

Together

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THE CHANGEMAKERS OF INDIA 2023
Special Issue

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THIS ISSUE

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Indian changemakers are playing a pivotal role in transforming India into a great place to live. Through their innovative ideas, unwavering & deep commitment to social progress, they are bringing about positive changes across various sectors. These changemakers are addressing critical issues such as poverty, education, healthcare, gender equality, and environmental sustainability. By implementing impactful initiatives, they are improving the lives of millions of people & creating a more inclusive society. Their efforts also contribute to economic growth by fostering entrepreneurship, creating job opportunities, and driving innovation. Furthermore, these changemakers are inspiring a sense of civic engagement & active participation in the community, encouraging individuals to be agents of change.

Many Indian changemakers are focusing on **transforming education and skill development** to equip the youth with the necessary tools for success. Through innovative approaches, they are bridging the gap between formal education & practical skills. Initiatives such as coding boot camps, vocational training programs, and online learning platforms are empowering young individuals with in-demand skills, enhancing their employability, and fostering entrepreneurship.

With increasing environmental concerns, the Indian changemakers are championing **sustainable development & environmental conservation**. They are implementing eco-friendly practices, promoting renewable energy & advocating waste management. These initiatives not only help protect the environment but also contribute to the country's overall development & resilience against climate change. **Social entrepreneurship** has gained significant momentum in India, with young changemakers leading the way. They are establishing enterprises that address pressing social issues while ensuring economic sustainability. These ventures create employment opportunities, promote inclusivity & uplift communities. By combining business acumen with social impact, the Indian entrepreneurs are reshaping the business landscape & driving economic empowerment.

Indian changemakers are actively advocating for **women's empowerment & gender equality**. They are challenging societal norms, promoting equal opportunities & providing platforms for women to excel in various fields. From entrepreneurship and leadership development programs to initiatives promoting women's health & education, these changemakers are paving the way for a more equitable & inclusive society. **Recognizing the importance of mental health**, Indian changemakers are working to break the stigma surrounding mental illnesses. They are establishing helplines & online resources to provide accessible mental health services to those in need. Through awareness campaigns & education, these changemakers are promoting holistic well-being for individuals across the country.

In conclusion, the Indian changemakers are the driving force behind building a better future & making India a great place to live. With their relentless efforts & determination these young Indian changemakers are creating a brighter, more prosperous & more equitable future for all in India. By promoting values such as empathy, compassion & sustainability, the Indian changemakers are shaping a brighter future & making India an inspiring place to live.

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1. *Mahindra and Mahindra has spun off its division that makes electric, other three wheelers & small commercial vehicles as a separate company, with investments from IFC, Washington. What is this subsidiary called?*
2. *Which Indian whiskey was awarded No 1 in the Whiskies of the World Awards?*
3. *In a cloudburst, there was extensive damage to the Teesta hydro project in Sikkim operated by NHPC. Which company is the lead general insurer for this project?*
4. *With which small finance Bank is Slice, the credit card & payments Fintech merging after getting an RBI approval?*
5. *What is the area of work for this year's Nobel Prize in Economics winner, Claudia Goldin?*
6. *Name this fashion brand X that initially started in 2003 as a store brand of Cult Clothing in UK. The brand became so successful that Cult Clothing stores were renamed as X. This brand has recently formed a JV with Reliance in India.*
7. *The Ambani scions Akash, Isha & Anant have been inducted in the RIL board. What salary will they draw?*
8. *In the concluded deadline for CAT Exam to be held in November this year, how many candidates have registered, setting a new record?*
9. *Which group has acquired the controlling stake in Glenmark Life Sciences?*
10. *What big change can be seen in Apple iPhone 15 series as it falls in line with the European Union guidelines?*

Send answers of Management Quiz No. 56

latest by 4th Nov. 2023, to the Email id: usha@imis.ac.in.

