

# Together

Volume - 6

No. -82

SEP-OCT 2016

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For Private Circulation only

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*“We are a product of competition. There was AT&T, Hitchison, Telstra in the past- we are fighting with Idea & Vodafone on a daily basis...And you cannot serve the customers by the chairman of the company driving the agenda. People should be clear about the fact that staying at the top is not your birthright.... You have to earn that & I think Airtel recognizes that everyday”*

1

**Sunil Bharti Mittal, Chairman of India's biggest phone company Bharti Airtel, spoke about the turbulence in the telecom industry sparked by Reliance Jio's entry.**



## Great Indian Startups

*Where they fail?*

The past 5–6 years have seen a massive surge in the number of startups in India. We can get everything done via startups nowadays. Get up in the morning. Out of groceries? Order from Bigbasket or Grofers. Not in the mood to cook lunch? Zomato, Foodpanda. Need a new outfit for party next week? Choose from an unending catalogue courtesy Myntra, Jabong. Think your place needs a little touch-up? Need a cab to pick up a friend at the airport? Book an Uber or an Ola. Planning a vacation? Book your flights & hotels: MakeMyTrip, Yatra, Goibibo,....for everything else, there's Amazon & Flipkart. Sounds pretty awesome!



Most of the Indian startup success stories of late, have been fueled by a bullish investor sentiment. Any idea with a decent implementation plan & ability to set up an initial customer base quickly is able to secure at least the first couple of rounds of funding quite easily. Investors have been disregarding short term profits for the potential to dominate the market in the long run. That basically has resulted in a market with thousands of startups, all eyeing to be the next Amazon or Alibaba. This is where they fail.

In the past couple of years, there had been issues with almost every major Indian startup in almost every way conceivable. Some of the very common issues being- A lo ordered & paid for, but was'nt received. Delay in delivery even if opted for the guaranteed next day delivery option. Unable to reach their customer care or ng period of follow-up to get the refund for a product

experiencing some really unprofessional behavior from that end. For sure, all of this makes for a really unpleasant experience. There are startups I will never deal with again, until I am left with no choice.

**Website Designing & Development**

- ✓ Unique Design
- ✓ Responsive View
- ✓ Flexibility
- ✓ Online Enquiry
- ✓ User Friendly
- ✓ 24\*7 Support

Amazon is Amazon because they have worked for years to be. They have everything under control - products quality, delivery assurances, demand projections, a sustainable business model, which subsidizes the loss from e-tailing using profits from other ventures like AWS, e-books, Kindles etc.- everything geared up to provide world class customer service. In over 3 years of dealing with Amazon, I have had no such issues. Everything works fine. And when it doesn't, I can be assured that someone from the team would definitely look into it & get back with a satisfactory response & resolution.

A lot of people look at Ola and say its India's response to Uber. or hail Flipkart as the next Amazon. I am sure they aren't. One who has experienced both can very well know the difference. They haven't been able to properly service one market, while their global counterparts have successfully replicated their business model across countries with their own set of unique political, structural, legal, and cultural traits. So, yes! The startup ecosystem in India is hugely overrated. But thankfully, of late, the market seems to be correcting itself with many such hastily conceived startups going out of business or being sold off....

## 7 Leadership Lessons From Mr. Narayan Murthy

### 7 LEADERSHIP BASICS from Narayan Murthy



*"It is our vision at Infosys, to create world-class leaders who will be at the forefront of business & technology in today's competitive marketplace." – Mr. Narayan Murthy*

A leader is a person who is followed by others. But then are all these leaders successful? Are there any specific traits for a leader? Are these traits inborn or can they be inculcated? **Great man theories** assume that the capacity for leadership is inherent –Great leaders are born, not made. **Behavioral theories of leadership** are based upon the belief that- Great leaders are made, not born.

