

Together

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COMPANIES
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*Interesting
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“The deal is deeper than just transactional involvement with Amazon. We’re exploring several synergies in data sharing, co-branding, cross-promotion & distribution network sharing through the partnership. We’re targeting gross merchandise sales of Rs.6000 crore in the next three years through the alliance”

(Kishore Biyani, Founder of India’s largest listed retailer Future Group, on the recent ‘Amazon & Future Group Deal’ to jointly sell goods over the internet, soon after Fliplart’s Billion Day Sale on Oct.6)



Global Players  

Defying the popular believe that ‘cash is still king’ applies to India as a nation, with 1.3 billion people, a government led initiative to expand banking services network in India has given a boost to an indigenous card payment network ‘RuPay’, which is expected to make debit/credit cards more acceptable in a nation where cash is still king. RuPay card was launched on 26 March 2012, by the **National Payments Corporation of India (NPCI)**, as an alternative to the MasterCard and Visa card schemes in India & was dedicated to the nation by the President of India, Pranab Mukherjee, on 8 May 2014, with a vision to touch every Indian with at least one payment mode of NPCI by 2020.



RuPay, the coinage of two terms ‘Rupee’ and ‘Payment’, as an ‘Indian domestic card scheme’ was created to fulfill the Reserve Bank of India’s desire to have a domestic, open loop, and multilateral system of payments in India. RuPay facilitates electronic payment at all Indian banks and financial institutions, and competes with MasterCard and Visa in India. Banks in India are authorized to issue RuPay debit cards to their customers for use at ATMs, PoS(Point of sale) terminals, and e-commerce websites. RuPay cards are also issued at about 200 cooperative and rural banks to **promote financial inclusion**. RuPay even provides flexibility to card issuing banks to issue ‘Special Purpose Cards’ like **Kisan Credit Cards**, Milk Procurement Cards, Grain Procurement Cards and Financial Inclusion Cards.



NPCI entered into a strategic partnership with **Discover Financial Services (DFS)** for enabling the acceptance of RuPay Global Cards on

Discover’s global payment network outside of India. NPCI is also in talks with **Japanese card network- JCB**, about a partnership in the future, to further broaden the overseas payment network and gain more international acceptance.

NPCI offers e-commerce solution PaySecure, through which a RuPay cardholder uses ATM PIN, under **National Financial Switch**, to make an online transaction which is easy and quick. **RuPay PaySecure** not only provides a platform for e- transactions but also gives the customers a complete unique shopping experience. With this arrangement, RuPay card holders can book train tickets on irctc.co.in, make online payments for LIC premium, shop on Flipkart.com, Snapdeal.com, Homeshop18.com and book movie tickets on Bookmyshow.com. Also, the country’s largest bank- State Bank of India (SBI) has started accepting RuPay cards on its payment gateway.



As of July 2014, RuPay cards are enabled at all ATMs across the country, 9.8 Lakhs POS (Point of sale) terminals and over 15000 online merchants. Banks have issued about 435 million payment cards in India. RuPay currently offers only debit cards but aims to issue credit cards by March 2015. Under a scheme launched in August 2014, Indians who open a bank account for the first time automatically get a RuPay card. Rural acceptance of the **Jan Dhan Cards**, under the Jan Dhan Yojana (People’s Wealth Scheme) of the financial inclusion drive itself has huge potential for this domestic card brand to be a formidable force. **Faster financial inclusion.....& expanding banking network ahead....**




usha@imis.ac.in



Bharti Airtel – Loop Deal May Hit DoT Hurdle

The Department of Telecommunication could soon start sending out notices to Loop Mobiles customers to switch to another operator before the company's permit for Mumbai expires in November, a move which could throw a spanner in the works Bharti Airtel's 700 crore deal to acquire the company.

The Economics Times / 25 September, 2014

Asian Paints to invest Rs 2,400 cr for manufacturing unit in Nanjangud

A day after Swedish furniture retailer Ikeas lined up investment of Rs 500 crore in Karnataka, Asia's third largest paint company Asian Paints is investing Rs 2,400 crore to set up a manufacturing unit in Nanjangud in Mysore district. The 175-acre project was cleared by the State High Level Clearance Committee recently.

Times of India / 26 September, 2014

IKEA brass flying in for 'Future Search'

In a move that acknowledges the potential of the country's retail sector, top global executives of Swedish furniture company IKEA are flying down to India on Monday to hold a unique, one-of-its-kind meeting with government officials, industry leaders, suppliers and future customers. Called the Future Search, the meeting could enable IKEA to work out a strategy to build its India business in just over a three-day period.

Times of India / 27 September, 2014

Reliance Retail opens first cash and carry store in Salem

Reliance Retail, a subsidiary of Reliance Industries, has announced the opening of its first cash & carry store—Reliance Market—in Salem at the newly built Reliance Mall. This is the fourth Reliance Market in Tamil Nadu. The launch of the store in Salem showcases Reliance Market's commitment to the enterprising business community of the region and the state, the company said.

