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# Kumarpura TIPS: Bringing Kumarpura Together

INDIRAH INDIBARA<sup>1</sup> | ARUNIMA SHAH<sup>1</sup>

<sup>1</sup> *Marketing Area, Indian Institute of Management Raipur, India*

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## Synopsis

The case 'Kumarpura TIPS: Bringing Kumarpura Together' talks about a small media company called 'Kumarpura TIPS' (KT) which started as a Facebook page and has grown into an important source of news and other content related to the geography and the community of Kumarpura (a fictitious town in Odisha, India). Kishore Kumar, the founder of the company is struggling to determine the right direction and positioning of the company, identify sustainable sources of revenue for the company, and expand the company beyond the city of Kumarpura – while maintaining his passion for contributing meaningfully to the growth of his hometown and ensuring relevance among the fans and followers. The case and the teaching note (TN) focus on identifying the frameworks for the next course of action for KT.

**Keywords:** Social media marketing, digital businesses, digital marketing, internet marketing, small business marketing

## RELATED PRODUCTS

1) *Teaching Note:* Product Number- CHIRP-42687-TN