



ECHOES OF THE 80'S & 90'S: PADMASHRI KAVITA KRISHNAMURTI SUBRAMANIAM'S CONTRIBUTION TO INDIAN ADVERTISING THROUGH ICONIC JINGLES

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Abstract

The 1980s and 1990s in India marked a transformative era in advertising, characterized by jingles that transcended their commercial purpose to become cultural touchstones. Central to this phenomenon was the mellifluous voice of Padmashri Kavita Krishnamurti Subramaniam, whose contributions created an indelible impact on the sonic landscape of the decade. This research paper explores the profound influence of Krishnamurti's jingles, which include unforgettable tunes for brands like Nirma, Cibaca, Zandu Baam, Ujala, Mysore Soap, Chutki, Roopam, Farex, and Shower to Shower, Amul. Through a detailed analysis of these jingles, the paper examines how her versatile voice not only enhanced brand recall but also wove together a tapestry of nostalgia that resonated across generations. By investigating the unique qualities of Krishnamurti's vocal artistry and the strategic integration of music in advertising, this study aims to elucidate the role of auditory branding in creating emotional connections and enduring memories. Revisiting these jingles provides a window into an era where music and marketing converged to create lasting cultural imprints, with Krishnamurti's voice as the harmonious thread that united diverse product narratives.

Keywords: Padmashri Kavita Krishnamurti Subramaniam, 1980s and 1990s, Indian advertising, Iconic jingles, Cultural impact, Brand nostalgia, Auditory branding.

PROBLEM STATEMENT

Despite the evolving landscape of advertising, there remains limited understanding of how auditory branding, particularly through jingles voiced by notable artists, impacts consumer behavior, brand recall, and cultural sentiment. While Kavita Krishnamurti Subramaniam's jingles became iconic in 1990s Indian advertising, encapsulating an era where music and marketing intertwined, the factors behind their enduring popularity and effectiveness are underexplored. This study seeks to address the gap by analyzing the unique role Krishnamurti's vocal artistry played in crafting memorable jingles that resonated across generations. By examining her work's contribution to emotional engagement, brand recall, and the strategic intersection of art and advertising, this research aims to provide insights into the lasting cultural and marketing influence of these jingles and their relevance in contemporary brand communication.

OBJECTIVES

1. To explore the collaborative process between Padmashri Kavita Krishnamurti Subramaniam and advertising agencies in the creation of memorable jingles, highlighting the synergy between vocal artistry and marketing strategies.
- 2.. To explore the impact of Padmashri Kavita Krishnamurti's jingles on shaping the cultural and emotional landscape of Indian advertising in the 1990s.

RESEARCH QUESTIONS

1. How did the collaboration between Kavita Krishnamurti Subramaniam and advertising agencies contribute to the crafting of jingles that effectively communicated brand messages and appealed to a wide audience?
2. In what ways have Kavita Krishnamurti's 1980s and 1990s influenced contemporary advertising practices, and how are these jingles perceived by newer generations of consumers?

INTRODUCTION

The 1980s and 1990s were a pivotal decade for Indian advertising, a time when the industry saw a significant shift towards creating emotionally engaging and memorable campaigns. Among the myriad voices that defined





this era, one stood out for its unique ability to capture the essence of brands and resonate deeply with audiences—Padmashri Kavita Krishnamurti Subramaniam. Known primarily for her illustrious career in playback singing, Krishnamurti brought her vocal prowess to the world of advertising, crafting jingles that became ingrained in the collective consciousness of a generation. This paper delves into the profound impact of Kavita Krishnamurti's jingles on Indian advertising in the 1990s. Her work for brands such as Nirma, Cibaca, Zandu Balm, Ujala, Mysore Soap, Chutki, Roopam, Farex, and Shower to Shower showcases a remarkable blend of musical talent and strategic marketing. These jingles did more than just promote products; they became emblematic of the cultural zeitgeist, turning simple advertisements into beloved auditory experiences. The introduction of Krishnamurti's voice into advertising signified a fusion of art and commerce, where each jingle was not only a marketing tool but also a piece of auditory art that evoked nostalgia and emotional connection. Her versatile voice brought a distinct character to each brand, enhancing recall and creating a lasting impact that has persisted long after the products themselves have evolved or disappeared. This study aims to explore the elements that made Krishnamurti's jingles so effective and memorable. By analyzing the structure, melody, and emotional appeal of these jingles, the research will shed light on the broader implications of auditory branding and its power to create lasting cultural imprints. In revisiting these iconic jingles, we gain insights into an era where music and marketing converged to craft narratives that continue to echo in the hearts and minds of consumers. As we embark on this exploration, it becomes evident that the success of these jingles lies not only in their catchy tunes but also in Krishnamurti's ability to infuse them with warmth, trust, and a touch of magic. Her contribution to Indian advertising is a testament to the enduring power of a well-crafted jingle, and this paper seeks to honor and understand that legacy.