Press trust of India / 28 September, 2014

Mercedes-Benz launches SUV GLA Class priced upwards of Rs 32.75 lakh

Continuing with its new product onslaught in India, German luxury car major Mercedes-Benz on Tuesday launched its GLA Class model priced between Rs 32.75 lakh and Rs 36.9 lakh (ex-showroom Delhi) to tap the fast growing SUV segment in the country.

Press trust of India / 1 October, 2014

M&M speeds up scooter ride with Gusto

Six years after it acquired the Pune-based Kinetic, the \$16-billion Mahindra Group is upping the ante in the two-wheeler business. It has just launched a 110cc scooter Gusto at an aggressive entry-level price of Rs 43,000 and is planning a slew of launches and marketing initiatives to "gain a serious foothold" in the two-wheeler market. In a chat with TOI, Rajesh Jejurikar, CEO (two-wheeler division), Mahindra & Mahindra, discussed the company's future plans.

Economics Times / 30 September, 2014

After Hero Motocorp snub, Hubli woos Hyundai

To curb the demand for a separate state and appease people of North Karnataka, who are a disappointed lot after Hero Motocorp decided to locate its unit in Andhra Pradesh, the state government has invited Hyundai Motor India Ltd, the second largest automobile player in India, to set up a plant here.

Times of India / 2 October, 2014

Biyani sells 5% more to Birla in Pantaloons

Aditya Birla Nuvo raised its shareholding in Pantaloon Fashion & Retail, acquiring more shares from the original founder Kishore Biyani. Birla's investment arm Indigold Trade & Services bought 5% stake, or over 4.3 million shares, from Biyani at about Rs 135 per share. The negotiated deal worth over Rs 60 crore was executed on the bourses.

The Hindu / 4 October, 2014

Digital business to give TCS \$5bn revenue in 5 years

India's software services giant, TCS, has flourished under the wings of its CEO and MD, N Chandrasekaran, over the past five years — from \$6 billion to \$14 billion. As the 51-year-old gets another five-year extension at the company's top position, he talks to TOI about TCS' next phase of growth.

Press trust of India / 5 October, 2014

Raymond enters e-tailing, to deliver via offline stores

Attracted by the e-commerce story, Raymond, the 89-year-old men's textile and apparel maker, is making a big bang entry into the e-tail domain and is coming up with a full-fledged virtual platform that will include mobile apps. For this initiative, Raymond's flamboyant chairman Gautam Singhania has brought on board Vijay Basrur, a digital specialist who has had stints with startups like Quikr and Bazee.com.

Economics Times / 6 October, 2014

Cipla signs agreement to set up a manufacturing unit in Iran

Drug major Cipla has signed an agreement with its Iranian distributor for setting up a manufacturing unit in that country. "The company has signed a definitive agreement with its existing Iranian distributor for setting up a manufacturing facility in Iran," Cipla said in a filing to BSE.

The Hindu / 7 October, 2014

Flipkart sales run rate hits \$3 billion

E-commerce major Flipkart is on course to clock annual sales of \$3 billion on the back of exclusive tie-ups with mobile handset makers Motorola and Xiaomi, and its growing market share in the fashion category, signalling its rapid growth registered over the past few months. On Monday alone, during its much publicized Big Billion Day sale it registered \$100 million in sales as shoppers bought 20 lakh products from the site.

Press trust of India / 8 October, 2014

Mahindra to buy 51% in Peugeot scooter unit

Mahindra & Mahindra Ltd, India's largest utility vehicle maker, said on Tuesday its two-wheeler unit has made a binding offer to acquire a 51% stake in PSA Peugeot Citroen's scooters business

Reuters / 10 October, 2014

PepsiCo's India revenue grows in double digits

PepsiCo India's revenue grew in double digits for nine months ended September 6, 2014 making the country amongst the fastest growing emerging markets for the global beverages and snack giant. "Our developing and emerging markets business has proven to be resilient with high single-digit organic revenue growth year-to-date, including double-digit growth in Egypt and India," PepsiCo Inc Chairman and CEO Indra Nooyi said in an earnings call.

Times Of India / 12 October, 2014

Future Group, Amazon enter into strategic partnership

Kishore Biyani-led Future Group and global retail giant Amazon on Monday entered into a strategic partnership to build on synergies of experience in online and offline businesses. This comes days after Biyani complained of e-commerce companies, particularly Flipkart, of under-cutting the market and selling products at even below the cost price. The alliance will leverage strong product knowledge, extensive brand portfolio and sourcing base of Future Group, and the e-commerce platform, customer base and reach of Amazon.in.

Hindustan Times / 13 October, 2014

BMW India reaches out to 15,000 underprivileged children in partnership with Magic Bus

Group India has strengthened its commitment to society through its corporate citizenship programme in partnership with Magic Bus, an Indian non-profit organization. The company started the programme with Magic Bus in 2011, gradually expanding and benefiting 15,000 underprivileged children in the slums and villages of New Delhi, Chennai and Mumbai.

Reuters / 15 October, 2014

Tata Steel to sell part of Europe business to Klesch

Tata Group flagship Tata Steel has signed an agreement with Klesch Group, run by US billionaire Gary Klesch, for the sale of its European long products business and associated distribution activities. The loss-making long products business has multiple facilities in northern England, Scotland, France and Germany, and employs about 6,500 people. Long steel products like rebars and rails are used in engineering, ship building and construction.