### HERE ARE 7 LEADERSHIP BASICS FROM Mr. Narayan Murthy

#### **1. You might fail, but get started. Learn from mistakes & move on.**

*(In 1976, Murthy founded Softronic, a company that lasted a year and a half. When he realised that his first venture wasn't taking off, he moved on.)*

#### **2. Think Big. Don't Hesitate to Start Small.**

*(In 1981, a determined Murthy started Infosys with Rs 10,000 he borrowed from his wife. In few years, Infosys went on to become one of the largest wealth creators in the country.)*

#### **3. Sharing is Caring.**

*(After the IPO, Infosys decided to share a portion of its equity with employees. This helped them retain talent & gave employees a sense of ownership. Murthy is proud of having given away stocks worth over Rs 50,000 cr to employees.)*

#### **4. Make hay while the Sun Shines.**

*(In late 90's, India's tech companies made use of the Y2K opportunity to make them known in the global market. For Infosys, it was a great opportunity to enter into long term relationships with their customers.)*

#### **5. Founders are Keepers, but Not Forever.**

*(Murthy's decision to not allow founders to continue with the company after the age of 65 set another standard for the company. This way, younger leaders at Infosys had a greater chance at the top positions.)*

#### **6. Get Rich, Honestly.**

*(Rich businesses were considered to be dirty in the days when the country had a socialist bent. Infy was a company which got rid of this sentiment. Murthy, with his 'no compromise' policy on greasing palms & doing ethical business, set the standards.)*

#### **7. Do Good, Look Good.**

*(Murthy knew the importance of creating an image for Infosys. He invested in creating sprawling, world class campuses early on, bigger than any other company's headquarters in the country, that would make his global customers feel like they were in a global office.)*

*"Our assets walk out of the door each evening. We have to make sure that they come back the next morning."*  
– Mr. Narayan Murthy

# MANAGEMENT

## QUIZ-21

### MAGANAGEMENT QUIZ NO. 21 – Task Ahead



1. Who is the new COO of FMCG major ITC?
2. Name the manufacturer that overtook Toyota as the world's top-selling carmaker?
3. Which company's IPO in July received over one million applications and was oversubscribed nearly 12 times?
4. Name the American company that bought Yahoo! For US\$ 4.8 bn.
5. Which car maker has exited from the electric vehicle consortium that is part of the government's National Electric Mobility Mission Plan 2020?
6. How much is Oracle's takeover of NetSuite valued at?
7. This Indian heavy commercial vehicles maker will be setting up assembling plants in Kenya and Bangladesh.
8. Which Asian country recently passed regulations to completely legalise ridesharing apps?
9. Flipkart, through Myntra unit, purchased which fashion e-retail site for US\$ 70 mn?
10. Which American multinational technology company recently announced 2,850 job cuts?

### HAPPY QUIZZING

(Answers to be published in 'Together' Nov.-Dec issue, Vol.6, No. 83)

Students are encouraged to send answers to 'Management Quiz No.21', to the Email: [usha@imis.ac.in](mailto:usha@imis.ac.in), latest by 30<sup>th</sup> Oct. 2016 to win attractive prizes, for all correct answers, under your respective club activities.

**"There is nothing so useless as doing efficiently that, which shouldn't be done at all"**

**Peter Drucker, Management Expert**

### Answers to Management Quiz No. 20

(Together, July-Aug, 2016, Vol.6, No.81, p-4)

1. Larsen and Toubro (L&T)
2. Tesla Motors
3. Jonathan Akeroyd
4. Titan Company
5. RBS (Royal Bank of Scotland)
6. Aditya Birla Fashion and Retail
7. Pebble
8. Castrol India
9. India and France
10. Stephen Covey

**QUICK TAKE-**  
*Graphs and Tables*

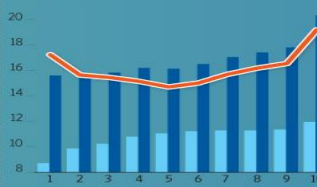


# CHANGING DYNAMICS

Consumption growth has picked up sharply in rural areas.