REVIEW OF LITERATURE

The Review of Literature emphasizes the deep cultural significance of advertising jingles in India, spotlighting contributions from celebrated artists like Padma Shri awardee Kavita Krishnamurti Subramaniam. Through various studies and articles, this examination reveals jingles as powerful cultural expressions and influential marketing tools with enduring impact.

In an interview on Facebook, the celebrity playback singer Kavita Krishnamurti recalled the evolution of her jingle career, marking 'Amul Spray' in Tamil as her very first advertisement jingle. Known for her versatility, Kavita's jingles spanned numerous Indian languages, capturing diverse audiences with her melodic renditions. She discussed how she brought regional depth to her jingles, citing her work for the iconic 'Nirma Washing Powder' as an example. Kavita noted the song's widespread popularity and its adaptation into various regional languages, showcasing her linguistic adaptability and ability to connect across cultural barriers. She vividly described the tune's memorable line, "Poorab se surya uga, faila ujiyara," which she performed with vibrant inflections that resonated in every household. Kavita's reflections on jingle work emphasized the technical skills required to convey a product's appeal within short, catchy compositions. Each jingle, she explained, demanded an understanding of musical hooks and nuances suited to a brand's personality and language. This interview highlights Kavita's dedication to her craft and reveals how her proficiency in multiple languages added authenticity and richness to the advertising industry in the 1980s and 90s. (Desi Mirror, 2018) (Doordarshan Memories, 2021)

Music director Uttam Singh, known for his soulful compositions, shared a memorable first encounter with Kavita Krishnamurti in a studio setting, as he reflected on her extraordinary talent and linguistic prowess. Uttam Singh was captivated by her ability to seamlessly switch between languages during jingle recordings, a skill he observed firsthand when she recorded a single jingle in multiple languages. Impressed by her vocal agility, Singh remarked on how Kavita effortlessly retained the jingle's essence across linguistic shifts—a rare and remarkable skill that elevated her to the pinnacle of the jingle-singing realm. In his interview, Singh





praised Kavita's work ethic and adaptability, noting that she transformed each language variant of a jingle into a unique experience that felt authentic and culturally resonant. This early collaboration revealed to him that Kavita's multilingual expertise was not just a technical skill but a form of cultural artistry, enabling brands to bridge linguistic divides and appeal to India's diverse demographic. Singh's reflections underscore her remarkable contributions to the music and advertising industries, blending musical precision with cultural sensitivity in a way that few could emulate. (Dhupar 2023)

In an article by 'YourStory', Kavita Krishnamurti reflects on her storied career, from her early days in Bollywood to her initial work singing jingles. She recalls how these jingles provided her first industry break, allowing her to collaborate with musical greats such as Hemant Kumar and Manna Dey. Her iconic song "Hawa Hawaii" further solidified her position in Bollywood, yet it was her start with jingles that she attributes as instrumental in building her career. Through these early experiences, Krishnamurti highlights the evolving nature of music, from traditional forms to more commercial expressions, and her passion for bridging the two (Kashyaap, 2017).

In a study by Pooja and Utkarsh Jain, the authors explore the unique effectiveness of jingles in establishing brand awareness amid competitive markets. They emphasize that jingles serve as memorable, musical elements that enhance brand recall and consumer recognition. According to the authors, jingles create a distinct identity in consumers' minds, helping brands to stand out and sustain their image. Interestingly, the study found a correlation between jingle effectiveness and customers' income levels, suggesting that jingles play a pivotal role in advertising strategies tailored to diverse demographic segments (Jain, 2019).

The 'Mental Floss' article explores how jingles, first introduced in 1927, became iconic elements of Western popular culture. It highlights well-known jingles like "Nationwide is on your side," McDonald's "I'm lovin' it," and Ricola's "Riiicolaaa!" The article illustrates how these catchy tunes linger in listeners' minds, allowing brands to achieve strong recognition and create enduring connections with their audiences. This reflection on nostalgic and iconic jingles emphasizes their unique place in consumer memory and their influence over generations (Debczak, 2021).

