

Together

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UNION BUDGET 2021-22
Spl. Issue

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THIS ISSUE

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"The total financial impact of all Aatmanirbhar Bharat packages, including measures taken by RBI, was about ₹27.1 lakh crore, more than 13% of GDP."

Finance Minister Nirmala Sitharaman

UNION BUDGET 2021-22

A post-pandemic growth-oriented budget

THE EDIT PAGE
Issues & Insights



One of the most distressing years 2020, marked the year of a deadly pandemic that drastically impacted health, businesses & communities across the globe. India was poised to become a \$5 trillion economy, in the next 5 years, but this pandemic has taken India decades back in its growth trajectory. Further, as per the recent National Statistic Office, 1st advance national income data- the real GDP of India is estimated to contract by 7.7% in the current fiscal year. Apart from de-growth in the economy, widening fiscal deficit & high inflation have also caused severe strike on the economy in the past year.

'There is hope after despair & many suns after darkness'- as is evidenced by the pre-budget Economic Survey's projection of 11% growth in real GDP for 2021. Furthermore, to salvage the battered economy from the corona virus carnage, the union Finance minister, Mrs. Nirmala Sitharaman, unveiled the Union budget 2021-22, in the parliament, on 1st of this month. This post-pandemic budget, which is prioritizing on growth revival is unique in the sense that, it was delivered in paperless/ electronic form, for the first time, following the COVID-19 protocol. There was no physical printing of voluminous budget documents. Instead, a new 'Union Budget Mobile App' was launched, for hassle-free access to all budget documents.

Laying a vision for AtmaNirbhar Bharat, the Hon'ble Finance Minister has rested the budget proposals on six pillars – health & wellbeing, capital & infrastructure, inclusive development for aspirational India, reinvigorating human capital, innovation and R&D, & minimum government - maximum governance. With an aim to provide the impetus for growth revival, the Budget has largely focused on

key areas such as healthcare, infrastructure boost, MSMEs support & skill development.

On the direct tax landscape, various proposals such as setting up the Dispute Resolution Committee, relief to senior citizens, faceless tax processes, pre-filling of returns etc., have been added to simplify the tax administration. Furthermore, in line with the objectives as envisioned in the pillars, measures for attracting foreign investment to the infrastructure sector, affordable housing, tax incentives to IFSC & start-ups have also been announced. The indirect tax front has proposals for rationalizing the customs duty provisions by revising its structure & sector-specific changes in the customs duty rates.

Overall, against the backdrop of the fiscal constraints within which the Finance Minister had to operate, the measures announced seem to be in the right direction. Every adversity creates an opportunity to innovate & grow. The government has responded proactively & strategically, to move on from the present crisis period to a post crisis future. But the need right now is- Forward thinking & replanning, a high degree of creativity & willingness to embrace new technologies & new opportunities created by COVID-19. India can do better on many fronts & now we have to!

usha@imis.ac.in

MANAGEMENT

QUIZ- 43

MANAGEMENT
QUIZ NO. - 43

Task Ahead...



1. Which company that owns the consumer & kitchen appliances brands Pigeon and Gilma is currently in the capital markets with an IPO?
2. Which Indian company has made an announcement that it is making an entry into the paints business with a large investment as a part of its diversification plan?
3. On the day BSE Sensex crossed 50,000 for the first time, the person who coined the term Sensex for the BSE Sensitive Index has started following this handle. Most market watchers know. Name him.
4. Aishwarya Rai has invested Rs 5 Cr in this start-up. In which sector does this operate?
5. A new Mutual Fund Asset Management Co. has come up. It was earlier running Portfolio Mgmt. Schemes for PF Trusts. It is having its first NFO with a debt scheme. Name it.
6. Which well-known apparel brands are owned by the US-based Kontoor brands?
7. In which country Electric car sales exceeded all other car sales in the year 2020, an indication of things to come?
8. Elon Musk has announced a 100 Million \$ prize for best technology towards a particular problem. What technology has he named?
9. Why has there been surge in demand for jackets and clothing of well known delivery companies in Netherlands leading to some sites even freezing their sales?
10. Why has Alphabet decided to shut the Loon project that was aimed at providing internet connectivity in remote areas?

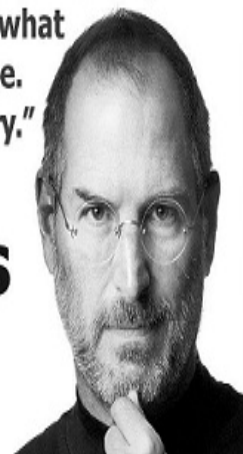
Answers to Management Quiz No.42
(Together, Nov. - Dec. 2020, Vol.9, No. 103)