Press trust of India / 16 October, 2014

Apple iPhone 6, 6+ sales off to an enthusiastic start

Sales of Apple's much-awaited iPhone 6 and 6 Plus devices got off to an enthusiastic start from midnight Friday, with long queues in front of some of the modern retail outlets in Delhi. Fans of the iconic Cupertino-based software giant had lined up from around 10 pm at the capital's posh GK-1 M-Block market where a large screen was put up on which a countdown began from 11.30 pm onwards Thursday till the launch - the first ever such midnight sale for any mobile device in the country.

Times Of India / 17 October, 2014

Honda to set up world's largest scooter plant in Gujarat

Japanese two-wheeler manufacturer, Honda Motorcycle and Scooter India (HMSI), plans to invest Rs 1,100 crore over the next few months at its scooter manufacturing facility in Vithalapur, around 80 km from Ahmedabad. The foundation stone-laying ceremony for its plant was held on Thursday.

The Hindu / 17 October, 2014



Aadhaar set to get Govt push for 5 key schemes

After reposing faith in the Aadhaar project at its Cabinet meeting last week, the Narendra Modi government wants direct benefits transfer (DBT) for 80 per cent of beneficiaries in five key schemes “as soon as possible”. According to the Planning Commission’s assessment, Aadhaar’s penetration among beneficiaries of these five schemes varies from 25 per cent to 60 per cent at present.

The business Standard / September 21th, 2014

India's reserves fall \$3 billion in two weeks

India's foreign exchange reserves fell for the second straight week as the country's central bank sold dollars to prevent currency volatility after the US Federal Reserve said that it may withdraw monetary easing sooner than expected. Reserves fell by \$1.615 billion in the week to September 12 to \$315.698 billion, Reserve Bank of India said in the weekly statistical report.

The Economics Times / September 22th, 2014

Gold down, silver hits 4-year low on strong dollar, equities

Gold fell on Friday to its lowest price since January, and silver slumped to a four-year low as the dollar soared to its highest against the euro in four years on bets that US interest rates will rise sooner than expected. The dollar rose against a basket of currencies, on track for its 10th straight week of gains.

The Economics Times / September 22th, 2014

Narendra Modi-led government promises 40% increase in supply of grain under food law

The Modi government promises a 40% increase in the supply of heavily subsidized grain as it seeks to expand coverage under the food security law, a move that can inflate the subsidy bill and disappoint critics who thought the new regime would abandon UPA's entitlement-based approach.

The Economics Times / September 23th, 2014

Banking shares extend gain post September

Banking shares were trading higher by up to 4%, extending their Monday’s gain, in otherwise subdued market after the Wholesale Price Index (WPI)-based inflation declined to its lowest level in five years at 2.38% in September from 3.74% in the previous month.

The Business Standard / September 24th, 2014

S&P raises outlook of 11 FIs; maintains -ve for Syndicate Bk

The ratings on Syndicate continue to reflect the 'very high' likelihood of government support for the bank and the bank's average domestic business franchise and satisfactory funding and liquidity position.

NDTV Profit / September 25th, 2014

RBI tweaking definition of willful defaulters

The Reserve Bank of India (RBI) is in the process of modifying the definition of willful defaulters to restrict the penalty only against the directors (apart from promoters) who are actually seen as culpable or actively participating in willful default. This is based on a recent Gujarat High Court order that struck down a part of the RBI's master circular on willful default, which gives freedom to banks to declare all directors of a defaulting company as willful defaulters, especially in case of diversion of funds.

The Business Standard / October 1st, 2014

Sept WPI inflation hits near 5-year low, rates still seen on hold

India's wholesale price inflation eased to a near five-year low in September, helped by a moderation in food and fuel prices, but the risk of price shocks is expected to prevent the central bank from cutting interest rates soon.

The Business Standard / October 2nd, 2014

Coal Block Cancellation to Affect Indian PSU Banks

Supreme Court's decision to terminate the allocation of coal mines may put negative impacts on the mid-sized public sector lenders as compared to the bigger PSU lenders and private banks, warns the latest India Ratings and Research report. To alleviate the concentration risks emanating from the apex court's decision, the banks need to have sufficient capitalization. Around 10 average-sized lenders may sustain maximum loss due to their low operating margins and weak capitalization.

Yahoo Finance/ October 7th, 2014

RBI's Fresh Agility Helps Tame India's Money Market Volatility

The Reserve Bank of India (RBI) has finally made progress in taming the country's volatile money markets, displaying two traits it has been rarely associated with in the past: flexibility and a willingness to correct course mid-way. The overnight cash rate, a key indicator of liquidity, has recovered from a summer of wild swings that threatened RBI Governor Raghuram Rajan's key goal of reforming India's money market.