Focusing on the Indian context, 'The Financial Express' delves into seven legendary Indian ad campaigns, featuring jingles from brands like Nirma, Amul, and Liril. These jingles, with their catchy tunes and relatable themes, became cultural phenomena. The article explains how these ads did more than promote products—they evoked nostalgia and connected with Indian audiences on an emotional level. By becoming cherished parts of Indian pop culture, these jingles demonstrate how ads can transcend their commercial intent and become memorable cultural elements (Lifestyle, 2023).

BuzzFeed's piece on 26 nostalgic Indian jingles examines how these tunes evoke strong emotions, resonating across generations. Jingles for brands like Nirma, Lifebuoy, and Vicco Vajradanti are celebrated for their lasting impact on popular culture. The article underscores how these jingles embedded themselves in the collective memory of Indian society, bridging gaps across age groups and backgrounds, ultimately leaving an indelible mark on audiences nationwide (Khan, 2022).

Similarly, 'BeatCurry' highlights 17 iconic advertisements with jingles that became cultural touchstones. Featuring classics such as Cadbury's "Kuch Khas Hai," Airtel's anthem by A.R. Rahman, and Amul's "Mero Gaam Kathaparey," the article celebrates the artistic contributions of luminaries like Shankar-Ehsaan-Loy, Jagjit Singh, and Zakir Hussain. These jingles not only resonated deeply with audiences but also played a significant role in shaping the advertising landscape, embedding nostalgia and artistry into Indian popular culture (Gupta).





'Pepper Content' provides an in-depth look at the evolution of Indian jingles in the 90s, a transformative era for Indian media. Jingles like "Hamara Bajaj," "Doodh Doodh," and "Yehi Hai Right Choice Baby" demonstrated the blend of storytelling and product promotion that defined Indian advertising during this period. The article reflects on how these jingles, with their creativity and relatability, contributed to brand recall and helped brands stand out amidst intense competition (Pepper, 2022).

An article from 'Das Writing Services' takes a nostalgic journey through some of the most memorable Indian ads from the 90s and early 2000s, showcasing campaigns like "Melody Khao Khud Jaan Jao" for Melody Toffee and "Daag Acche Hain" for Surf Excel. These ads combined memorable slogans with clever storytelling, skillfully balancing humor, emotion, and brand messaging. As the article explains, these iconic ads set a standard for impactful advertising in India, resonating deeply with audiences and leaving a lasting imprint on public memory (Das, 2023).

A feature in 'Rolling Stone India' explores the contributions of Rajeev Raja, a veteran in music branding, who selected ten timeless Indian ad jingles for his list. Highlighting jingles from Bajaj, Cadbury Dairy Milk, Nirma, and Titan, Raja explains how these tunes captured each brand's essence and resonated deeply with the public. Today, jingles have evolved into "sonic branding," aiming to create unique auditory identities that solidify brands' connections with their audience on a sensory level (Raja, 2023).

'ScoopWhoop' celebrates 20 Indian jingles that rival Bollywood songs in cultural significance. Memorable jingles such as Pepsi's "Ye Dil Maange More," Airtel's friendship anthem, and Vodafone's "You and I in This Beautiful World" are featured, underscoring how these tunes capture everyday emotions and make a strong connection with Indian audiences. The article emphasizes the beloved status of these jingles, noting their appeal across generations (Sahni, 2016).

Another article expands on the nostalgic and emotional resonance of Indian jingles, exploring classics like Vicco Vajradanti and Amul's "Doodh Hai Wonderful." These jingles, according to the piece, transcend their role as advertisements, embedding themselves in popular memory and forging a unique cultural identity through melody and relatable themes (Dessert, 2021)

Lastly, an Instagram page created by a fan named Bhavana from Bangalore celebrates Kavita Krishnamurti's legacy in Indian advertising jingles. The page highlights ten memorable jingles from the 1980s and 1990s that Krishnamurti contributed to, pairing each jingle with its corresponding advertisement. This initiative invites fans to reminisce about jingles that shaped their childhood, acknowledging Krishnamurti's influence on Indian pop culture and the enduring appeal of these advertisements (Bhavana, 2023), (Bagrecha, 2019)

Overall, the literature reviewed here illustrates the transformative power of jingles in both Indian and global advertising. Through melody and cultural relevance, jingles not only serve to promote brands but also connect with audiences on a personal level, embedding themselves into the fabric of popular culture.

