure consistency in messaging and customer journeys due to distinct marketing strategies.
- Audience segmentation, attribution, and reporting were a challenge with disconnected data.
- Overall, the organization faced slow innovation, rising costs, and a fractured brand experience.

ITC Infotech Solution

ITC Infotech worked with the client on modernizing the Martech stack across Content, Commerce, and Data capabilities:

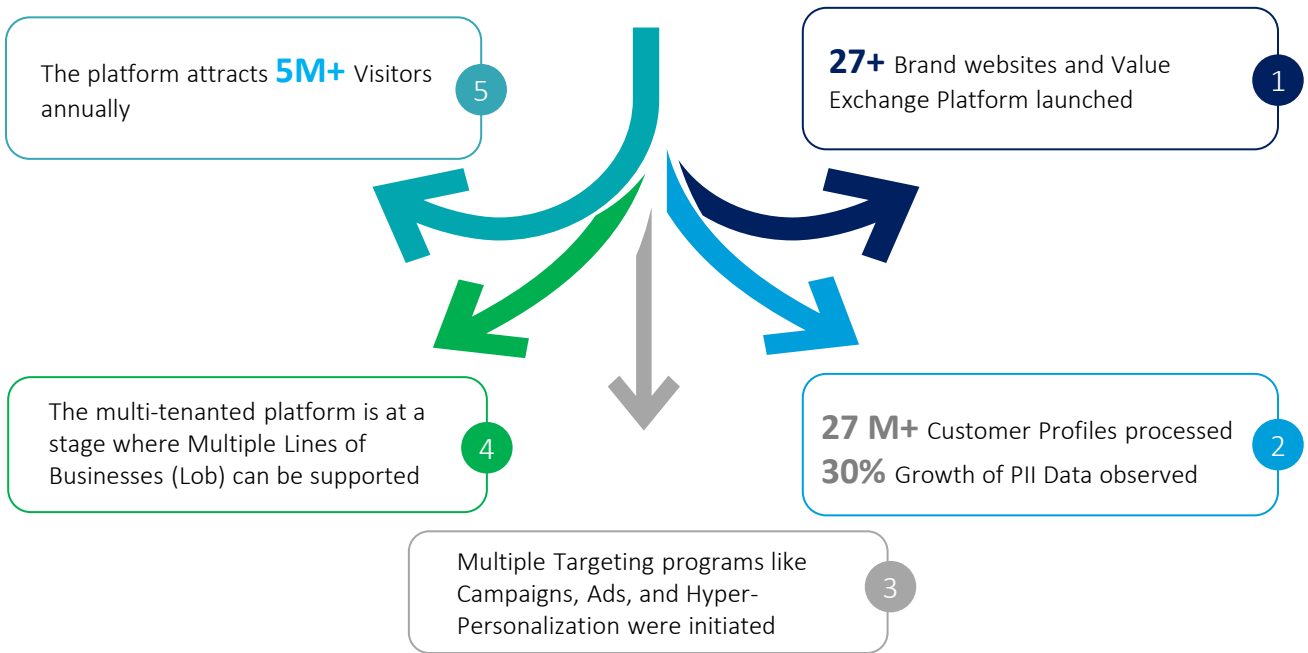
- 2022 – Commerce consolidation
 - Consolidated multiple platforms, including Shopify and ANS, into Adobe Commerce, implemented as a headless-first application from day one.
- 2023 – Initiation of Adobe AEM and Realtime Customer Data Platform (RT-CDP)
 - Five brand websites were transitioned to Adobe AEM ,
 - Enabled rich first-party data collection as the foundation for future personalization initiatives
- 2024 - Cross brand consolidation
 - An additional 15 brand websites were migrated to Adobe AEM
 - Positioned Adobe RT-CDP as the central data platform to unify profiles, enrich segmentation, and strengthen cross-brand intelligence
- 2025 – Platform at scale
 - Implemented Adobe AEM as a fully multi-tenanted platform supporting multiple brands and product portfolios.
 - Delivered 21 websites and 5 value exchange platforms, enabling accelerated rollouts, centralized governance, and a unified digital experience layer across brands.

Multiple Adobe products were used to modernize the client’s Martech stack, including Adobe Experience Manager, Adobe Commerce, and Adobe RT-CDP. A multi-tenant content platform was created to support multiple brands, products, and sub-categories.

All brand websites, mobile applications, and various data sources now feed into Adobe RT-CDP to provide a comprehensive 360° customer profile.

Results & Client Benefits

ITC Infotech is currently supporting the client on various Martech activities. Specific results and client benefits achieved are as follows:



ITC Infotech can help CPG companies in their Martech digital transformation journey leveraging Adobe technology. The successful example discussed is testimony to ITC Infotech’s CPG domain expertise and Adobe product competency and capability. For details about ITC Infotech CPG capabilities please refer: <https://www.itcinfotech.com/industries/consumer-packaged-goods/>

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