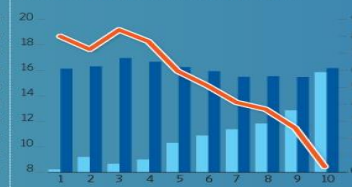
**Sharp acceleration in rural consumption**

Decile wise MPCE CAGR (%) for rural areas



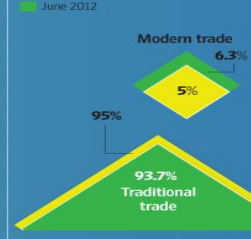
**The urban rich did not see any acceleration**

Decile wise MPCE CAGR (%) for urban areas



**New channels of trade driving consumption**

Modern trade 6.3%  
Traditional trade 93.7%



**Share of unorganized players in various segments**

(%)



MPCE: Monthly per capita expenditure CAGR: Compounded annual growth rate

Source: Ministry of statistics and programme implementation, Credit Suisse, Nielsen, Industry, ICICI Securities

## Amazon's Online Sales Dwarf the Competition

The 10 largest U.S. online retailers in 2013 (based on worldwide online sales)



## FMCG PRESENCE IN RETAIL FORMATS

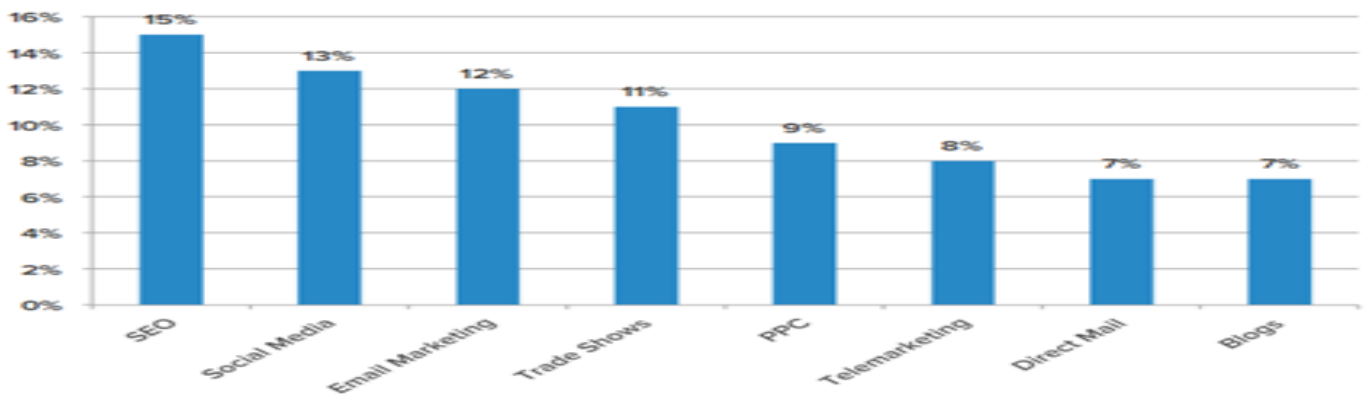
MODERN TRADE

TRADITIONAL TRADE



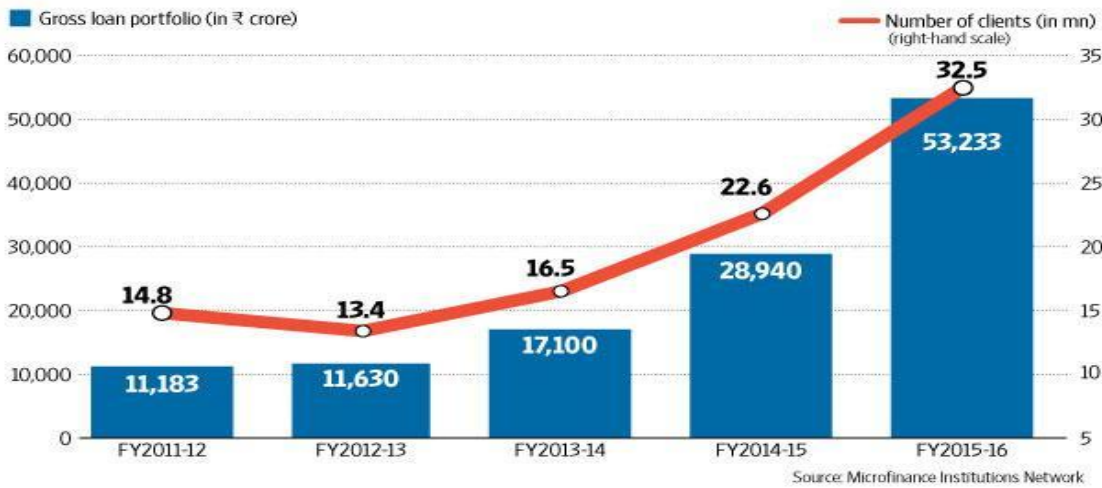
## Social Media, Search Net Above Average Lead Conversion