RESEARCH GAP

While numerous studies explore the evolution of Indian advertising and the role of music in brand recall, there is limited research specifically examining the impact of prominent playback singers, like Padmashri Kavita Krishnamurti Subramaniam, on auditory branding and consumer sentiment. Despite her jingles' iconic status in the 1980s and 1990s, their contribution to shaping cultural memory, consumer behaviour, and advertising strategies has been largely overlooked. Additionally, the collaborative dynamics between Krishnamurti and advertising agencies, as well as the lasting legacy of her jingles on contemporary advertising, remain unexplored. This study aims to fill this gap by providing a focused analysis of Krishnamurti's vocal artistry in jingles, its unique qualities, and the ways her work influenced both immediate brand perception and enduring nostalgia within Indian consumer culture.





RESEARCH METHODOLOGY

To comprehensively explore Kavita Krishnamurti Subramaniam’s contribution to Indian advertising through her iconic jingles of the 1980s and 1990s, this research paper employed a mixed-methods approach, combining qualitative and quantitative research methodologies. This approach provided a holistic understanding of her impact on the advertising landscape.

- **Sample Collection:** Representative sample was collected of 12 Kavita Krishnamurti’s jingles from the 1990s for brands such as Nirma Detergent Powder, Cibaca Tooth Powder, Zandu Balm, Ujala Whitener, Mysore Detergent Soap, Chutki Pan Masala, Roopam Garments, Farex, Shower to Shower, Saundarya Sabun Nirma, Purab Se Surya Uga and Amul Spray Infant milk powder.

Table 1: List of selected 12 Jingles Sung by Padmashri Kavita Krishnamurti Subramaniam

| SN | Product Category | Brand |
|----|------------------------|---|
| 1 | Washing Powder | Nirma |
| 2 | Infant Milk Substitute | Amul Spray (Tamil) |
| 3 | Fabric Whitener | Ujala |
| 4 | Balm | Zandu |
| 5 | Literacy Campaign | Rashtriye Saksharta Abhiyan (Poorab Se Surya Uga) |
| 6 | Beauty Soap | Nirma |
| 7 | Tooth Powder | Cibaca |
| 8 | Readymade Garments | Roopam |
| 9 | Shower Powder | Shower To Shower |
| 10 | Baby Milk Powder | Farex |
| 11 | Detergent Soap | Mysore |
| 12 | Pan Masala | Chutki |

- Analyzed the jingles by identifying key elements such as rhythm, pitch, tone, and lyrical themes.
- **Interviews:** Conducted in-depth interviews with advertising professionals, music composers, who collaborated with Krishnamurti during the creation of these jingles.

AUDIENCE RECEPTION STUDIES

Collected information from individuals born in the 1980s and 1990s regarding advertisements featuring jingles sung by Kavita Krishnamurti.

ANALYSIS OF JINGLES

POORAB SE SURYA UGA

The jingle created for the Rashtriya Saksharta Abhiyan (National Literacy Mission) serves as an uplifting anthem that promotes the importance of literacy and education in India. With a theme centered around the imagery of the sun rising in the east, it symbolizes new beginnings, enlightenment, and the transformative power of knowledge. Kavita Krishnamurti’s vocal contribution brings immense depth to the jingle. Her expressive delivery, filled with sincerity and optimism, makes the message of hope and motivation resonate strongly with listeners. Kavita's warm, inviting tone connects effortlessly with a broad audience, including children, parents, and educators, making her performance both approachable and impactful.

Musically, the jingle is composed in Raag Bhatiyar, allowing Kavita to showcase her classical training through beautiful alankars like Murki, Khatka, Kan and Meend. Her rendition adds richness to the melody, creating an uplifting and memorable tune that resonates with listeners of all ages. The bright instrumentation supports this, enhancing the theme of hope and enthusiasm for education. The lyrics, delivered with Kavita’s emotive





touch, emphasize the transformative power of learning, portraying education as a pathway to a brighter future. Culturally relevant motifs in the jingle help to make it relatable for Indian audiences, embedding the message of the National Literacy Mission more deeply into the public consciousness.