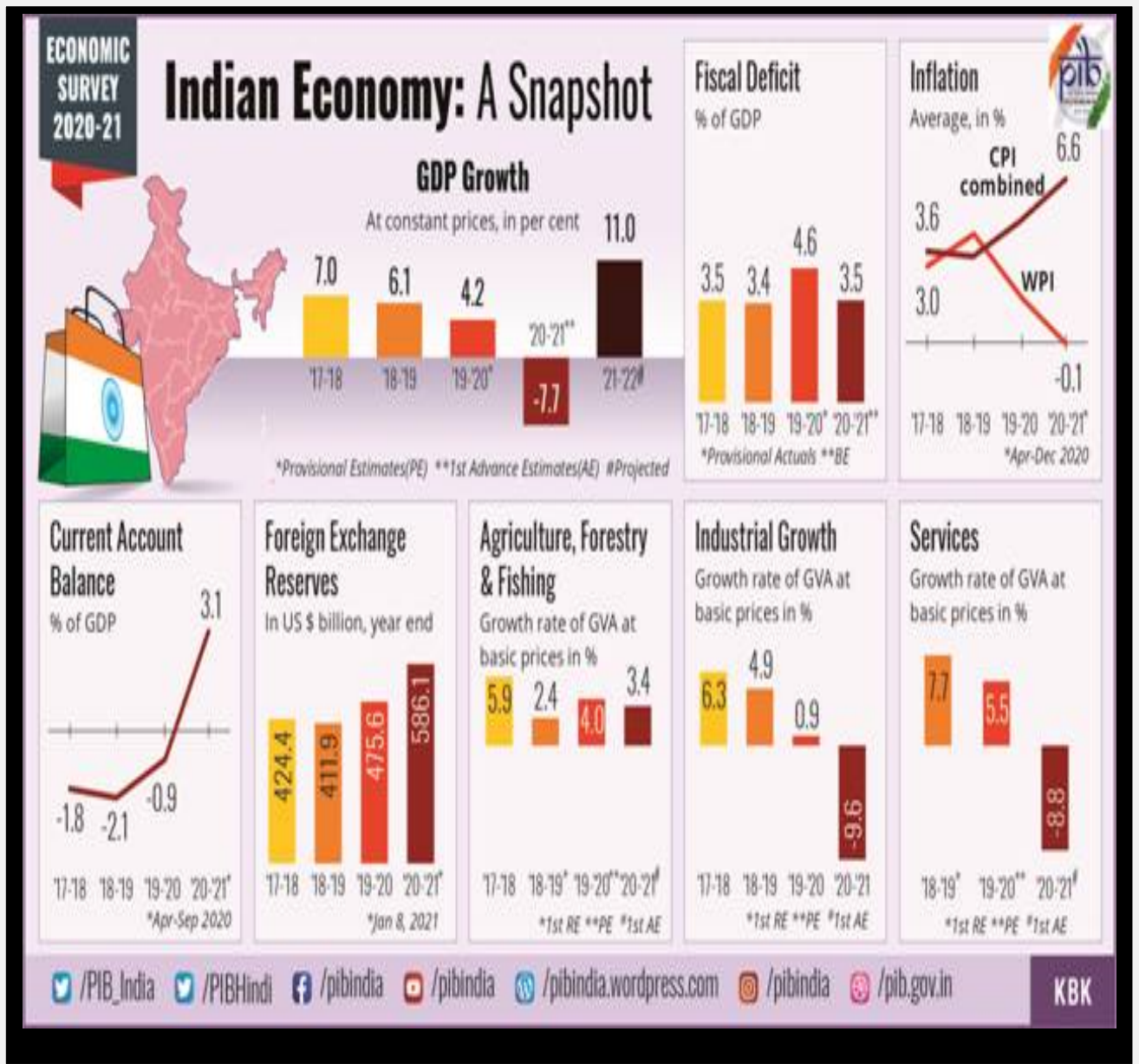
1. Viability Gap Funding (VGF) Scheme
2. Nokia & Vodafone Foundation
3. Wipo
4. Microsoft
5. Aro
6. BSNL
7. Google
8. Women Self Help Groups
9. Qatar Airways
10. Equitas Small Finance Bank.

Students are required to send answers to Management Quiz No. 43 to the Email: usha@imis.ac.in, latest by 10th March 2021, to win prizes, for all correct answers.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

Steve Jobs
1955-2011





Union Budget 2021

Highlights



Six pillars of Budget 2021-22:

- Health and well-being
- Physical and financial capital and infra
- Inclusive development
- Human capital
- Innovation and R&D
- Minimum government, maximum governance

NIRMALA SITHARAMAN
Minister of Finance of India



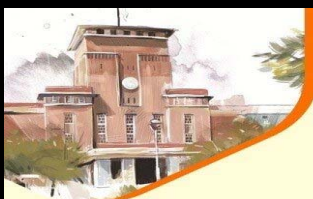
Union Budget 2021-22

Health and Wellbeing Expenditure

in ₹ crore



#AatmaNirbharBharatKaBudget



#AatmaNirbharBharatKaBudget

Reinvigorating Human Capital

BUDGET
2021-22

- 15,000+ schools will be qualitatively strengthened to include all components of the National Education Policy
- Setting-up of Higher Education Commission of India.
- Create formal umbrella structures to facilitate enhanced synergy between research institutes, universities & colleges supported by the government.
- Set up a Central University in Leh.
- Unit cost expenditure for setting up Eklavya Model Residential Schools in tribal areas increased from ₹20 cr to ₹38 cr and ₹48 cr in hilly & difficult areas
- Post-Matric Scholarship Scheme revamped for the welfare of SCs.
- ₹35,219 cr allotted for 6 yrs to benefit 4 cr SC students





INFRASTRUCTURE

1/2

- National Infrastructure Pipeline (NIP) now expanded to 7,400 projects
- It will require a major increase in funding both from the government and the financial sector

Three steps are proposed to be undertaken to achieve this:

1. CREATION OF INSTITUTIONAL STRUCTURES: INFRASTRUCTURE FINANCING

- A Bill to set up a Development Financial Institution (DFI)
- With Provision of ₹ 20,000 crore

BUDGET For MSMES 2021

- MSME Allocation Doubled this Year from Previous Year.
- Government Allocated to MSMEs Rs 15,700 crore.