Money Market/ October 7th, 2014

MCA to unveil road map for new accounting standards next week

The corporate affair minister will unveil a road map next week for implementing the new India accounting standard the blue print will prescribe the class of companies that will be required to follow the new standard and the time line within which they need to adopt them. Ind-AS which will be converged with the IFRS are likely to initially apply to all listed and un listed companies that have a net worth of 500 cr or more and their holding, subsidiary, joint venture or associated companies

The Economics Times /October 9th, 2014

RBI Relaxation to Help Banks Meet January 2015 LCR Target

A recent revision in liquidity guidelines under the Basel-III framework by the Reserve Bank of India (RBI) will help lenders meet the 60 per cent liquidity coverage ratio (LCR) threshold set for January 2015, ratings agency Crisil said on Monday." The revised norms allocate a greater share of bank investments in mandatory SLR (Statutory Liquidity Ratio) towards HQLA (high quality liquid assets). This will enhance the quantum of HQLA by an additional Rs. 4.5 trillion for the entire system," said Pawan Agrawal, senior director at Crisil.

The Business Standard / October 13th, 2014

RBI eases norms for metro ATM users

The Reserve Bank on Friday said the number of free transactions in a month at non-home ATMs would remain three in six identified metros but customers of these centers can use their card without cost two more times in non-metro centers.

Times of India/ October 14st, 2014

Indirect tax collections up 5.8% in April-September

Indirect tax collections inched up by 5.8 per cent in the April-September period of this fiscal. Indirect tax collections, comprising excise, customs and service tax, stood at Rs 2,41,811 crore in the first six months of 2014-15 fiscal as against Rs 2,28,619 crore in the corresponding period a year ago. The growth at 5.8 per cent is far less than 25 per cent annual increase envisaged in the Budget for the full 2014-15 financial year. Excise collection contracted marginally by 0.6 per cent during the April-September to over Rs 75,021 cr

The Economics Times / October 14th, 2014

QIP mobilization jumps 17-fold in April-September

Companies may be shying away from tapping primary markets. But QIPs (qualified institutional placements) are back with a bang. QIP mobilization has jumped nearly 17-fold with companies raising Rs 20,171 crore from these issuances in April-September. Firms raised Rs 481 crore through IPPs (institutional placement programme) during the period, according to PRIME Database, which compiles data on the primary market.

The Economics Times / October 14th, 2014

RBI Governor Raghuram Rajan awarded Best Central Bank Governor by Euro money

Reserve Bank governor Raghuram Rajan has been conferred with the Best Central Bank Governor award for 2014 by Euro money magazine. Euro money said Raghuram Rajan's tough monetary medicine combatted the storm ravaging the deficit-ridden economy in the recent emerging market crisis.

The Economics Times / October 15th, 2014

PSU banks to lead private peers in Q2 profitability

Public sector banks are likely to be ahead of their private peers in net profitability in the September quarter with an expected 21 per cent jump year-on-year on account of higher net capital gains. Private Banks are likely to post a 19 per cent growth in profit after tax in the second quarter ended.

The Economics Times / October 16th, 2014

PFRDA may allow Govt. employees to invest savings under NPAS in equity

The pension regulator may allow a greater portion of the retirement savings of government employees parked in National Pension System (NPS) to be invested in equities if the government proposes to do so. This could over the year allow movement of thousands of crores of long-term retirement savings into equities, something that the government has been unable to persuade the Employees Provident Fund Organization

The Economics Times / October 17th, 2014

NRI deposits start to ebb, may hurt forex reserves

The deposits of non-residents parked in Indian banks, which helped the Reserve Bank of India build higher foreign exchange reserves in recent times, have begun to ebb, well before the formal end of the quantitative easing by the US Federal Reserve.

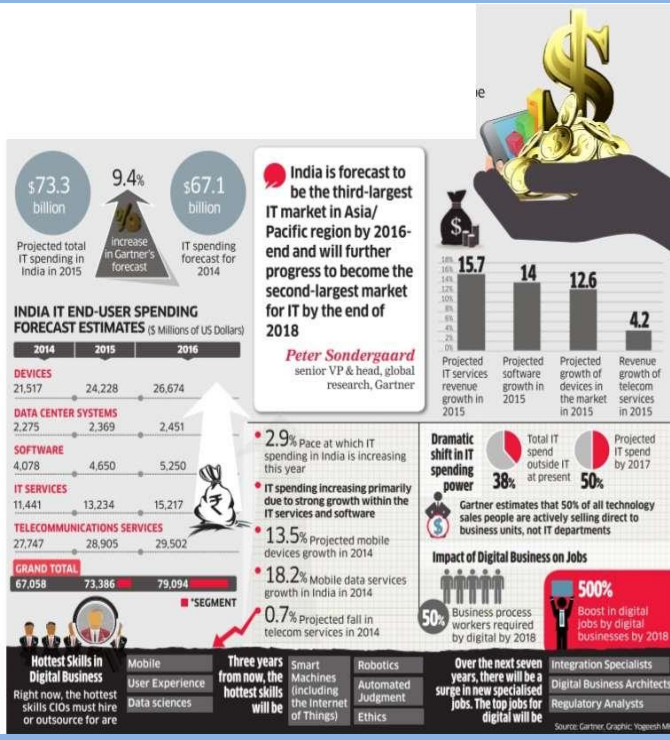
The Economics Times / October 17th, 2014

Forex reserves current status

Foreign Exchange Reserves in India decreased to 311427 USD Million in the week ended October 3rd, 2014 from 314118.5 USD Million in the previous week. Foreign Exchange Reserves in India averaged 178393.18 USD Million from 1998 until 2014, reaching an all-time high of 383643 USD Million in the week ended December 18th, 2009 and a record low of 29048 USD Million in the week ended September 11th, 1998. Foreign Exchange Reserves in India is reported by the Reserve Bank of India.