Together, the jingle's melody, lyrics, and Kavita's exceptional vocal performance inspire a sense of community involvement and shared responsibility for literacy, fostering both individual and collective empowerment. With its catchy, memorable nature, the jingle has become a prominent tool in the national discourse on literacy, shaping public perception and encouraging educational progress across the country. Through her artistry, Kavita Krishnamurti has given this jingle a lasting legacy, ensuring its relevance and power in inspiring generations toward the goal of literacy for all.

CHUTKI PAN MASALA

Kavita Krishnamurti's captivating performance in the Chutki Pan Masala jingle transforms a simple advertisement into a memorable auditory experience, with her rich, melodious voice as the standout feature. The jingle promotes Chutki Pan Masala as a flavorful mouth freshener, playing on themes of pleasure and indulgence, and Kavita's vocal qualities capture this essence perfectly. Her voice, filled with warmth and charm, adds depth to the jingle, enhancing its sensory appeal and making the product more enticing for consumers. The melody draws inspiration from the romantic tune of "Kabhi Tu Chhaliya Lagta Hai," evoking a sense of nostalgia that instantly connects with listeners. This familiar, catchy tune, coupled with a repetitive structure and rhythmic phrasing, makes the jingle easy to remember and sing along with, which is essential in effective advertising.

Kavita's vocal delivery skillfully brings out the emotional tone of joy and excitement, aligning seamlessly with the product's indulgent theme. Her expressiveness and vocal nuances elevate the jingle beyond a typical commercial, making it an enjoyable listening experience that resonates deeply with audiences. Her inviting tone encourages a sense of connection with the product, making listeners envision the taste and pleasure of Chutki Pan Masala, thus enhancing their desire to try it. The vivid imagery in the lyrics complements Kavita's performance, creating a sensory experience that brings the product to life in the listener's mind.

The combination of Kavita's melodious voice and the familiar tune ensures the jingle's memorability, increasing brand recall and cementing Chutki Pan Masala in the minds of consumers. Her voice captures the essence of classic Bollywood singing, appealing to a broad demographic that spans both younger and older audiences who appreciate good music and flavorsome snacks. Kavita Krishnamurti's vocal talent is the core of this jingle's impact, blending music and messaging to evoke emotions, inspire action, and ultimately make the product desirable. Her contribution demonstrates the power of music in advertising, showcasing how a skilled vocalist can bring emotional depth and cultural appeal to a brand.

ZANDU BALM

Kavita Krishnamurti's vocal contribution to the Zandu Balm jingle is a masterclass in using music to communicate brand messaging effectively. Her performance underscores Zandu Balm's positioning as a reliable remedy for headaches and body aches, emphasizing themes of comfort, relief, and healing that resonate with consumers seeking quick solutions to common ailments. Her voice is clear, warm, and soothing, instantly conveying a sense of reassurance and building trust in the product's efficacy. Kavita's emotive delivery captures a tone of empathy, speaking directly to the audience and addressing their need for relief with a comforting touch. Her melodious, expressive style makes the jingle not only enjoyable but also memorable, as her singing embodies the relief associated with Zandu Balm. The musical elements of the jingle, including its catchy and repetitive melody, are expertly supported by Kavita's vocals, which make the tune easy to recall, ensuring that listeners can instrumentation further enhances her performance, creating a positive and hopeful





atmosphere that aligns perfectly with the product's promise of well-being. The lyrics emphasize Zandu Balm's effectiveness in providing quick relief, and important phrases are repeated to reinforce the product's benefits, ensuring that consumers can easily remember why Zandu Balm is their trusted choice.

Kavita Krishnamurti's soothing tone captures a relatable and empathetic appeal, encouraging listeners to feel understood and reassured in their discomfort, which fosters trust and positions Zandu Balm as a dependable solution. Her soothing voice in the form of humming makes the audience feel as though they're being spoken to directly, deepening the connection with the product. By tapping into the cultural trend of musical advertising in India, Kavita's performance situates Zandu Balm within a landscape where jingles were a powerful marketing tool, and her delivery solidifies Zandu Balm's place as a trusted brand for pain relief.

The impact of this jingle, with Kavita Krishnamurti's exceptional vocals at its core, lies in its memorability and widespread appeal. Her engaging style resonates with a broad audience of all ages who appreciate both the melody and the message of the jingle. This timeless jingle, featuring her voice, leaves a lasting impression, helping to solidify Zandu Balm as a go-to remedy for everyday discomfort. Through her talent, Kavita not only elevates the jingle's musicality but also effectively bridges the emotional connection with consumers, showcasing how music can serve as a powerful force in branding and consumer trust.