***Answers (Management Quiz No. 55),
Together, Aug.- Sept. 2023, Vol.11, No. 116***

1. Pickleball 2. India1 Payments 3. Infosys 4. 63 days 5. Welspun 6. Skill of using whatever is at hand & recombining that to create something new. 7. Organic India 8. 40% 9. Warner Bros 10. Security concerns

THE CHANGE MAKERS OF INDIA - 2023



CHANGE
MAKERS

In a nation teeming with talent, resilience, and boundless potential, India has produced a remarkable array of individuals who have risen to remarkable heights, leaving an indelible mark on their respective fields. From visionary leaders to pioneering entrepreneurs, and artistic virtuosos, these extraordinary individuals have become the torchbearers of success, embodying the spirit of creativity and innovation. This illustrious list of “20 Successful Indian Changemakers” curated by World Brand Affairs brings out the stories of individuals who have achieved extraordinary feats and contributed significantly to their chosen domains. Each name represents a unique story of passion, perseverance, and relentless pursuit of excellence. Through their audacious stories, we hope to inspire and empower others to embark on their own journeys of success, armed with the knowledge that anything is possible with determination, hard work, and an unwavering belief in



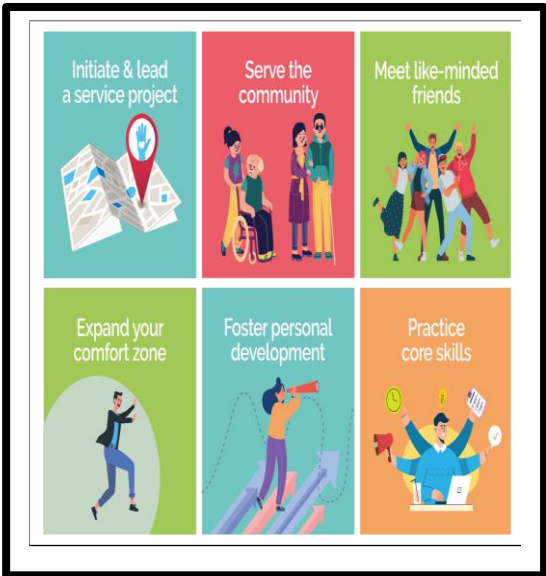
THOUGHT | ACTION | IMPACT

AN OVERVIEW



Indian organizations are rewiring themselves to do business with sustainable practices in mind. In this changing environment, where every voice in the community needs to be heard, several ESG practices for companies will need to be thought of afresh so that the communities that they serve can be adequately taken care of. Some organizations have taken the first step of a journey that could be a thousand miles. Others are learning from the best. practices of their peers. With the BRSR reporting regulation having kicked in, and other global reporting standards evolving at a rapid pace, there needs to be an urgency in aligning the ESG strategy and reporting for all organizations.

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VASUDHAIVA KUTUMBAKAM

In recent years, India has emerged as a key player in the global economy, drawing attention for its rapid growth and dynamic business landscape. The nation's economic trajectory has been nothing short of remarkable, bolstered by robust domestic consumption, a burgeoning technology sector, and an ambitious reform agenda. The world is taking note of India's burgeoning potential, and this positive economic outlook is set to boost India's image as a thriving business hub. As the country continues to chart its path towards becoming a \$5 trillion economy, there are several factors contributing to the sustained growth momentum. The Indian government's emphasis on 'Make in India' and 'Digital India' campaigns, coupled with substantial investments in infrastructure development, has laid a strong foundation for future economic expansion.

Vasudhaiva Kutumbakam. At the heart of India's success story lies its rich cultural ethos encapsulated in the ancient Sanskrit phrase, "Vasudhaiva Kutumbakam," which translates to "The world is one family." This philosophy has been ingrained in the Indian way of life for centuries and continues to be relevant in today's interconnected world. It exemplifies India's commitment to global cooperation and inclusivity. Vasudhaiva Kutumbakam underscores the importance of fostering harmonious relations with other nations and working together for mutual progress. In an era marked by globalization, India's adherence to this principle has played a significant role in shaping its image as a responsible global player. This cultural foundation resonates with businesses and investors seeking stability, sustainability, and a sense of community in their operations.



In conclusion, India's overall positive economic outlook is bolstering its image as a thriving business hub on the global stage. The cultural ethos of "Vasudhaiva Kutumbakam" reinforces India's commitment to global cooperation and inclusivity, making it an attractive destination for businesses seeking a sense of community and responsible engagement. The balanced outlook, combining economic growth with sustainability and social development, ensures that India continues on its path towards becoming a \$5 trillion economy while simultaneously contributing to global socio-economic progress. As the world looks toward India with optimism, the nation stands ready to embrace its role as a key driver of positive change in the global economy.