Trading economics/ October 17th, 2014

KEY INITIATIVES TOWARDS IT

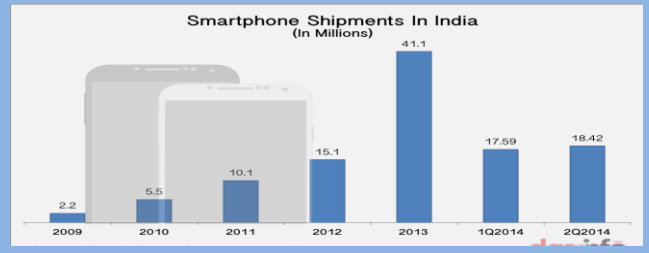


QUICK TAKE-

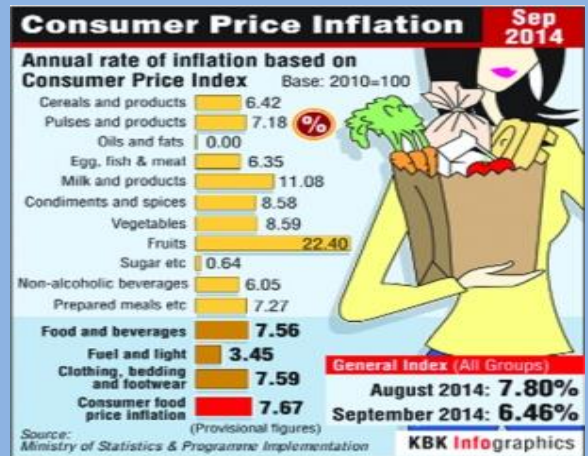
Graphs and Tables



SMARTPHONE SHIPMENTS PENETRATION

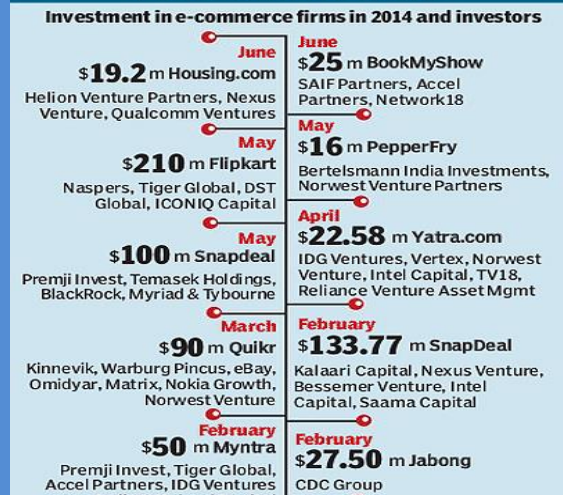


CONSUMER PRICE INFLATION



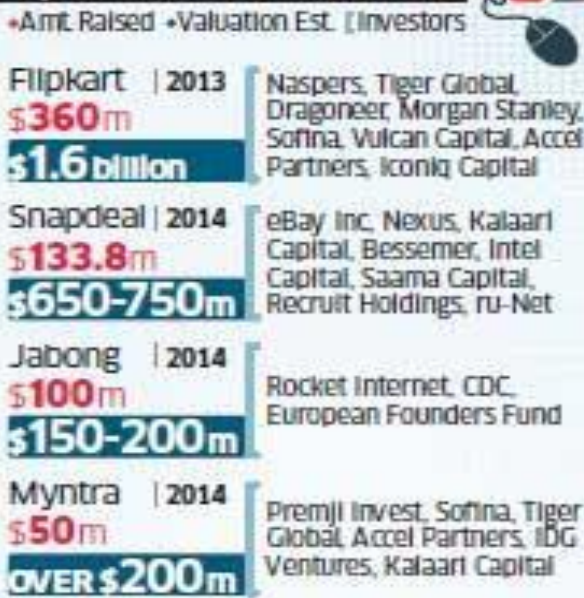
Source: Ministry of Statistics

FLUSH WITH FUNDS

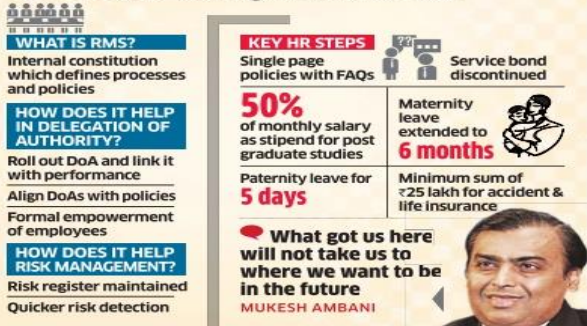


Sale @ E-tailers

Top Investments in Online Retail



Reliance's Daring New Gambit



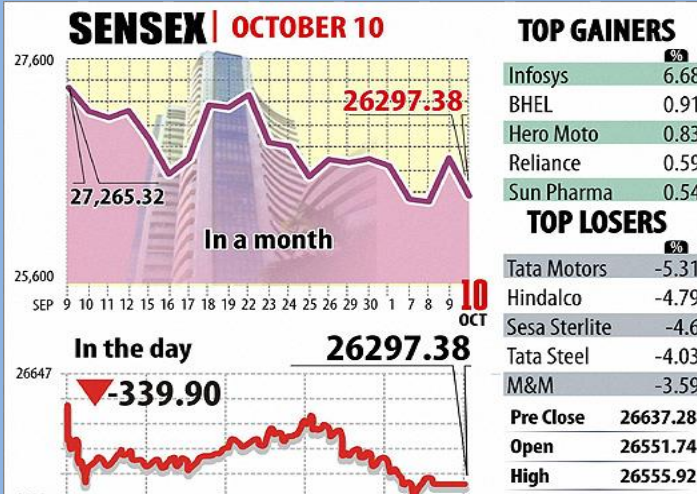
Source: The Economic Times

BRIC countries penetration of internet and online shopping

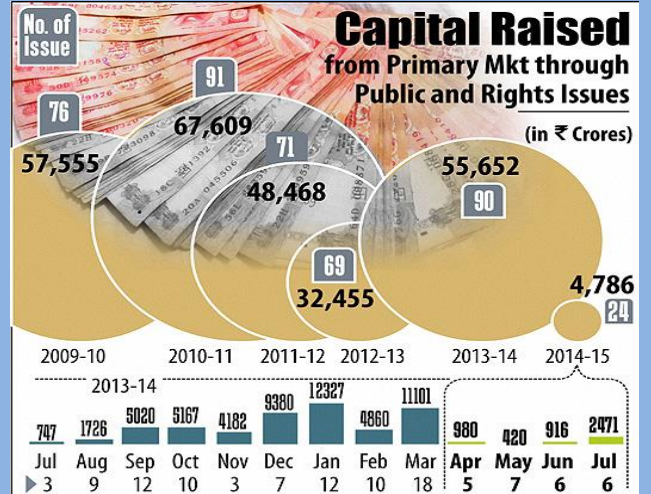


Source: Accel Partners

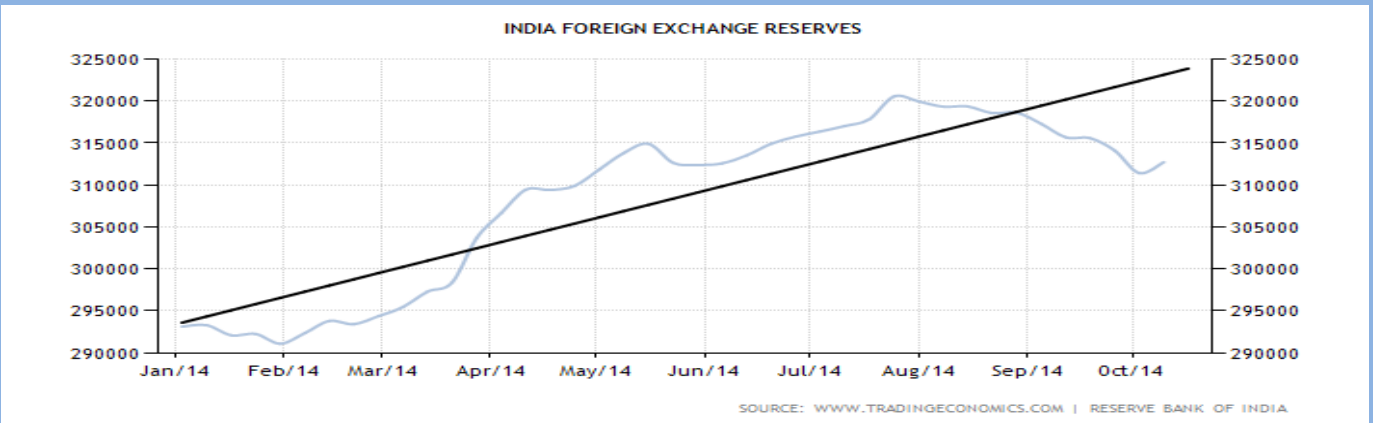
TOP 5 GAINERS AND LOSERS



CAPITAL RAISED BY COMPANIES

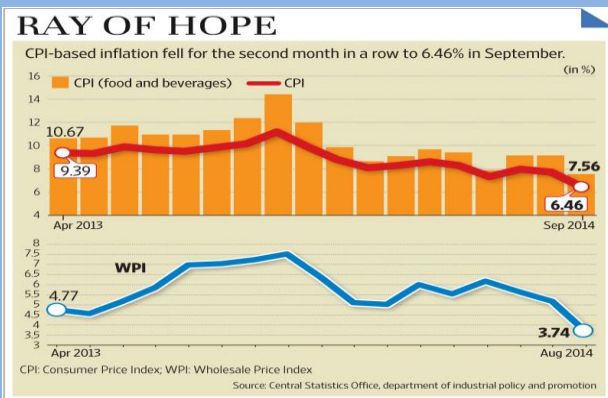


Rupee fluctuation against Dollar from Jan, 2014 to Oct, 2014



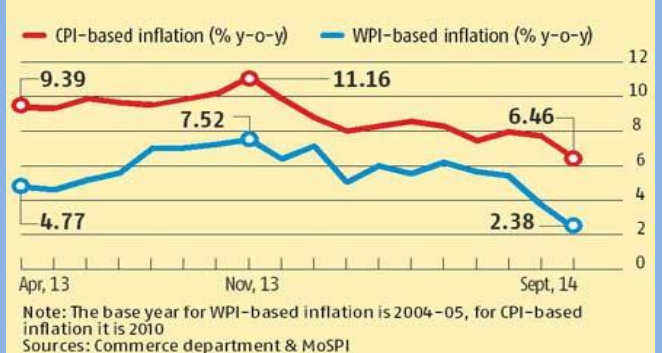
Source: Trading economics(RBI, Oct 2014)

STATUS OF CPI AND WPI AS ON SEPT 2014