BUDGET SPEECH

The Pneumococcal Vaccine, a Made in India product, presently limited to only five States, will be rolled out across the country



Health R&D

India's research and development expenditure on health formed 0.01% of its GDP in FY2020-21, the lowest share among nations tracked by the World Health Organization. India's health R&D to GDP ratio was similar to countries such as Namibia, the Philippines and Sri Lanka

Source: WHO, Union Budget



Happy to see the huge boost in healthcare spending. The allocation of over ₹35,000 cr. for COVID-19 vaccination is promising

Kiran Mazumdar Shaw, executive chairperson, Biocon



Removing Restrictions on Doing Business (1/2)



Limited Liability Partnership (LLP) Act, 2008 to be decriminalised

Definition of Small Companies amended by increasing thresholds:

- For paid-up capital from "not exceeding Rs 50 Lakh" to "not exceeding Rs 2 crore"
- For turnover from "not exceeding Rs 2 crore" to "not exceeding Rs 20 crore"

Removing restrictions on One Person Companies relating to paid up capital and turnover

SKILLING INDIA



- To amend the Apprenticeship Act with a view to enhance apprenticeship opportunities for our youth.
- To realign the existing scheme of National Apprenticeship Training Scheme (NATS) with an outlay of ₹ 3000 crore for providing post- education apprenticeship, training of graduates and diploma holders in Engineering.
- An initiative is underway, in partnership with the United Arab Emirates (UAE), to benchmark skill qualifications, assessment, and certification, accompanied by the deployment of certified workforce.
- To have a collaborative Training Inter Training Programme (TITP) between India and Japan to transfer Japanese industrial and vocational skills

in the Union Budget '21-22

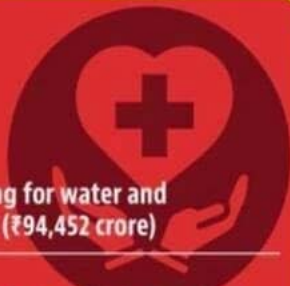
The highlights from finance minister Nirmala Sitharaman's budget that sought to get India back on the road to recovery after the Covid-19 challenge while not taking the foot off the growth accelerator

HEALTH, WELL-BEING

₹2,23,846cr

Spends planned for health and well-being, including for water and sanitation schemes. This is up 137% from last fiscal (₹94,452 crore)

₹35,000 cr Of this has been set aside for Covid-19 vaccines alone, which can buy over billion doses



NOMINAL GDP GROWTH

14.4%

Projected rate of growth for India's nominal gross domestic product (GDP) for the next financial year for budget calculations compared to the 15.4% projected by the Economic Survey tabled in Parliament on Friday

The GDP growth projection for the 2021-22 fiscal is among the most important figures and it is the reflection of the speed at which the government expects the economy to recover



BORROWING FROM MARKET

₹9,67,708cr

The amount government has said it will borrow from the market through G-Sec and treasury bills to fund its deficit in the 2021-22 fiscal. Market borrowings for the current financial year was raised to ₹12,73,788 crore as against the Budget Estimate of ₹5,35,870 crore — this is an increase of 137%



FISCAL DEFICIT

6.8%

The proportion of the GDP the government estimates will be the fiscal deficit in FY22

9.5%

The fiscal deficit estimated for FY21, because of the rise in expenditure on account of the Covid-19 pandemic and moderation in revenue during this fiscal year



FDI IN INSURANCE

74%

The government's proposal to increase foreign direct investment (FDI) limit in the insurance sector and allow foreign ownership and control with safeguards. This was earlier capped at 49%. Experts said this would attract greater capital inflow from abroad to help enhance insurance penetration in the country



AGRICULTURAL CESS

₹30,000cr

The amount expected to be raised through imposition of Agriculture Infrastructure and Development Cess (AIDC) of ₹2.5 per litre on petrol and ₹4 per litre on diesel. However, this hike is likely not to add any burden on to the consumer because the 2021-22 Union Budget has also proposed the reduction of basic customs duty on these items

MSMEs SECTOR

₹15,700 cr

The amount that has been set aside by the government for the upcoming financial year for the Micro, Small and Medium Enterprises (MSME) sector.

This is more than double the budget estimated allocation in the financial year 2020-21 — ₹7,572.20 crore. Meanwhile, the revised estimate for FY21 for the second is ₹5,664.22 crore

Tax Announcements

- ITR filers increased to 6.48 crore in 2020 from 3.31 cr in 2014
- Serious tax offences of concealment of income of over Rs 50 lakh can be reopened after 10 years
- Tax forms to come pre-filled with details of capital gains, dividend income and interest income
- Notified infrastructure debt funds to be eligible to raise tax-efficient zero-coupon bonds
- GST to be made smoother by removing anomalies



NEW CENTRALLY SPONSORED SCHEME:

PM Aatmanirbhar Swasth Bharat Yojana



Outlay
₹ **64,180 crore**
over 6 years

NEWS 18
creative

AIM

To develop capacities of healthcare systems

Develop institutions for detection and cure of new and emerging diseases

SWACHH BHARAT, SWASTH BHARAT

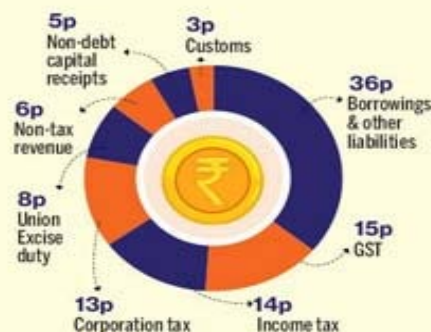


- The Urban Swachh Bharat Mission 2.0 will be implemented with a total financial allocation of ₹1,41,678 crore over a period of 5 years from 2021-2026.
- The main interventions envisaged under the scheme are:
 1. Complete faecal sludge management and waste water treatment,
 2. Source segregation of garbage,
 3. Reduction in single-use plastic,
 4. Reduction in air pollution by effectively managing waste from construction-and-demolition activities and
 5. Bio-remediation of all legacy dump sites