15% of marketers say SEO delivers above-average sales conversions



### MICROFINANCE: GROWING TOO FAST?

The gross loan portfolio of microfinance companies have been rising over the past few years. In fiscal 2015, the gross loan portfolio grew about 48%, while it grew 69% in the previous year.



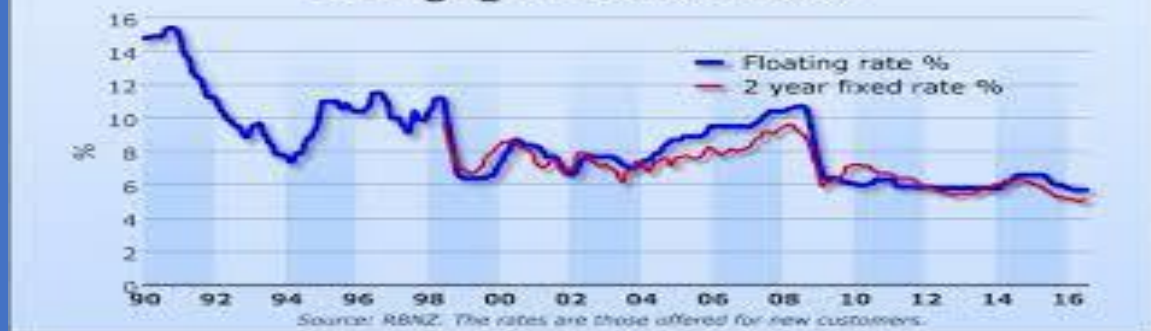
Source – Microfinance Institutions Network