Source: Central Statistics

A GREAT FALL

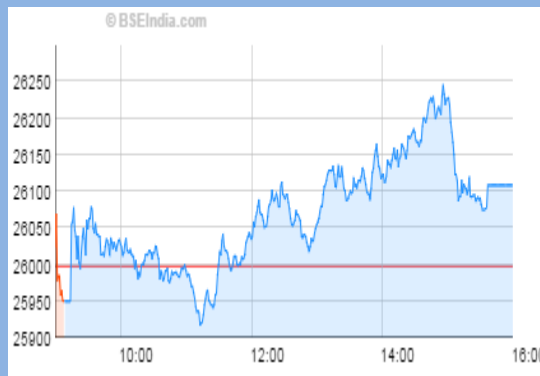


MARKET TRACKERS- Vital Indices



BSE AND NIFTY INDEX (As on 17 October, 2014)

S&P BSE SENSEX **26,108.53**
+109.19 +0.42%



NIFTY 5 **7,779.70**
31.50 0.41%
 Stock of the nation



GLOBAL MARKET INDICES (As on 17th Oct, 2014)

Name	Current Value	Change	% Chg	Open	High	Low
US Markets						
Nasdaq (Oct 17)	4,278.59	61.20	1.43	4,275.09	4,285.80	4,249.89
Nasdaq Futures (Oct 17)	3,818.00	76.50	2.00	3,761.00	3,822.00	3,742.50
European Markets						
FTSE 100 (Oct 17)	6,291.77	95.86	1.52	6,195.91	6,303.53	6,188.04
CAC 40 (Oct 17)	4,023.88	105.26	2.62	3,934.19	4,037.55	3,916.80
DAX (Oct 17)	8,799.39	216.49	2.46	8,629.16	8,804.31	8,588.42
Asian Markets						
Nikkei 225 (Oct 17)	14,532.51	-205.87	-1.42	14,796.32	14,830.67	14,529.03
Straits Times (Oct 17)	3,167.73	13.52	0.43	3,154.39	3,171.36	3,149.91
Hang Seng (Oct 17)	23,023.21	122.27	0.53	22,904.11	23,148.96	22,888.76
Taiwan Weighted (Oct 17)	8,512.88	-120.81	-1.42	8,688.71	8,699.77	8,512.88