BUDGET 2021: HERE'S HOW GOVT WILL RAISE AND SPEND MONEY

In Budget '21, 51% of finances will come from borrowings and GST collections while interest payments, State's share of taxes and central sector schemes will account for bulk of the expenditure in 2021-22

WHERE RUPEE COMES FROM



WHERE RUPEE IS SPENT



UNION BUDGET 2021-22 REACTIONS

Dr. Akhil Shahani, MD, Shahani Group


A letdown budget like never before:
P Chidambaram




“The budget had some welcome initiatives, like collaboration with UAE & Japan, adding more rural schools, and strengthening the national apprenticeship programme. However, I believe that a lot more could have been done to build India’s education sector as per the goals set out by National Education Policy (NEP 2020).”

Dr. Akhil Shahani,
Managing Director,
Thadomal Shahani Centre for Management,
Shahani Group and
A&K Careers


Hersh Shah, CEO, Institute of Risk Management



Overall, the budget shows the government’s commitment towards developing a robust education ecosystem that is in harmony with sustainable development and a self-reliant India.

Hersh Shah,
CEO,
India Affiliate of Institute of Risk Management

Vijay Thandani, Co-founder NIIT University



“The Union budget 2021 carries a positive message for the Education sector. It provides an active effect to the National Education Policy 2020 (NEP), by setting up a strong framework of Higher Education Commission (HEC).”

Vijay Thandani,
VC and MD, NIIT Ltd and
Co-founder NIIT University

Daviendra Narang, Director, Jaipuria Institute of management

Forget putting cash in the hands of people, Modi Govt plans to handover India’s assets to his crony capitalist friends.

~Rahul Gandhi




“From the point of view of higher education, I welcome the move to promote academic collaboration with foreign educational institutions, as proposed in the annexure 5 of the budget.”

Prof. Daviendra Narang,
Director,
Jaipuria Institute of Management,
Ghaziabad



[FPI want dividend tax issue sorted out in budget](#)

Business Standard 15 January 2021

Foreign portfolio investors have reached out to government re-examine laws that deal with withholding tax on dividends in light of uncertainty over the quantum to be levied on such investors, and market observers believe the government might correct this in the upcoming union budget. Last year union budget had created an uncertain regarding the quantum of tax to be withheld on dividends paid to non-residents.

[CBDT relaxes fee cap requirement for off-shore funds](#)

Business Standard 16 January 2021

The Central Board of Direct Taxes has relaxed the requirement of remunerating fund managers of certain off-shore fund because of the amendment of Rule 10V for availing the special taxation scheme under section 9A. The section for a special taxation regime in respect of certain off-shore funds in the context of their fund manages being located in India.

[Market Ahead, January 18: Top factors that could guide markets this week](#)

Business Standard 18 January 2021

While benchmark indices scaled fresh record highs in the last week, high volatility and weak global cues dented the sentiment on Friday, leading to a massive selloff in stocks. However, both Sensex and Nifty managed to gain around half a per cent for the week.

[Indigo Paints or Home First Finance, which IPO is a safe investment bet?](#)

Business Standard 20 January 2021

Investors are spoilt for choice as companies are flocking the primary market to materialize their listing plans to cash in on the boom in the secondary market. January, especially, is proving to be a busy month as the IPO of Indian Railway Finance Corporation (IRFC) closed for subscription today

The proposals in the Budget will further strengthen the sankalp of Nation First, Doubling Farmer's Income, Strong Infrastructure, Healthy India, Good Governance, Opportunities for Youth, Education for All, Women Empowerment, and Inclusive Development, among others.



NALCO to buy back Rs 749-cr shares

Economic Times 28 January 2021

"NALCO has made an offer for buyback of its equity shares for an amount up to Rs 749 crore. As the promoter, Gol has decided to participate in the buyback to the extent that Gol equity remains at least 51 per cent," Pandey tweeted.

Income Tax refunds worth Rs 1.81 lakh crore issued so far in FY21

Economic Times 27 January 2021

NEW DELHI: The Income Tax Department on Wednesday said it has issued over Rs 1.81 lakh crore worth refunds to more than 1.74 crore taxpayers so far this fiscal year. Of this, personal income tax refunds of Rs 62,231 crore have been issued to over 1.71 crore taxpayers and corporate tax refunds of Rs 1.19 lakh crore have been issued in 2.12 lakh cases..

What is off Budget financing and why everyone wants to know about it this time

Economic Times 26 January 2021

Off-budget financing refers to expenditure that's not funded through the budget. For instance, the government may set up a special purpose vehicle (SPV) to borrow money for a particular task such as to construct a bridge. Since the loan is not taken directly by the govt, it does not reflect in the budget document.

Maruti Suzuki posts 26% rise in Q3 profit at Rs 1,997 crore; revenue up 13%

Business Standard 28 January 2021

Auto major Maruti Suzuki, on Thursday, reported a 25.8 per cent year-on-year growth in consolidated profit at Rs 1,996.7 crore for the December quarter of FY21 (Q3FY21) while revenue rose 13.26 per cent to Rs 23,471.3 crore. In comparison, the company had posted revenue of Rs 20,721.8 crore and profit of Rs 1,586.9 crore in the corresponding quarter of last year.



