



CASE
STUDY

FROM FRAGMENTED PLATFORMS TO
**UNIFIED DIGITAL
EXPERIENCES**

How one of **India's fastest-growing food brands** transformed its Martech stack with **Adobe Experience Cloud** to achieve **consistency, scale,** and personalization across more than **27+ digital properties.**

AT A GLANCE

WHO

One of India's largest and fastest-growing branded packaged foods companies, managing multiple brand portfolios, aiming to unify digital experiences across content, commerce, and customer data platforms.

CORE PROBLEM

Isolated content and data silos, legacy systems that were unable to scale, and poor integration between CMS, commerce, and customer data hubs (CDHs)—leading to fragmented brand experiences, inefficiencies, rising costs, and sub-optimal personalization across touchpoints.

WHAT ITC INFOTECH DID

Led a four-year [AK1.1] Martech modernization initiative, unifying multiple CMSs and commerce platforms into Adobe Experience Cloud (AEC)—creating a fully multi-tenant platform that includes Adobe Experience Manager (AEM), Adobe Commerce, and Adobe Real-Time CDP.

IMPACT

Launched over 21+ brand websites [AK1.1] and 5+ value-exchange platforms, drawing more than 5 million annual visitors. Processed over 27 million unified customer profiles with a 30% increase in personally identifiable information (PII) data, enabling hyper-personalized campaigns and cross-brand insights at scale.

FROM PLATFORM CHAOS TO **DIGITAL ORCHESTRATION**

In 2021, a leading CPG brand faced a common yet crippling challenge: multiple CMSs, disconnected commerce applications scattered across Shopify and ANS Commerce, legacy CDHs operating in silos, and distinct brand-level digital marketing strategies that worked against each other rather than in harmony.

The result? Duplicated efforts, inconsistent messaging, incomplete customer profiles, slow innovation cycles, rising operational costs, and a fractured brand experience that failed to meet modern consumer expectations. Launching new sites took months. Real-time analytics were a bottleneck. Audience segmentation, attribution, and reporting were nearly impossible with disconnected data.

Infotech partnered with the client to flip this equation by consolidating fragmented systems into a unified, scalable, intelligent Martech stack powered by AEC. The ambition was clear: deliver seamless digital experiences across all brand touchpoints while building the data foundation for future-ready personalization and cross-brand intelligence.

How ITC Infotech engineered a unified Martech ecosystem

Commerce consolidation as the foundation: The transformation began in 2022 with the unification of e-commerce systems. Multiple platforms, including Shopify and ANS Commerce, were consolidated into Adobe Commerce, implemented as a headless-first application. This established the architectural blueprint for flexibility, speed, and scalability across all future digital properties.

Content and data platforms working in concert: In 2023, ITC Infotech initiated the rollout of AEM and Adobe Real-Time Customer Data Platform (RT-CDP). Five brand websites were transitioned to AEM as the unified content hub, while rich first-party data collection was enabled as the foundation for sophisticated personalization initiatives. This dual-track approach ensured that content and data evolved together rather than in isolation.

Cross-brand consolidation at scale: By 2024, the platform had matured significantly. An additional 15 brand websites were migrated to Adobe AEM, and Adobe RT-CDP was positioned as the central nervous system to unify customer profiles, enrich segmentation capabilities, and deliver cross-brand intelligence that had previously been impossible.

Multi-tenancy delivering exponential value: In 2025, the platform reached full maturity. AEM was implemented as a fully multi-tenanted architecture supporting multiple brands, product portfolios, and sub-categories. The result: 21+ brand websites and 5+ value-exchange platforms delivered through centralized governance and a unified digital experience layer that scales effortlessly across the entire brand ecosystem.

Enterprise architecture designed for CPG complexity: Under the surface, the solution integrates AEM for content orchestration, Adobe Commerce for headless commerce experiences, and Adobe RT-CDP for comprehensive 360° customer profiles. All brand websites, mobile applications, and data sources feed into RT-CDP in real time, creating the intelligence layer that powers personalized campaigns, targeted advertising, and journey orchestration at scale.

What the unified platform delivers across brands

Accelerated time-to-market: The multi-tenant platform architecture enables new brand sites and digital properties to launch in weeks rather than months. Centralized governance and reusable components eliminate duplicated effort while maintaining brand-specific customization where it matters.

360° customer intelligence: Every interaction—whether on brand websites, mobile apps, or value-exchange platforms—feeds into Adobe RT-CDP, creating unified customer profiles that span the entire brand portfolio. This comprehensive view enables marketers to understand cross-brand behavior, identify high-value segments, and orchestrate journeys that were previously invisible.

Personalization that scales: With more than 27 million customer profiles processed and 30% growth in PII, marketing teams now run sophisticated targeting programs including hyper-personalized campaigns, programmatic advertising, and dynamic content experiences tailored to individual preferences and behaviors across touchpoints.

Operational efficiency at scale: Centralized governance, shared component libraries, and unified workflows have dramatically reduced operational complexity. Multiple lines of business can now leverage the same platform infrastructure, accelerate innovation, control costs, and maintain consistent brand standards.

Data-driven decision making: Real-time analytics and attribution capabilities that were once bottlenecked by legacy CDHs now flow seamlessly. Marketing teams have visibility into customer behavior, campaign performance, and cross-brand insights that inform strategic decisions and optimize spend.

Redefining what is possible in CPG digital transformation

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- **Digital property velocity:** More than 27 brand websites & value-exchange platforms launched through a unified, multi-tenanted architecture.
- **Audience scale:** More than 5 million annual visitors engaging with brands across the digital ecosystem.
- **Unified intelligence:** More than 27 million customer profiles processed through Adobe RT-CDP, creating comprehensive 360° views across all touchpoints.
- **Marketing sophistication:** Multiple advanced targeting programs initiated—including hyper-personalized campaigns, programmatic advertising, and cross-brand journey orchestration.
- **Digital property velocity:** More than 27 brand websites & value-exchange platforms launched through a unified, multi-tenanted architecture.
- **Platform maturity:** Multi-tenanted infrastructure now supports multiple lines of business, enabling exponential scaling without proportional increases in complexity or cost.

Together, these outcomes represent more than incremental improvement. They mark a fundamental reset in how a major CPG brand orchestrates digital experiences. The transformation demonstrates that when content, commerce, and customer data platforms are properly unified through modern Martech architecture, brands can deliver consistency and personalization at scale while dramatically improving operational efficiency.

Setting the standard for Martech modernization in CPG

Through this comprehensive transformation, ITC Infotech has established a blueprint for how CPG brands should approach Martech modernization as a holistic ecosystem transformation where content, commerce, and customer data work in concert.

By consolidating fragmented systems into AEC's unified architecture, implementing multi-tenancy to maximize efficiency across brand portfolios, and establishing Adobe RT-CDP as the central intelligence layer, ITC Infotech helped this leading packaged food company move from platform chaos to digital orchestration. The result is a future-ready Martech foundation that delivers consistent, personalized experiences at scale while enabling the agility and intelligence required to compete in modern CPG markets.

For CPG companies navigating similar Martech complexity, ITC Infotech brings proven domain expertise in consumer goods, deep technical competency across the Adobe product ecosystem, and the ability to orchestrate multi-year transformations that deliver continuous business value at every stage.

LEARN MORE ABOUT ITC INFOTECH'S CPG CAPABILITIES

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About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

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