VISION FOR A VIABLE VENTURE

Incubation center's empower students to embrace entrepreneur- ship as a stable career choice. OFFERING OPPORTUNITY TO ALL One of the primary objectives of cam pus incubation centers is to encore age innovation. India's youth is brim- Ming with innovative Ideas, and these centers offer them the ideal platform to bring these ideas to life. Whether It's developing cutting-edge technology gy, creating sustainable solutions, or addressing societal challenges, incur- bastion centers provide the necessary infrastructure and guidance to turn these Ideas into tangible products and services.

Vision for A Viable Option

With the support of campus incubation centers, India's youth is not only exploring but also thriving in the business world Aditya Tripathi, an environmentalist who has been part of multiple Ven- tires, shares. & quot; During my bachelor's programme. I received a grant from an incubation center for a time ser- vice-related startup. There was no component of repayment of the Invested funds. Campus incubation centers receive huge sums of money from the government to be distributed among student startups.



FOSTERING RESEARCH EXCELLENCE FROM WITHIN

Group entities Technologies, Sona College of Technology. Thiagarajar Polytech legecy, forged an agreement University Health Network Toronto in 2021 to collaborate on multi-institution research to develop fabric-based wearables. Recently designed a critical stepper Villages & 39, a Springer motors for the Launch Vehicle Mark- III used in Chandrayan-3 Moon GLOBAL RESEARCH ENGAGEMENT mission in July 2023. Vee Technologies; motors division, under the Make in India Initiative for an; Atmanirbhar Bharat, handles the manufacture and quality assurance of special-purpose motors for defence applications. Science - powers its research endeavors through nearly 36 world-class Research Centres of Excellence. These centres actively involve students and researchers in Industry-relevant projects.

For over a century, the Sona Group has bolstered India's self-reliance. It addressed Independent India's need for technological advancement by nurturing technical talent. This led to the establishment of Thiagaralar Polytechnic College.



MILLETS: THE NEW GREEN GOLD OF INDIAN AGRICULTURE

Millets: Nutritious and Sustainable Grains Millets are a group of small-seeded grasses that have been grown and consumed for centuries. They are a staple food for millions of people in Asia and Africa, and are increasingly gaining popularity in other parts of the world. Millets are highly nutritious, containing a good balance of protein, fiber, vitamins, and minerals. They are also gluten-free, making them a good option for people with celiac disease or gluten intolerance. They require less water and fertilizer than other grains, such as rice and wheat. Millets can be cooked in a variety of ways, and can be used to make a variety of dishes, including porridge, bread, pasta, and snacks. They can also be ground into flour and used to make baked goods. Here are some of the benefits of consuming millets:

- Millets are a good source of protein, fiber, vitamins, and minerals.
- Millets are gluten-free.
- Millets are drought-tolerant and can be grown in a variety of climates.



POWERING INDIA'S GROWTH STORY



Powering India's Growth Story

India is one of the fastest-growing economies in the world, and its growth story is being powered by a number of factors, including a young and growing population, rising consumer spending, and a growing manufacturing sector. However, one of the most important factors powering India's growth is its energy sector. In addition to renewable energy, India is also investing in other energy sources, such as natural gas and nuclear power. Natural gas is expected to play an increasingly important role in India's energy mix, as it is a cleaner fuel than coal and oil. The investment in India's energy sector is having a positive impact on the economy. Here are some specific examples of how India's energy sector is powering its growth story:

- India is now the world's third-largest producer of solar power.
- India is also a leading producer of wind power



ADHERING TO THE NEW NORM- Active & Healthy Ageing

Creating a holistic environment and support system to enable the elderly optimize opportunities

In India, currently, there are several senior living facilities that provide wonderful environment and facilities which are built on the view that people entering their silver years should live an active and healthy life. In India, many forms of structured care have come up with primary focus being on independent living. The government of India has started prioritizing elder care as a separate segment and some of these initiatives include National Programme for Health Care for the Elderly (NPHCE) and National Action Plan for Senior Citizens (NAPSrC) under Ministry of Social Justice & Empowerment. At the same time, the private sector is contributing towards resource mobilization, capacity building for specialized geriatric care, grassroots workers and informal caregivers. The existing schemes and policies are focused largely on the lower-income group. But there is a huge chunk of the middle-class senior citizen segment who also need physical and emotional support to live an active and healthy life. While they have the financial resources, there is a lack of social infrastructure.