Axis Bank's net profit drops 36% in Q3 due to higher provisions Business Standard 27 January

Private lender Axis Bank reported a 36 per cent decline in net profit at Rs 1,117 crore in the December quarter (Q3) of financial year 2020-21 (FY21), compared with Rs 1,757 crore a year ago, due to higher provisions. Reported numbers were below the Street's estimate of Rs 1,500 crore. Axis Bank stock was the worst performer among the BSE Sensex components, down 4.05 per cent on Wednesday's trade.

ITC, HDFC Bank and six other Sensex stocks scale fresh 52-week highs Business Standard 29 January

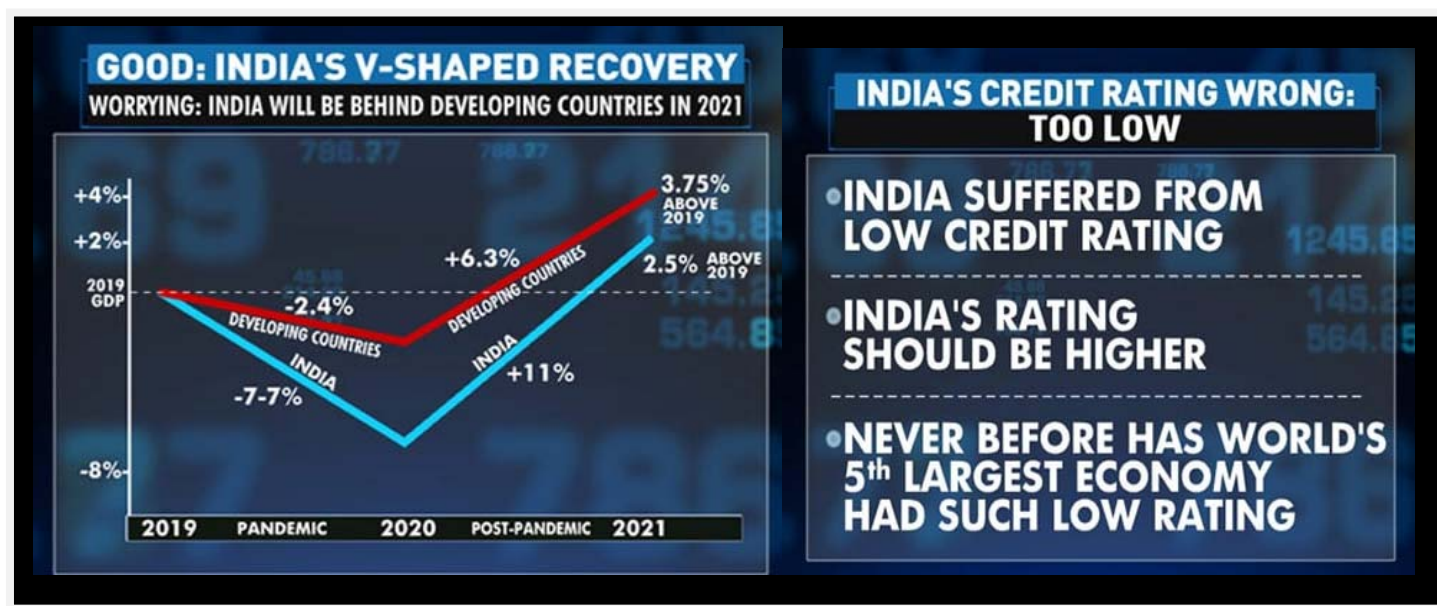
Shares of State Bank of Bank (SBI), ITC, Larsen & Toubro (L&T), UltraTech Cement, HDFC Bank, ICICI Bank, Bajaj Auto, and Bajaj Finserv were among the eight stocks from the 30-share S&P BSE Sensex hitting their respective 52-week highs on Tuesday, as the Indian markets extended their historic Budget-day rally and surged as much as 3 per cent in intra-day deals.

Union Budget 2021: 10 things individual taxpayers should know Times of India February 1

This year's Budget lays focus on the seven pillars for reviving the economy - Health and Wellbeing, Physical and Financial Capital and Infrastructure, Inclusive Development for Aspirational India, Reinvigorating Human Capital, Innovation and R&D, and Minimum Government Maximum Governance. Several regulations around the securities market are proposed to be merged as a single code. Several direct taxes and indirect taxes amendments were also proposed.

RBI unveils risk-based audit guidelines for select NBFCs, urban co-op banks Business Standard February 3 2021

The RBI unveiled the risk-based internal audit (RBIA) system for select non-bank lenders and urban co-operative banks, to enhance the quality and effectiveness of their internal audit system. All the deposit-taking non-banking financial companies and the ones with an asset size of over Rs 5,000 crore, and urban co-operatives banks (UCBs) with assets of over Rs 500 crore will have to migrate to the new system.



Millions of defaults threaten microfinance's future in Covid-hit India **Business Standard February 3 2021**

In February 2020, unaware the coronavirus pandemic was about to wipe out her livelihood, Arpita Das borrowed \$2,300 to buy materials and equipment for her family fishing business in West Bengal, India. A few weeks later, demand for her prawns collapsed, leaving her unable to make the \$180 monthly repayments to two microlenders.