KOSPI (Oct 17)	1,900.66	-18.17	-0.96	1,923.51	1,923.51	1,896.54

Source-moneycontrol.com

COMODITY PRICES (As on 17 Oct, 2014)

Commodity	Rs	Chg	% Chng
Gold - 5 Dec	27235.00	214.00	-0.78%
Silver - 5 Dec	38465.00	407.00	-1.05%
Crudeoil - 20 Oct	5133.00	24.00	0.47%
Naturalgas - 28 Oct	229.90	4.70	-2%
Aluminium - 31 Oct	120.45	2.60	2.21%
Copper - 28 Nov	409.20	0.20	0.05%
Nickel - 31 Oct	965.80	6.70	0.7%
Lead - 31 Oct	123.95	1.55	1.27%
Zinc - 31 Oct	137.55	0.25	-0.18%
Menthaoil - 31 Oct	675.40	2.70	0.4%
Cotton - 31 Oct	16250.00	290.00	-1.75%

Source: Money Control

EXCHANGE RATES (As on 17 Oct, 2014)

	1.00 INR	inv. 1.00 INR
Indian Rupee	1.00 INR	inv. 1.00 INR
Euro	0.012762	78.360496
US Dollar	0.016288	61.394473
British Pound	0.010125	98.761661
Australian Dollar	0.018606	53.746008
Canadian Dollar	0.018316	54.598390
Emirati Dirham	0.059827	16.714848
Swiss Franc	0.015411	64.887289
Chinese Yuan Renminbi	0.099733	10.026758
Malaysian Ringgit	0.053311	18.757851
New Zealand Dollar	0.020523	48.726247