### Growth in money supply over past few years (US\$ billion)

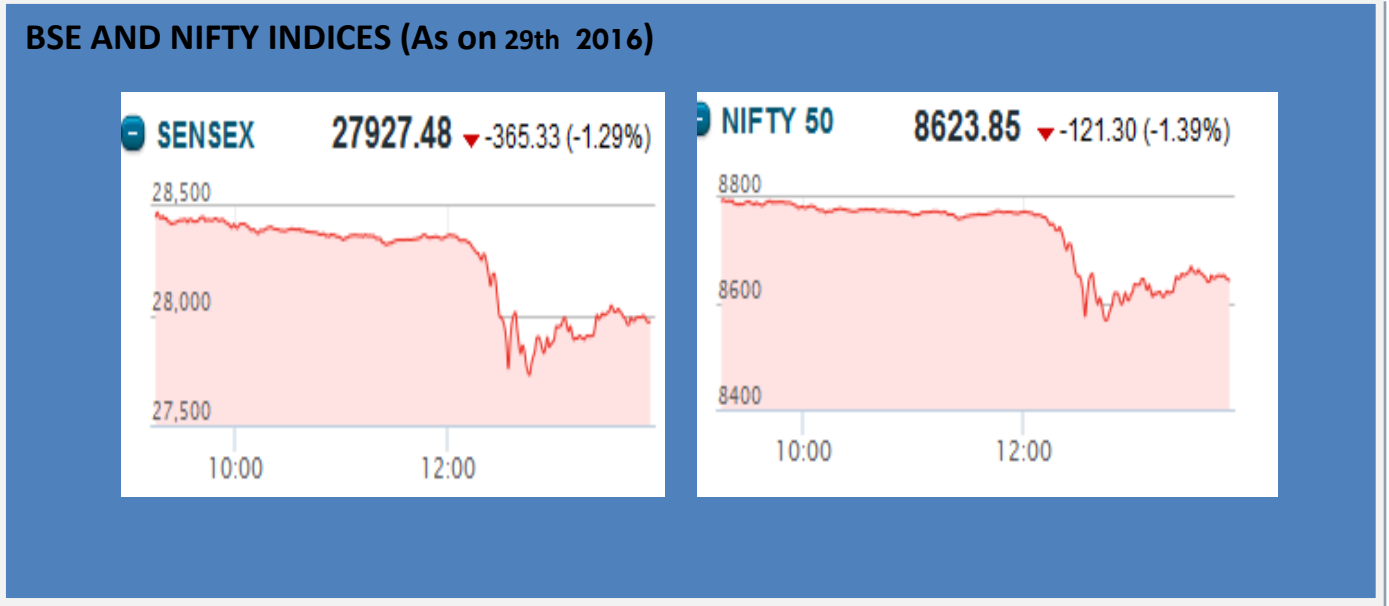


Source – Reserve Bank of India

### Mortgage interest rates



Source - RBNZ



(As on 1<sup>st</sup> Oct 2016)

#### Commodity Prices MCX

Commodity	Rs	Chg	% Chng
Gold - 5 Oct	30742.00	423.00	-1.36%
Silver - 5 Dec	45726.00	108.00	-0.24%
Crudeoil - 19 Oct	3212.00	8.00	0.25%
Naturalgas - 26 Oct	194.00	5.20	-2.61%
Aluminium - 31 Oct	111.20	0.15	-0.13%
Copper - 30 Nov	328.55	2.55	0.78%

Source: Money Control

(As on 1<sup>st</sup> Oct 2016)

#### Commodity Prices (NCDEX)

Commodity	Rs	Chg	% Chng
Charjddel - 20 Oct	8055.00	0.00	0%
Rmseed - 20 Oct	4571.00	36.00	0.79%
Sybeanidr - 20 Oct	3235.00	29.00	0.9%
Cocudakl - 20 Dec	1971.00	13.00	0.66%
Tmcfgrnzm - 20 Oct	7186.00	54.00	-0.75%
Dhaniya - 20 Oct	7606.00	82.00	-1.07%

Source: Money Control

#### Gainers (As on 1<sup>st</sup> Oct,2016)

Security	LTP (₹)	Change	% Ch.
<a href="#">BALKRISIND</a>	1014.90	+99.80	+10.91
<a href="#">TATACOMM</a>	565.50	+51.35	+9.99
<a href="#">RCOM</a>	46.30	+3.75	+8.81
<a href="#">IBREALEST</a>	92.20	+7.15	+8.41
<a href="#">CEATLTD</a>	1324.10	+97.85	+7.98

Source- bseindia.com

#### Losers (AS on 12<sup>th</sup> AUG,2016)

Security	LTP (₹)	Change	% Ch.
<a href="#">HINDCOPPER</a>	59.75	-2.35	-3.78
<a href="#">CIPLA</a>	580.25	-20.65	-3.44
<a href="#">GDL</a>	251.90	-4.65	-1.81
<a href="#">TECHM</a>	419.90	-7.35	-1.72
<a href="#">ITC</a>	241.55	-4.00	-1.63



### **MSE Credit cover fund not self sustaining RBI**

**ET | 31 Aug 2016**

The Reserve Bank of India has cautioned the government that operations of one of the country's largest credit guarantee funds, Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), is not self-sustaining. The RBI CGTMSE had a corpus of around Rs 4,500 crore by the end of September 2015 against which it has given outstanding guarantees of Rs 65,200 crore, a leverage of almost 14 times.

### **SBI raises Rs 2,100 crores from Yes Bank**

**ET | 7 Sept 2016**

India's largest lender the State Bank of India has raised Rs 2,100 crore through perpetual bonds at 9% interest rate amid fears that perpetual bond-holders may face delay in interest repayments with most of the state-owned banks posting quarterly losses. Privately Yes Bank has invested the entire sum with direct knowledge of the matter. This is the lenders first Basel-III compliant perpetual fund.