ELDERLY CARE IN INDIA GETS CORPORATE TOUCH



"You do not know what it is to be lonely, until you spend time alone wishing companionship" this is what Mr. Ratan Tata said when he unveiled a startup that he had founded called Good fellows. About two or three decades ago you could not have found too many for-profit organizations targeting services specifically in senior citizens. Later on, entered organized companies into the space, hospitals are an example.

It was an allied business to the hospital business; Dr Mehta's Hospital in Chennai is an example. Now why is there such corporate interest, obviously because there is a burgeoning aging population in India that needs these services and hopefully willing to pay for them. As for the aging study of India conducted by the Indian government which report came out in 2021, 319 million people will be at or above the age of sixty by 2050, that's more than a threefold increase as per the data we got in census 2011. Report also says that 75% of the senior citizens would have some chronic disease or the other, 40% would be suffering from some disability and 20% would have mental health issues.

PACKAGING AND WASTE MATERIAL

Packaging value:

First impressions are very important, and your packaging is often a consumer's first introduction to the product. As such, product packaging is a factor that manufacturers should never overlook. The importance of product packaging is multi-faceted and can go a long way in securing a good first impression and lasting brand loyalty. At its most base level, product packaging serves to protect the product inside.

Packaging plays a crucial role in marketing and can add significant value to a product or brand in several ways. It is often considered one of the "Four Ps" of the marketing mix, alongside product, price, and promotion. One of the primary functions of packaging is to protect the product from damage, spoilage, or contamination.

This ensures that the product reaches the customer in the desired condition, enhancing customer satisfaction and reducing the likelihood of returns or complaints.



SHELF PRESENCE & SUSTAINABILITY



Eye-catching packaging can draw consumers' attention, even in a crowded retail environment. Packaging design and placement on the shelf can influence purchase decisions and increase sales. Environmentally friendly packaging choices, such as recyclable or biodegradable materials, can appeal to environmentally conscious consumers. Sustainability efforts in packaging can enhance a brand's reputation and attract a specific target audience.

Packaging plays a crucial role in ensuring that products meet regulatory and safety standards. Proper labeling, child-resistant packaging, and tamper-evident seals are essential for compliance and consumer safety.

In summary, packaging is not merely a container for a product; it is a powerful marketing tool that can add value in various ways. Effective packaging design and strategy can impact consumer perceptions, drive sales, and contribute to the overall success of a product or brand.

FINTECH AND AI

The Synergy Fueling India's Economic Growth

India's Economic Landscape

India, known for its rich cultural heritage and diverse population, is now making waves in the digital frontier. The country has been experiencing a remarkable economic transformation, and at the heart of this evolution is the synergy between Financial Technology (FinTech) and Artificial Intelligence (AI). These two dynamic forces have been instrumental in reshaping India's economic landscape.

The Digital Vanguard

India's digital transformation journey is a testament to its commitment to innovation and adaptability. With a burgeoning population and increasing smart phone penetration, India has emerged as a global leader in adopting digital technologies. The government's "Digital India" initiative has played a pivotal role in fostering this digital ecosystem, laying the groundwork for the FinTech and AI revolution.

An AI-Enabled Revolution

Artificial Intelligence has revolutionized various sectors, and the financial industry is no exception. AI-powered algorithms have enhanced the accuracy of credit assessments, reduced fraud, and improved customer service. India's banking and financial sector, traditionally known for its bureaucratic processes, has embraced AI-driven automation to enhance efficiency and provide seamless services to customers.

The lending sector, for instance, has witnessed a transformation with the advent of AI-driven credit scoring models. These models analyze vast datasets and assess an individual's creditworthiness more accurately, enabling greater financial inclusion.



In conclusion, the synergy between FinTech and AI has unlocked new avenues for India's economic growth. This transformative partnership has facilitated financial inclusion, streamlined operations, and enhanced efficiency across the financial sector. As India continues to embrace digital technologies, it positions itself as a formidable player in the global economic landscape, with FinTech and AI leading the way towards a more prosperous and inclusive future.