SHOWER TO SHOWER

Kavita Krishnamurti's contribution to the "Shower to Shower" jingle embodies the essence of freshness, confidence, and reliability that the talcum powder brand aims to deliver, especially in hot and humid climates. Her vocal performance, marked by clarity, warmth, and expressiveness, enriches the jingle's appeal, capturing the freshness that the product promises. Known for her melodious nuances, Kavita's light, airy melody creates an uplifting and refreshing atmosphere, perfectly aligning with the brand's image. By the time of this recording, Kavita had established herself as a prominent playback singer, and her involvement added a level of trust and credibility to the product, as her familiar and beloved voice drew consumers to the brand. Her enchanting tune and the upbeat, cheerful instrumentation work in harmony to make the jingle memorable, while her skillful repetition of key phrases about freshness and confidence reinforces the brand's promise. Kavita's joyful and relatable tone resonates emotionally with consumers, suggesting that "Shower to Shower" enhances daily life, fostering empathy and trust. Set against the cultural backdrop of India's jingles era, her contribution helped position the brand as a trusted choice for freshness, extending the jingle's reach and appeal across diverse demographics. Kavita's ability to create a memorable and enjoyable listening experience makes this jingle not only effective in advertising but also a standout piece that continues to resonate with consumers.

NIRMA WASHING POWDER

Padmashri Kavita Krishnamurti's contribution to the Nirma Washing Powder jingle exemplifies her exceptional singing skills and their profound impact on brand messaging. Her voice, characterized by clarity and warmth, creates a friendly and inviting atmosphere, making the product feel accessible and trustworthy to homemakers and families. Kavita's lively and cheerful delivery infuses the jingle with energy and positivity, enhancing emotional engagement and helping listeners form a lasting connection with the product. Notably, her adept use of traditional vocal techniques such as gamak, murki, khatka, and meend adds intricate nuances to her performance, enriching the jingle's melodic appeal and making it more memorable. The simple, beautiful melody, paired with upbeat and light instrumentation, complements her expressive singing, ensuring that key benefits of Nirma—affordability, effectiveness, and cleanliness—resonate strongly with the audience. Her relatable portrayal of the lyrics emphasizes everyday experiences, reinforcing brand identity through repetition of phrases like "WASHING POWDER NIRMA" and capturing the rising middle-class consciousness of the time. Released in 1982, the jingle became iconic and widely recognized, often hummed by consumers, leading to Nirma's rise as the top-selling detergent powder in India by 1985. Kavita's distinctive





voice and engaging performance not only popularized the jingle but also solidified Nirma's position as a trusted companion in daily life, demonstrating the power of music in advertising and its ability to foster enduring emotional connections.

CIBACA TOOTH POWDER

Kavita Krishnamurti's contribution to the Cibaca Tooth Powder jingle significantly enhanced its popularity and effectiveness as a marketing tool. Her lively and engaging vocal delivery showcases her ability to connect with the audience through expressive singing, reflecting the positivity associated with dental care. Trained in classical and Rabindra Sangeet, Kavita infused every note with her melodious voice, employing her diverse singing styles to create a catchy and memorable jingle. The simple and repetitive melody, combined with cheerful instrumentation, aligned perfectly with the product's image, making it easy for consumers to recall. The straightforward lyrics emphasized key benefits such as freshness, whiteness, and overall dental health, with Kavita's upbeat tone reinforcing the message and creating a positive brand image. Released during a time when catchy jingles dominated Indian advertising, her performance positioned Cibaca as a trusted choice among consumers, resulting in increased brand recall and enduring resonance in the minds of audiences even today.

NIRMA BEAUTY SOAP

Kavita Krishnamurti's contribution to the Nirma beauty soap jingle is a key factor in its success and memorability, showcasing her exceptional vocal attributes and artistic influence. Her clear and warm tone conveys trust and reliability, essential for personal care products, while her dynamic range adds an engaging quality that makes the jingle lively and appealing. The upbeat and catchy melody, designed for easy recall, paired with bright and cheerful instrumentation, enhances the uplifting message of the soap, evoking freshness and beauty. Kavita's warm delivery fosters a sense of familiarity and comfort among homemakers and families, aligning perfectly with the growing awareness of beauty and hygiene in households at the time. The repetitive hooks in the lyrics effectively reinforce brand recall, making it easier for consumers to remember and identify Sundarya Sabun. By positioning the product as a blend of quality and affordability, Kavita's performance not only distinguishes Sundarya Sabun Nirma from competitors but also solidifies its status as a beloved choice among consumers. Her expressive delivery transforms the jingle into a powerful marketing tool, underscoring the lasting impact of her artistry in shaping brand identity and consumer preferences within the cultural fabric of Indian advertising. Even decades later, people born in the 1980s still sing this jingle, and DJs often play its catchy tune, reflecting its enduring popularity. The jingle was widely broadcast on television from 1997 to 2009, further solidifying its place in the hearts of consumers and contributing to its legacy in Indian advertising.