### **Bank Nifty Hits 20-Mth High; MSCI Rejig Drives FII buying**

**ET | 7 Sept 2016**

Bank share rose to their highest in 20 months as foreign investors bought them amid the rebalancing of MSCI Indices. The Bank Nifty rose 2.73% to close to 20,426.20- highest since January 28, 2015. "The rally is probably on account of the recent MSCI increasing the weightage in a couple of bank stocks" said Mahesh Patil, CIO, Birla AMC.

### **India Inks Pact to expand trade with Chile**

**ET/ 8 Sept 2016**

India has signed an agreement with Chile to expand the India- Chile Preferential Trade Agreement (PTA), marking a 10-fold jump in the number of products to be traded on concessional duty rates. "India's export basket with Chile is diversified and keeping in view the wide variety of tariff lines offered by Chile, the expanded PTA would immensely benefit India," said the commerce department in a release.

### **Lack of Aadhaar No. not to deny a person Government Benefit**

**ET | 15 Sept 2016**

Ahead of crucial hearings in the Supreme Court on the Aadhaar project, the government has brought out a set of new regulations to take care of the data security and privacy concerns around the project as well as address the political concerns that people could be denied benefits for the want of an Aadhaar. The Unique Identification Authority of India (UIDAI), as per a set of five new regulations accessed by ET



## **India announces \$1b assistance to Afghanistan**

**ET | 15 Sept 2016**

India offered Afghanistan a fresh \$1 billion in economic assistance after their leaders met in New Delhi to strengthen already close ties between the neighbours. In a joint statement, India announced the \$1 billion offer, but there was no mention of providing weapons to help Afghanistan fight militants, which it has previously asked for. Prime Minister Narendra Modi reiterated India's commitment to helping the war-torn country strengthen its education, health, agriculture and other sectors.

## **PSBs can't sell perpetual bonds to retail investors**

**ET | 15 Sept 2016**

Public sector banks will not be able to issue perpetual bonds to retail investors. The Securities and Exchange Board of India (SEBI) has struck down requests of state-owned banks, such as State Bank of India BSE -0.55 %, to sell these securities to smaller investors citing potential risks of mis-selling.

## **Shift to Chip-based cards by Dec'18: RBI**

**Business standard | 16 Sept 2016**

The Reserve Bank of India has instructed banks to shift from magnetic stripe based ATM and debit cards to EMV chip and Pin based model of cards to ensure protection of cards from cloning, skimming and other forms of frauds which can happen on a magnetic strip.

## **Trade Deficit Shrinks as Exports Dip a Tad & Imports Decline 14%**

**Times of India | 16 Sept 2016**

India's merchandise exports in August came in at almost same level as last year with nearly half the exports sectors reporting growth, raising hope that the worst may be behind. A sharp decline in imports led by a fall in gold buys helped keep trade deficit low. Trade deficit shrank to \$7.67 billion in August from \$12.4 billion in May but almost unchanged from levels in July. Gold imports declined almost 77.4 per cent to \$1.1 billion last month.

## **India's foreign exchange reserves up at \$371 bn**

**ET | 16 Sept 2016**

India's foreign exchange reserves went up to \$371.27 billion as on September 9, the Reserve Bank of India (RBI) announced. On September 9, the foreign currency assets stood at \$344.74 billion, gold at \$21.64 billion, special drawing rights at \$1.49 billion and the reserve position in the International Monetary Fund (IMF) at \$2.39 billion.

## **Highway across nation, India approves \$1bn connectivity project**

**Business Standards | 17 Sept 2016**

India has approved an ambitious \$1.04-billion project for constructing and upgrading 558 km of roads to link it with Bangladesh, Bhutan and Nepal and ease the movement of passengers and cargo, as part of the larger effort to increase inter-regional trade by 60 per cent. The new project has been given an official nod by India's Department of Economic Affairs with 50 per cent funding from the Asian Development Bank (ADB)

**"If you focus on results you will never change,  
If you focus on change you will get result"**

*By Jack Dixon*

## **CCI is likely to end probe into PSB cartelisation in 2 months**

**ET | 19 Sept 2016**

The Competition Commission of India (CCI) is likely to complete its probe into alleged cartelisation by state-run banks within two months. The competition watchdog is investigating whether public sector banks, which together control nearly three quarters of the country's banking business, are conniving to keep the interest rates on savings accounts low at about 4% when private sector lenders are offering

## **India, China may escape worst of global environment: UNCTAD**

**ET | 21 Sept 2016**

Expanding domestic markets and enough forex reserves in India and China may shield them from the "worst of the adverse external environment". India is growing faster than China as it has managed the downside risks of the post crisis period better than other emerging economies, said the UNCTAD Report 2016.