This technological leap has opened doors for individuals who were previously excluded from formal financial systems, thus contributing to a more inclusive economic landscape.

TRANSFORMING INDIA'S DIGITAL PAYMENTS

UPI Leading the Charge

In recent years, India has witnessed a dramatic shift in the way financial transactions take place, with digital payments becoming the new norm. At the forefront of this revolution is the Unified Payments Interface (UPI), a groundbreaking technology that has revolutionized the way Indians manage their money.



AI: The Guardian of Digital Payments

Artificial Intelligence (AI) is playing a pivotal role in ensuring the security and efficiency of digital payments. AI-driven algorithms constantly monitor transactions, detecting anomalies and preventing fraudulent activities. This technology is the guardian that keeps digital payments safe and reliable.

Initiatives for a Brighter Future

The government of India has been actively promoting digital payments to create a more inclusive and cashless economy. Initiatives like "Digital India" and "Make in India" have laid the foundation for this transformation. Moreover, collaborations between the public and private sectors are driving innovation and expanding the reach of digital payment solutions.



Safety First:

Tips for Secure Online Payments

While digital payments offer convenience, safety should always be a top priority. This section provides valuable tips and best practices for secure online payments, empowering users to protect themselves from potential threats.

India's digital payments landscape is undergoing a profound transformation, driven by UPI, safeguarded by AI, and supported by government initiatives. As more Indians embrace digital payments, it's crucial to stay informed and prioritize safety when conducting online transactions. With the right measures in place, the digital payments ecosystem will continue to flourish, providing a more accessible, efficient, and secure way to manage financial transactions in India.

RBI in dialogue with other central banks to reduce cost of cross border remittances **Sep 29, 2023, 06:56 PM IST**

The Reserve Bank of India (RBI) is engaging with countries that have a significant Indian diaspora to reduce the cost of remittances, according to Deputy Governor T Rabi Sankar. He highlighted that the average cost of cross-border remittances is currently around 6.2% of the transaction value, which is considered too high given the availability of cheap data connectivity. India signed an agreement with Singapore in February this year to link their respective payment systems using the Unified Payments Interface (UPI) allowing the users of both the countries to make cross-border transactions using mobile apps in a cost-effective way. India is poised for good and steady growth for the rest of this decade.

India's current account deficit almost halves to \$9.2 billion in June quarter **Sep 28, 2023, 04:59 PM IST**

India's current account deficit narrowed to \$9.2 billion in the June quarter, compared to \$17.9 billion in the same period last year, due to lower global crude and commodity prices. The deficit was 0.1% of GDP, down from 2.1% in the previous year, but higher than the \$1.3 billion in the preceding quarter. The capital account comfortably financed the deficit, resulting in a balance of payments surplus. However, the deficit is expected to widen in the September quarter due to higher trade deficits and rising crude oil prices.

India sees robust surge in investments, marking 127% YoY growth in August 2023 **Sep 22, 2023, 05:19 PM IST**

Investments in India reached \$5.2 billion in August 2023, marking an 18% increase from the previous month and a 127% increase from the same period in 2022. However, the number of deals declined by 27% compared to last year. The infrastructure sector saw the highest investment, with Adani Power Limited receiving \$1.8 billion from GQG Partners Inc.

Centre sticks to target, to borrow Rs 6.55 lakh crore in H2 **Sep 27, 2023, 07:00 AM IST**

The Indian government plans to borrow ₹6.55 lakh crore in the second half of the financial year, remaining on track with its budget estimate. The borrowing will include a new 50-year security for the first time, and ₹20,000 crore will be raised through sovereign green bonds. Analysts believe this adherence to borrowing

Growth cut

The chart shows India's economic growth forecast for the current financial year. The IMF's cut in growth forecast comes after the RBI and the World Bank revised their forecast for FY23



Oil Drops Below \$90 on Macroeconomic Gloom, High Interest Rates

October 2, 2023 at 5:17 AM GMT+5:30

Oil fell, with the US benchmark tumbling below \$90 a barrel, as worries about further interest rate increases and a slowdown in the economy roiled broader markets. West Texas Intermediate ended the session below \$89 a barrel, reversing course after an earlier increase of 1.2%. The S&P 500 slipped and the dollar rose, with investors awaiting clues about the path of Federal Reserve interest rate policy. Prices held onto losses as Fed Chief Jerome Powell appeared at a roundtable discussion on Monday. Officials have indicated rates are likely to remain high, while JPMorgan Chase & Co. Chief Executive Officer Jamie Dimon sees the possibility of them climbing more.