FAREX

Padmashri Kavita Krishnamurti Subramaniam's contributions to the jingles for Farex Infant Milk Powder is pivotal in establishing their effectiveness and memorability. Her singing talent shines through in her ability to deliver soft, soothing melodies that evoke warmth and care, crucial for marketing products aimed at infants. The light and gentle instrumentation, often enhanced by traditional elements, aligns beautifully with her vocal delivery, creating a calming atmosphere that resonates with parents. Kavita's proficiency in multiple languages, broadens her appeal and ensures that the jingles connect deeply with diverse audiences. Her expressive performance style adds an emotional depth, fostering trust and reliability in the products. By employing catchy, repetitive lyrics, she reinforces brand messages while her engaging delivery transforms these jingles into memorable marketing tools. Overall, Kavita's unique vocal qualities and artistic influence significantly elevate the cultural relevance of these jingles, ensuring their lasting impact in the realm of advertising.





MYSORE DETERGENT SOAP

Padmashri Kavita Krishnamurti's contribution to the jingle for Mysore Detergent Soap, a very old and trusted brand, significantly enhances its appeal and effectiveness in conveying the product's message. The jingle features an enchanting tune that reflects the brand's longstanding heritage, making it instantly recognizable and easy for consumers to recall. Kavita's clear and expressive vocal delivery even in the early years of her career, embodies the qualities of trust and reliability, essential for a product associated with household cleaning. Her ability to convey warmth and familiarity resonates particularly well with homemakers, creating an emotional connection that reinforces brand loyalty. The lyrics of the jingle, which highlight the soap's cleaning power and gentle nature, are complemented by her dynamic vocal range, allowing for a lively and engaging performance that captivates listeners. Furthermore, her proficiency in various languages, coupled with her emotive singing style, makes the jingle appealing to a broad audience, transcending regional barriers. Overall, Kavita Krishnamurti's artistic influence transforms the Mysore Detergent Soap jingle into a memorable and effective marketing tool, solidifying the brand's identity and enhancing its connection with consumers over the years.

AMUL SPRAY

The Amul Spray Infant Milk Substitute advertising jingles sung by Padmashri Kavita Krishnamurti Subramaniam in Tamil represent a significant milestone in her career, marking her first foray into Tamil-language jingles. These jingles are exemplary pieces of marketing in the infant nutrition sector, effectively blending musicality with a strong brand message. The jingles feature a simple, catchy melody that resonates with listeners, particularly parents, making them easy to remember and sing along with. The instrumentation is light and cheerful, often incorporating traditional Tamil instruments, which enhances the cultural appeal and connects with the local audience. Kavita's vocal performance is characterized by a warm and nurturing tone, perfectly suited to convey the care and love associated with feeding infants. Her ability to infuse emotion into her singing establishes a heartfelt connection with parents, reassuring them of the product's safety and reliability. The lyrics emphasize the nutritional benefits of Amul Spray, focusing on growth and health, while the use of the Tamil language makes the message relatable and accessible, reinforcing Amul's commitment to serving diverse communities across India. This strategic positioning as a trusted brand for infant nutrition is powerfully communicated through culturally resonant and emotionally engaging content. The impact of these jingles is profound, contributing to their memorability and ensuring that Amul remains top-of-mind for parents seeking infant nutrition solutions. By targeting parents with a nurturing message in their native language, the jingles broaden audience reach, fostering brand loyalty and encouraging repeat purchases. Overall, the Amul Spray Infant Milk Substitute jingles not only highlight Kavita Krishnamurti's artistic talent and versatility but also establish a significant connection between the brand and its consumers, cementing her role in the cultural landscape of Indian advertising.