PNB expects Rs 3,800 cr recovery from Bhushan Power resolution: CEO **Business Standard February 7 2021**

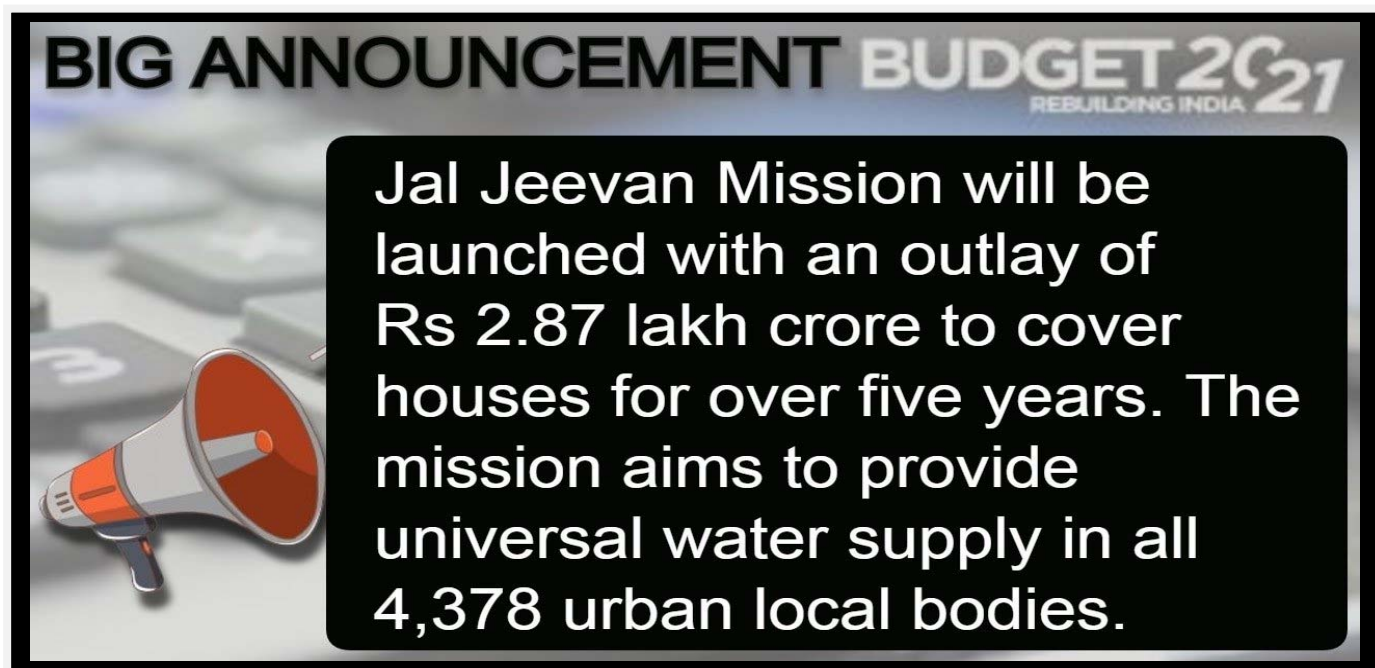
State-owned Punjab National Bank (PNB) is expecting to recover a substantial Rs 3,800 crore from Bhushan Power and Steel under debt resolution in NCLT, which will help it achieve the target of Rs 8,000 crore cash recoveries during this fiscal, its managing director and CEO S S Mallikarjuna Rao said.

An IWG taking a look at central bank digital currency: Das, Kanungo & Patra **Business Standard February 7 2021**

In the post-policy press meet, Reserve Bank of India Governor Shaktikanta Das, and Deputy Governors Michael Debabrata Patra and B P Kanungo spoke on a range of topics like the retail direct scheme, need for asset quality review (AQR) of banks as indicated in the Economic Survey, and developments on a central bank digital currency. Edited Excerpts:

Reliance buys two-thirds of own gas from KG-D6; GAIL, Shell among buyers **Business Standard February 7 2021**

Billionaire Mukesh Ambani's Reliance Industries has picked up two-thirds of its own new gas from KG-D6 block that was auctioned under new rules with state-owned GAIL and Royal Dutch Shell getting smaller volumes, sources said.



BIG ANNOUNCEMENT BUDGET 2021
REBUILDING INDIA

Jal Jeevan Mission will be launched with an outlay of Rs 2.87 lakh crore to cover houses for over five years. The mission aims to provide universal water supply in all 4,378 urban local bodies.



MARKETS AND COMMODITIES

RIL unveils new identity for sports,

Jan 27, 2021 ET

Lifestyle business 'RISE worldwide'. RISE worldwide will continue to drive the full portfolio of owned and operated brand properties formerly under the banner of IMG- Reliance. Reliance Industries has announced the rebranding of its sports and lifestyle business in India and Globally.

Budweiser joins Coke, Pepsi brands in sitting out super bowl.

Jan 25, 2021 ET

For the first time since 1983, when Anheuser- Busch used all of its ad time to introduce a beer called Bud Light, the beer giant is not advertising it's donating the money it would have spent on the ad to coronavirus vaccination awareness efforts.

Havas Group India launches internship program 'Havas Spark'.

Jan 25, 2021 ET

Havas Group India rolled out internship opportunity for freshers to help add a spark to their careers. The program is intended to provide interns an educational and career development opportunity through practical experience in a professional work environment at Havas.

Recruitment software company, Talentnow has announced its rebranding and transformation into Caypro.

Jan 25, 2021 ET

This transition reflects the unparalleled and fully integrated talent acquisition solution that will enable its clients around the world to hire at scale, and scientifically, with the same continued support and best practices, the company said in a press statement.



BIG ANNOUNCEMENT BUDGET 2021 REBUILDING INDIA

New scheme called PM Aatmanirbhar Swastha Bharat to be launched. The total outlay of this scheme will be Rs 64,180 crore over the next 6 years. This will give impetus to healthcare.