Top gainers and losers today on 3 October, 2023: Bajaj Finance, Larsen & Toubro, Oil & Natural Gas Corporation, Eicher Motors among most active stocks; October 3, 2023 at 5:17 AM GMT+5:30

The Nifty closed at 19,638.3, down by 0.56%. Throughout the day, the Nifty reached a high of 19,623.2 and a low of 19,479.65. The Sensex traded between 65,813.5 and 65,344.59, ultimately closing 0.48% down at 65,828.41, which was 316.31 points below the opening price. The Nifty Midcap 50 closed 0.03% down, outperforming the Nifty 50. The Nifty small cap 100 ended at 12,748.5, up by 67.7 points and 0.53% higher, outperforming the Nifty 50.

Crompton Greaves shares drop 0.01% as Sensex falls

Oct 03, 2023, 02:00 PM IST

Shares of Crompton Greaves Consumer Electricals Ltd. traded 0.01 per cent lower in Wednesday's session at 10:20AM (IST). The stock opened at Rs 306.95 and has touched an intraday high and low of Rs 306.95 and Rs 301.6, respectively, during the session so far. The stock quoted a 52-week high of Rs 416.85 and a 52-week low of 251.25. About 13,709 shares changed hands on the counter so far.

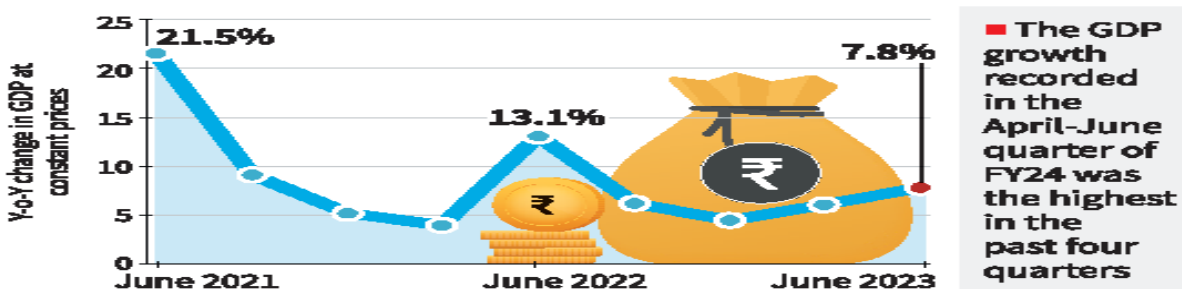
Loan interest rates October 2023: ICICI Bank, PNB, Yes Bank revise interest rates

Oct 03, 2023, 02:00 PM IST

ICICI Bank, Yes Bank, and Punjab National Bank (PNB) have revised their marginal cost-based lending rates (MCLR) on loans of various maturities. According to the bank websites, the revised MCLR came into effect from October 1, 2023. Home loan: This strategy will save Rs 16 lakh on Rs 40-lakh loan, finish it 6 years early. The loan interest rates for the majority of consumer loans are linked to the one-year tenure.

Growth accelerates

India's gross domestic product grew by 7.8% in the first quarter of FY24 compared with 13.1% growth in Q1 FY23



News
MARKETING AFFAIRS

APPLES LATEST PUSH TOWARDS PLANETARY ETHICS AESTHETICS IS POWERFUL BRAND POSITIONING AT WORK

Apple's brand positioning is based on three key elements: innovation, design, and customer experience. These 3 factors allow Apple to stay ahead of competitors while maintaining a strong sense of identity.