MANAGEMENT

QUIZ-6

MANAGEMENT QUIZ NO.6 - *Task Ahead*



- 1. Name the movie whose real actors have switched to their real names on social networking and micro blogging website Twitter. Earlier this year, the first look of its poster was released exclusively on Twitter to a huge response from the audience.*
- 2. Which country is working towards having a homegrown operating system by October to take on imported rivals such as Microsoft Corp, Google and Apple? This operating system that would first appear on desktop devices and later would be extended to smart phone and other mobile devices.*
- 3. Indian Institute of Management – Ahmedabad (IIM-A) has tied up with which global B-School, in July, to offer a four-week executive education course for senior officials of the income tax department? The course, with a batch strength of 30, will have officers of the rank of Chief Commissioner and above, who would be required to spend two weeks each at both the campuses.*
- 4. Which company has the tagline: "American by Birth..Rebel by Choice."*
- 5. Robert Kaplan and David Norton developed the concept that links a company's current actions to its long-term goals. Name the concept?*
- 6. Who is the mascot of Asian Paints? R. K. Lakshman created it.*
- 7. Turin-based, Lavazza that is known for being Italy's favourite coffee recently announced its decision to exit from the coffee shop business in India. However, in an effort to realign and restructure its business globally, Lavazza has decided to focus on its core business that is Coffee. Which café brand did Lavazza buy in 2007?*
- 8. One of the car rental services company is testing the grounds to launch premium business car service in Delhi and Bangalore this year. It wants to capture the rising demand for luxury in India's \$6-billion market for car rental services. Name it.*
- 9. The world's largest bicycle maker by volume, Hero Cycles, has acquired around 60 per cent stake in a German bicycle company which is Hero Cycle's first ever overseas purchase in its bid to emerge as a leader in the global market. Name it.*
- 10. Who said this? "One of the huge mistakes people make is that they try to force an interest on themselves. You don't choose your passions; your passions choose you."*

HAPPY QUIZZING

Students are encouraged to send answers to 'Management Quiz NO.6, to the Email id: usha@imis.ac.in, latest by 30th Oct., to win attractive prizes, for all correct answers, under their respective club activities.

Answers to Management Quiz NO.5

(Together, September.20,2014, Vol.4, No.66, p-12)

- 1. China**
- 2. Honda's Research & Development facility in Bangkok**
- 3. More Megastore**
- 4. A bullet train from Ahmedabad to Mumbai (450km)**
- 5. Shalimar Paints**
- 6. Cadbury & Danone Biscuits**
- 7. MyGov**
- 8. Facebook COO, Sheryl Sandberg**
- 9. Myntra**
- 10. The Wharton School of Business**

How **COMPANIES** got their **NAMES**

COMPANIES
CORNER –
*Interesting
Company
Facts*



APPLE COMPUTERS: *It was the favorite fruit of the founder, Steve Jobs. He was three months late in filing a name for the business, and he threatened to call his company Apple Computers if the other colleagues didn't suggest a better name by 5 o'clock.*

GOOGLE: *The name started as a joke boasting about the amount of information the search-engine would be able to search. It was originally named 'Googol', a word for the number represented by 1 followed by 100 zeroes. After founders – Stanford graduate students Sergy Brin and Larry Page presented their project to an angel investor, they received a cheque made out to 'Google'.*

HOTMAIL: *Founder Jack Smith got the idea of accessing e-mail via the web from a computer anywhere in the world. When Sabeer Bhatia came up with the business plan for the mail service, he tried all kinds of names ending in 'mail' and finally settled for hotmail as it included the letters "html" – the programming language used to write web pages. It was initially referred to as HoTMaiL with selective uppercasing.*

HEWLETT PACKARD: *Bill Hewlett and Dave Packard tossed a coin to decide whether the company they founded would be called Hewlett-Packard or Packard-Hewlett.*

INTEL: *Bob Noyce and Gordon Moore wanted to name their new company 'Moore Noyce', which was already trademarked by a hotel chain. So, they settled for an acronym of INTeGrated Electronics.*

MICROSOFT: *It was coined by Bill Gates to represent the company that was devoted to MICROcomputer SOFTware. Originally christened Micro-Soft, the '-' was removed later on.*

MOTOROLA: *Founder Paul Galvin came up with this name when his company started manufacturing radios for cars. The popular radio company at the time was called Victrola.*

ORACLE: *Larry Ellison and Bob Oats were working on a consulting project for the CIA (Central Intelligence Agency). The code name for the project was called 'Oracle' (the CIA saw this as the system to give answers to all questions or something such). The project was designed to help use the newly written SQL code by IBM. The project eventually was terminated, but Larry and Bob decided to finish what they started and bring it to the world. They kept the name Oracle and created the RDBMS engine. Later, they kept the same name for the company.*

SONY: *It originated from the Latin word 'sonus' meaning sound and 'sonny' slang used by Americans to refer to a bright youngster.*

YAHOO: *The word was invented by Jonathan Swift and used in his book 'Gulliver's Travels'. It represents a person who is repulsive in appearance and action and is barely human. Yahoo! Founders Jerry Yang and David Filo selected the name because they considered themselves yahoos.*

CISCO: *It is not an acronym as popularly believed. It is short for San Francisco.*

THE END