## **Forex reserves down by \$1.67 billion to \$369.6 billion**

**ET | 23 Sept 2016**

After touching a record high, the country's forex reserves declined by \$1.679 billion to \$369.6 billion in the week to September 16. The reserves had touched a record high of \$371.279 billion after it increased by \$3.513 billion in the previous week. Foreign currency assets (FCAs), a major component of the overall reserves, decreased by \$1.673 billion to \$344.073 billion in the reporting week, the Reserve Bank said.

## **Confusion over new payment settlement system hits tea trading**

**ET | 23 Sept 2016**

The payment settlement module of pan India education, which the Tea Board claims to have implemented successfully on September 14, has resulted in a 14% drop in tea prices in the past few days as all stakeholders in the trade said there's a lot of uncertainty over payment issues resulting in very slow movement of tea from warehouses. Producers have been the worst hit as their cash flows have come under pressure.

## **Black money declaration without PAN to be accepted**

**ET | 28 Sept 2016**

The CBDT is leaving no stone unturned to ensure maximum declarations under the window, also called the Income Declaration Scheme (IDS) that ends on September 30. The I-T department has been directed to accept declarations without PAN under the black money compliance window, but ensure that the unique number is later obtained by the entity concerned.

**“Management is about arranging and telling,  
Leadership is about nurturing and enhancing”**

*By Tom Peter*



**McLeod Russel India to seek growth in years ahead from 'marketing and value addition'** *Business  
livemint.com, 9<sup>th</sup> Aug'16*

The company needs to “reinvent itself to meet future challenges”, Khaitan said in an interview, describing the current phase as an “interesting” one, when the Williamson Magor Group flagship is looking for new growth drivers for the next 10 years. “It is important to understand how tea is to be consumed in the future, in say 30 years from now,” Khaitan said.

**De Beers to Launch India Marketing Campaign**  
*Diamonds.net, 8<sup>th</sup> Aug'16*

De Beers signed an agreement with India’s Gem & Jewellery Export Promotion Council (GJEPC) to run a marketing campaign during the nation’s key selling season this year. The memorandum of understanding is in line with the miner’s initiatives in the U.S. and China last year, De Beers chief executive officer Bruce Cleaver told the India International Jewellery Show in Mumbai.

**Facebook India Ropes in Sunita GR as Head, Business Marketing**  
*Adage India, 11 Aug'16*

Facebook India has appointed Sunita G R as the Head of Business Marketing for. Its India operations. She will be based in Delhi. The social media giant has confirmed the news to Adage India. She has joined the social media platform from PepsiCo where she was last serving as Associate Director and Brand Head, Lay's.

**Rural India is 'digitally immature'**  
*Warc.com, 16<sup>th</sup> Aug'16*

Boston Consulting Group noted that over the next four years, more than half of all new internet users in India will come from rural communities; by 2020 rural users will make up about half of all Indian internet users. Based on surveys of around 4,000 rural consumers in 27 villages in 14 states in 2015 and 2016, authors Nimisha Jain and Kanika Sanghi observed a "digital immaturity" among many rural

**Amazon India, Exide Life, Ferrero Rocher, Ultra Tech ring in Raksha Bandhan Celebrations**  
*Exchangeformedia.com, 17<sup>th</sup> Aug'16*

Celebrating the brother-sister bond, brands across categories have launched their campaigns to engage with the consumers this Raksha Bandhan. While some brands like Ferrero Rocher and PaperBoat have innovated their packaging, others like Amazon India, Exide Life and VelvetCase.com have launched quirky campaigns to highlight the

**Brands make beeline for Olympic stars Dipa Karmakar, Sakshi Malik and PV Sindhu**  
*The Economic Times, 21<sup>st</sup>, Aug'16*

"We are close to signing a multiyear deal for Sindhu and Kidambi Srikanth, which will be their first endorsement deal," said Tuhin Mishra, managing director of sports marketing firm Baseline Ventures, which represents the two badminton players.