Cinthol, launches “Cinthol Alive Adventures”

Jan 27, 2021 ET

Cinthol the brand from the house of Godrej Consumer Products, has launched its first ever mini web series ‘Cinthol Alive Adventures’. With this the brand aims to bring back a boost of freshness and energy in our lives. The series will feature India’s top social media influencers. These webisodes will be a series of conservation with these travel influencers reminiscing their most adventure filled experience.

Flyers announces TCS as game helmet sponsor

Jan 25, 2021 ET

The Philadelphia Flyers have announced that Flyers players’ helmets will feature a sponsorship logo, that of Tata Consultancy Services. The TCS logo will appear on each side of the players’ helmets for both home and away games throughout the regular season and the Stanley Cup playoffs. TCS which has been a partner of the flyers since 2018 is also leveraging its partnership with the Wells Fargo Centre and the Flyers to promote STEM program.

Actor Sara Ali Khan is the face of beauty marketplace Purplle

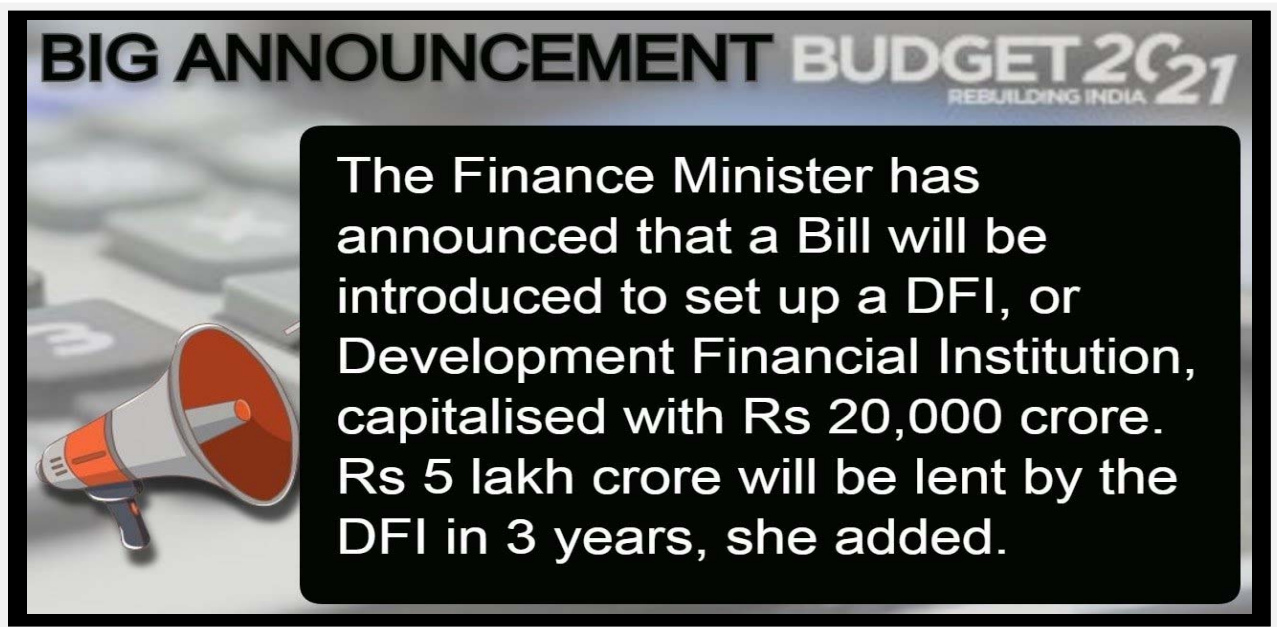
Jan 27, 2021 ET

Homegrown beauty marketplace Purplle.com has signed actor Sara Ali Khan as its first brand ambassador. Khan will feature in the Goldman Sachs-backed platform’s television commercial to increase the brand’s reach in non-metros. Manish Taneja, cofounder, Purplle.com said, “Sara will lend her voice to inspire consumers to make beauty reach the comfort of every home.

Philips India launches ‘HarSaansMeinZindagi’ campaign on childhood Pneumonia awareness

Jan 15, 2021 ET

Philips India, a subsidiary of Royal Philips, Netherlands has launched ‘HarSaansMeinZindagi’, a CSR campaign to increase awareness around childhood pneumonia in India. The aim of this campaign is to reach parents, family and caregivers and sensitize them on the seriousness of childhood Pneumonia one of the major causes of under 5 mortality among infectious diseases in the country.



BIG ANNOUNCEMENT BUDGET 2021
REBUILDING INDIA

The Finance Minister has announced that a Bill will be introduced to set up a DFI, or Development Financial Institution, capitalised with Rs 20,000 crore. Rs 5 lakh crore will be lent by the DFI in 3 years, she added.

HUL's Q3 consolidated as spends up 19% at Rs 1392 crore

Jan 28, 2021 exchange 4 media

FMCG giant Hindustan Unilever Limited's (HUL) consolidated advertising and promotion expense has jumped 19% to Rs 1392 crore for the quarter ended 31st December 2020, compared to Rs 1171 crore in the corresponding quarter of the previous. Advertising and promotion expense has jumped 19% to Rs 1392 crore for the quarter ended 31st December 2020, compared to Rs 1171 crore in the corresponding quarter of the previous fiscal.

DB Group's Republic Day campaign breaks records for 'Maximum people Saluting digitally'

Jan 27, 2021 ET

Dainik Bhaskar Group has crafted a campaign 'Ek Salaam, Desh ke Naam' on Republic Day that has broken the World Record of Maximum people saluting on a digital platform'. This campaign honours the spirit of nationalism, patriotism and oneness as an Indian, amidst different cultures, regions, and languages and commemorates India's 72nd Republic Day.