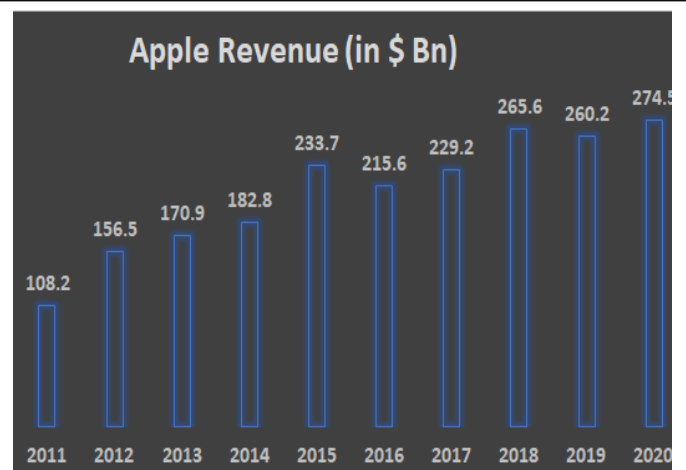
They have a culture of innovation.

Apple's culture of innovation is evident throughout the company. From the products to the people who work there, Apple employees are encouraged to think outside the box and develop new ideas.

An incredible brand

With its roots intrinsically linked to Steve Jobs and his paradigm, Apple is a pioneer in marketing and communication on many levels.

Apple has a branding strategy that focuses on emotions. The Apple brand personality is about lifestyle; imagination; liberty regained; innovation; passion; hopes, dreams, and aspirations; and power to the people through technology. The Apple brand personality is also about simplicity and the removal of complexity from people's lives; people-driven product design; and being a really humanistic company with a heartfelt connection with its customers. And this strategy paid off. For years Apple has ranked among the topmost valuable brands globally, according to the Brand Finance valuation methodology. Behind the company's success, brand, design, and innovative retail strategy are the three driving forces: Design is the starting point of Apple's whole product development procedure. It is considered as the foundation principle of Apple, Inc. It all began with the vision of Steve Jobs, when he set up a company that will produce computers. Jobs aimed for the best design. As far as he was concerned, he was not willing to settle for just any design; it had to be excellent.



On the retail side, the company's vertical integration has created unique opportunities to create the desired brand experience and control the customer journey. Moreover, the retail operations offer the chance to own technical support as well as educate and train existing and prospective customers in Apple's ecosystem of products and services: the forum (centre of the store with the large screen) where they have community events and sessions with experts on how to maximise your experience with your product. The next thing, maybe one of the most important, is that they do not focus on profits but rather leaving their customers satisfied.

Buckling Up for the Future- A Marketing Case Study of India's Electric Mobility Revolution

India's electric mobility revolution has been a journey filled with highs and lows, but it has now become an unstoppable wave of change. This case study delves into the marketing aspects that have played a pivotal role in driving the adoption of electric vehicles (EVs) in the Indian market.

Changing Consumer Mindset

India's EV revolution began with a shift in consumer mindset. Marketing campaigns focused on educating the public about the benefits of EVs, such as lower operational costs and reduced environmental impact. The "Green is the New Cool" slogan resonated with environmentally conscious consumers.

Government Initiatives

Marketing strategies leveraged government incentives and policies that promoted EV adoption. Companies emphasized how customers could benefit from subsidies, reduced GST rates, and other incentives, making EVs an attractive and affordable option.

Range Anxiety Mitigation

Addressing range anxiety was crucial. Marketing campaigns emphasized the extended range of new EV models and promoted advanced battery technology. Test drive experiences were marketed to show that EVs could meet daily commuting needs.

Riding the Wave of National Pride

Marketing campaigns tapped into the sentiment of national pride by highlighting India's potential to become a global leader in electric mobility. This approach fostered a sense of ownership and encouraged consumers to be part of the revolution.

Digital Marketing and Social Media

Companies invested heavily in digital marketing and used social media platforms to engage with potential customers. Influencer marketing played a significant role in creating buzz around EVs.

Corporate Fleets

B2B marketing efforts targeted corporate fleets, highlighting the cost savings and environmental benefits of switching to EVs for businesses. Case studies of successful corporate fleet transitions were widely promoted.



Conclusion: India's electric mobility revolution has indeed been a rollercoaster ride, but effective marketing strategies have played a pivotal role in propelling this unstoppable wave. By addressing consumer concerns, leveraging government incentives, building brand image, and fostering a sense of national pride, the electric vehicle industry in India has buckled up for a greener, more sustainable future. As the world shifts towards sustainable transportation, India's electric mobility revolution serves as a remarkable case study in successful marketing that has paved the way for a cleaner and eco-friendlier future on the country's roads.