ROOPAM GARMENTS

The Roopam Ready-Made Garments and Woolens advertisement jingle, sung by Padmashri Kavita Krishnamurti, is a quintessential example of how her vocal artistry elevates brand messaging and consumer connection. Kavita's lively and engaging delivery, characterized by her warm tone, makes the jingle feel personal and relatable, effectively conveying the joy and satisfaction associated with wearing quality garments. Her expressive singing captures the essence of comfort and style, aligning perfectly with the brand's focus on offering fashionable yet practical clothing. Additionally, Kavita's expertise in every genre and style of singing allows her to infuse the jingle with a versatility that enhances its appeal across diverse audiences. The attractive and upbeat tune, combined with engaging instrumentation, not only enhances the jingle's memorability but also reflects the cultural context of the era, where such jingles were vital for brand





recognition. Kavita's performance, infused with emotion, fosters a sense of trust among consumers, encouraging brand loyalty and making Roopam a go-to choice for ready-made garments and woollens. Overall, her contribution significantly enriches the advertisement, reinforcing Roopam's identity in the competitive clothing market and ensuring its lasting impact on the audience.

UJALA FABRIC WHITENER

The Ujala Fabric Whitener advertisement jingle, sung by Padmashri Kavita Krishnamurti, exemplifies how her vocal prowess enhances brand messaging and consumer engagement. Kavita's energetic and friendly vocal delivery infuses the jingle with a sense of trust and positivity, effectively conveying the joy and satisfaction associated with using Ujala to achieve brighter, cleaner clothes. Her expressive singing style captures the essence of the product's promise, making the message relatable to consumers seeking effective fabric care solutions. The beautiful composition complemented by bright instrumentation, amplifies the jingle's memorability, ensuring it resonates with a broad audience, particularly homemakers and families. Kavita's ability to adapt her expertise across various genres, languages and styles adds a layer of versatility, making her performance even more impactful. Overall, her contribution significantly enriches the advertisement, reinforcing Ujala's identity in the fabric care market and fostering brand loyalty through an engaging and uplifting narrative.

LIMITATIONS

1. Sample Size: The study's reliance on a limited sample of jingles and brands might not capture the full spectrum of Krishnamurti's contributions.
2. Geographical Focus: The research primarily focuses on the Indian market, limiting the exploration of her jingles' impact on international advertising.
3. Time Constraints: The study is retrospective, relying on available historical data and consumer memories, which may be subject to recall bias.
4. Evolving Market Dynamics: Changes in advertising trends and consumer behavior over the decades might affect the contemporary relevance of the findings.

CONCLUSION

This paper is a comprehensive exploration of Kavita Krishnamurti Subramaniam's impact on Indian advertising through her iconic jingles of the 1990s. It effectively delves into the unique role her voice played in shaping auditory branding and creating nostalgia in Indian culture. The structured objectives, including examining her collaborative process with advertising agencies and assessing the jingles' long-term legacy, provide a clear research framework. The study's mixed-methods approach, including content analysis, case studies, and interviews, strengthens its findings, while the research gap emphasizes the limited attention previously given to her contributions in advertising. Through a meticulous review of literature on jingles, Indian advertising, and auditory branding, the study situates itself within the broader conversation on music's influence on brand recall and consumer behavior. The discussion highlights how Krishnamurti's emotive vocal qualities made her jingles not just memorable but culturally resonant, adding value to brands like Nirma, Cibaca, and Ujala. The paper also acknowledges its limitations, such as sample size and geographical focus, while offering recommendations for future research that could expand upon these insights. Overall, the paper illustrates how Krishnamurti's work bridged the gap between art and commerce, embedding her jingles in Indian popular culture and leaving a lasting legacy in advertising.

FURTHER SCOPE OF STUDY

Future research could expand the analysis of Kavita Krishnamurti's jingles by including a wider range of brands and campaigns, thereby providing a more comprehensive picture of her overall impact on Indian





advertising. Additionally, comparative studies across international markets could yield valuable insights into cross-cultural advertising dynamics, revealing how her jingles may resonate beyond Indian audiences. As technology and media platforms have significantly evolved, investigating their role in transforming both the creation and reception of jingles could offer fresh, contemporary perspectives. Moreover, conducting longitudinal studies on consumer behavior in response to jingles would deepen our understanding of the long-term effects of auditory branding. An interdisciplinary approach, integrating insights from psychology, sociology, and cultural studies, would further enrich the analysis by highlighting the emotional and cultural dimensions of advertising jingles, underscoring their role in shaping collective memory and brand identity.

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