'The core of our strategy will always be our employees and our customers'

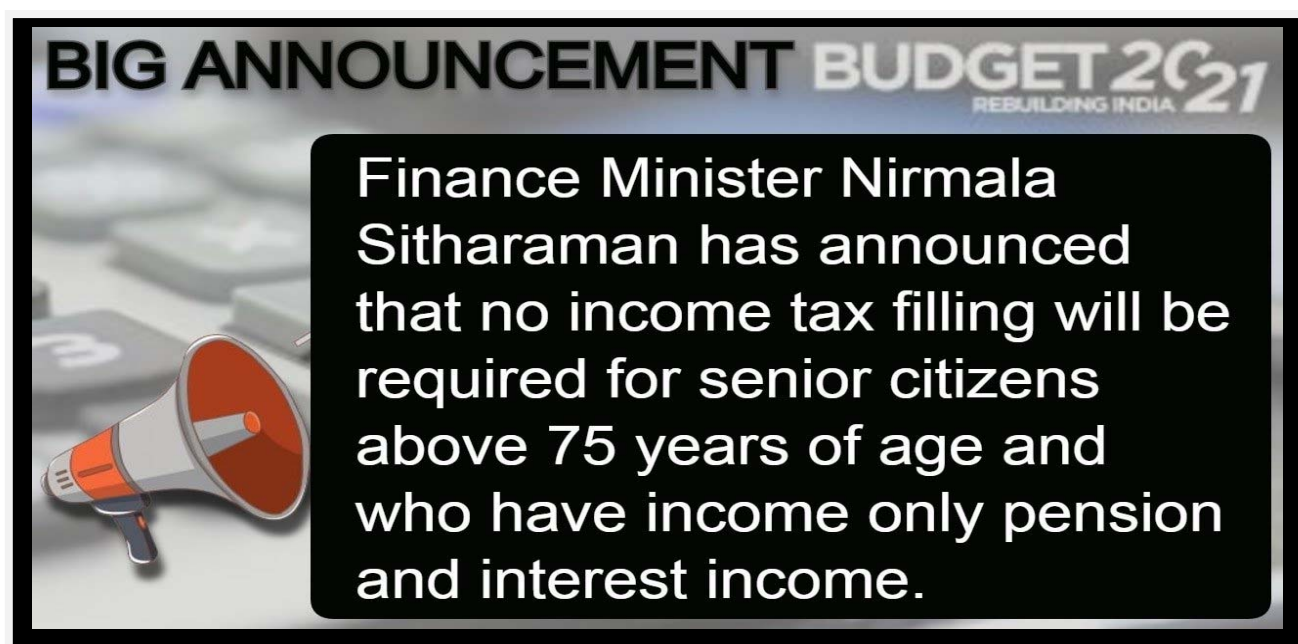
Jan 27, 2021 ET

Ketan Kulkarni, CMO and Head-Business Development, Blue Dart says, "Our Blue Darters stepped up as essential service providers and worked round the clock to ensure supply chain continuity. Each issue was tackled by the Senior Management Team as Blue Dart with a succinct focus on getting the organization towards the light at the end of the tunnel.

Mi India has announced a new initiative

Jan 25, 2021 exchange 4 media

Shiksha Har Haath, in collaboration with the popular actor and real-life hero, Sonu Sood. This partnership is in continuation with the brand's efforts of enabling the student community from underprivileged sections to pursue their education without any roadblocks.



BIG ANNOUNCEMENT BUDGET 2021
REBUILDING INDIA 21

Finance Minister Nirmala Sitharaman has announced that no income tax filing will be required for senior citizens above 75 years of age and who have income only pension and interest income.

Jumboking unveils tricolor logo to celebrate Republic day

Jan 25, 2021 exchange 4 media

Jumboking, an Indian Chain of vegetarian burgers, is celebrating Republic Day with a new version of their brand logo. Dressed subtly in the tricolour, the new logo is young, vibrant and very appropriate for the Indian Origins of the brand. Dheeraj Gupta, Founder and MD of Jumboking says, "This logo is an extension of our ideology."

Parle highlights its 'Made in India, Made by India' proposition in new Republic Day TVC

Jan 25, 2021 exchange 4 media

Parle Products has launched a new campaign 'Swadeshi' this Republic day. The TVC talks about the 'Made in India, Made by India' concept which highlights Parle Products legacy and values while reflecting the brand's Philosophy. Conceptualized by Rediffusion agency, the film has been released on TV and social media platforms.

When Gary met the Colonel: How Walkers and KFC joined forces after 'listening to consumers'

Feb 13 Manny Pham

Walkers has collaborated with KFC for the latest instalment of its 'Taste Icons' campaign after responding to consumer demands, something it admits it hasn't always acted on in the past. Walkers wants to show it is "listening to consumers' as it joins forces with KFC to launch of a major campaign bringing the two brands' "distinctive assets" together for the first time.

Super Bowl LV ads highlight marketers disconnect with reality

Feb 13 Marketing Vibe

Advertisers strained to deliver a message with mass appeal or even to entertain — with a few notable exceptions — on what's supposed to be their biggest night. Super Bowl LV ads brought a smattering of tried-and-true tactics and anodyne pleas for unity, reinforcing that most brands still struggle to message around mounting cries.

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Today's Budget is a vision of "Atmanirbhar Bharat" and provides new opportunities. The Budget 2021 will spur growth and will give a boost to India's self-reliance. This has focused on strengthening ease of living.

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●
Narendra Modi