Vedanta Founder Anil Agarwal Struggles to Secure Funds Amid Debt Concerns

Date: Sep 30, 2023, Time: 4:10 PM, IST

Anil Agarwal, founder of Vedanta, aims to create a Tata-like conglomerate but faces mounting debt concerns. Moody's recently downgraded Vedanta Resources due to increased debt repayment risks, emphasizing the company's struggle to secure funds. \$3.2 billion in bonds maturing in 2024 and 2025 are a focal point of the crisis. Vedanta's liquidity is weak, and its ability to raise money is limited as its holdings in Vedanta Ltd and Hindustan Zinc are already pledged. Interest coverage ratios have plummeted, and net debt doubled due to dividends and capital expenditure. Agarwal's debt reduction efforts were hindered by the Indian government's opposition to a Hindustan Zinc deal.

LIC Housing Finance Takes Symbolic Possession of Mumbai Property Over Non-Payment

Date: Sep 30, 2023, 1:58 PM IST

LIC Housing Finance has assumed symbolic possession of a Church gate property in Mumbai due to non-payment of dues totaling Rs 570 crore. The property, originally guaranteed by Essel Group Chairman Subhash Chandra, was associated with borrower entities Vasant Sagar Properties and PAN India Infraprojects. Despite issuing a demand notice, the borrowers and guarantor failed to repay the outstanding amount, leading to the action taken under the SARFESI Act on September 28. Any dealings with the property are now under the charge of LIC Housing Finance.

International Holding Company (IHC) to Sell Investments in Adani Green Energy and Adani Energy Solutions

Sep 28, 2023, 7:24 PM IST

Abu Dhabi's International Holding Company (IHC) has announced its intention to divest its investments in India's Adani Green Energy and Adani Energy Solutions. A definitive agreement has been reached with a buyer for the disposal of its FDI investment in these companies. IHC is in the process of finalizing necessary procedures and regulatory approvals to complete the transaction.

DMart Q2 Update: Revenue rises 18% YoY to Rs 12,308 crore, store count at 336

Date: Oct 03, 2023, 06:22 PM IST

DMart's Q2 standalone revenues surged 18% to Rs 12,308 crore YoY, with sequential growth of 6%. Despite adding nine stores, Q1 saw only a 2% rise in net profit at Rs 695.36 crore due to inflationary stress on discretionary products. Analysts adjusted down FY24E PAT by 3%, valuing DMart at 70x PE, while Geojit Financial Services predicts a 21% CAGR in revenue and a 19% CAGR in PAT over FY23-25E. The stock closed at Rs 3,734, up 1.59% on Tuesday, but is down 8.3% year-to-date.

Sketches to reels: Influencers redefine film promotion

Date: Sep 01, 2023, Time: 11:40 PM IST, Economics Times

- Filmmakers and studios are turning to social media influencers to promote their movies.
- Influencers are creating engaging content that builds anticipation for new releases.
- Influencers are changing the way films are promoted and their role is expected to grow.

Soha Ali Khan joins forces with Earth raga to revolutionise the beauty industry

Date: Oct 5, 2023, Time: 05:40 PM IST, Economics Times

Indian actress and author Soha Ali Khan have partnered with Earthraga, a natural and organic skincare brand, to promote the brand's products and raise awareness about the benefits of natural and organic skincare. Both Khan and Earthraga share a vision of providing clean, safe, and cruelty-free skincare products to all.

Adman Piyush Pandey to step down, transition into advisory role at Ogilvy

Date: Sep 28, 2023, 10:08 PM IST, Economics Times

Pandey, who has been with Ogilvy India for 41 years, is one of the most renowned advertising professionals in India. He is known for his iconic campaigns for brands such as Cadbury, Asian Paints, and Madhya Pradesh Tourism. In his new role, Pandey will advise the leadership team and major clients of Ogilvy India. He will also continue to be involved in the creative process.

Elon Musk Blames Anti-Defamation League for X's US ad sales slump

Date: Sep 05, 2023, 09:59 IST, Economics Times

- Elon Musk blames ADL for X's US ad sales slump.
- Musk claims ADL - pressuring advertisers to boycott X because of its commitment to free speech.