### **Gionee to spend Rs 400 crore on Marketing.**

*Business Standard, 22<sup>nd</sup> Aug'16*

Handset maker Gionee will spend around Rs 400 crore on marketing and branding activities over the next few months to capitalise on the festive season demand. The Chinese company, which plans to launch four new smartphones by mid-October, also aims to expand its market share in India to seven to 10 per cent by next March. "We had earmarked a budget of Rs 600 crore this year and we have

### **Snapdeal reveals marketing budget for this festive season**

*Gadgetsnow.com, 24<sup>th</sup> Aug'16*

E-commerce major Snapdeal will spend more than Rs 200 crore on marketing, ahead of the festive season this year. The city-based firm, which faces strong competition from rivals like, Amazon and Flipkart, will run a 360-degree marketing campaign over the next 60 days. "The new campaign, where we will spend more than Rs 200 crore,.

### **Droom Plans to Spend Rs 100 crore on Marketing**

*Adage India, 1<sup>st</sup> Sep'16*

Droom, an online automobile transactional marketplace, is geared up to launch a mega promotional campaign with a budget of Rs 100 crore. The new campaign is being launched for television, YouTube, print, digital and social media and will also be seen outdoors on billboards and external installations.

### **Amazon India ropes in Ravi Desai as CMO**

*The Economic Times, 3<sup>rd</sup> Sep'16*

Amazon India has roped in Ravi Desai of ITC Foods as its chief marketing officer, creating the position for the first time in the country as the ecommerce battle intensifies ahead of the festive season. At Amazon, Desai will be responsible for product marketing, advertising and brand building.

### **Reliance Jio's services to boost digital marketing in India: Lycos CEO**

*Gadgets Now, 5<sup>th</sup> Sep'16*

Reliance Jio's disruptive offer of free voice calls forever and data at just 5 paise per MB is expected to open up the digital marketing space in the country in a big way. According to Suresh Reddy, Chairman and chief executive officer of Lycos Internet Limited which is a pioneer in the digital marketing space, at \$1 billion, the digital marketing in India currently accounts for a small pie of the global market pegged at \$200 billion.

## **WHAT ARE SOME MISTAKES THAT EVERY STUDENT SHOULD AVOID?**

I would like to point out some common mistakes made by students:

### **1. Late night studies:**

Many students prefer studying till late night which not only affects the amount of sleep they get but also affects their studies. Instead of late night studies they should try getting up early in the morning, because according to scientific studies, our brain can perform at its peak just 2–3 hours after waking up.

### **2- Not revising their lessons regularly:**

Human minds can forget things easily if not stored properly. So, it is advised to students to revise their lessons regularly in an interval of 5–8 days.

### **3. Not making proper notes:**

Making notes help in revising at the time of examination. So notes should be made in a systematic way. However some students have the habit of not making notes during lectures, this habit may prove to be harmful at later stages.

### **4. Improper diet and ignoring sports:**

Junk foods are good for taste buds but not for your health. These foods contain carbohydrate and fats which may affect your working memories.

"All work and no play makes Jack a dull boy". Some students tend to ignore sports in order to concentrate better in studies. They should try to balance their studies & games properly.

## Marketing guru Jagdish Sheth & Devendra Chawla discuss why companies in India are kidding themselves

*The Economic Times, 6<sup>th</sup> Sep'16*

One of the big lessons we've learned is we've lost control of the brand in the social media age. Consumers influence the brand and even marketers don't control but merely influence the brand. And yet the marketer's job continues to be more relevant and increasingly complex, since he still has to decode what the consumer really feels.

## Viacom18 Takes 'Motu Patlu' to Theatres, Leverages Network Strength for Marketing the Movie

*Forbes, 8<sup>th</sup> Sept'16*

Viacom18 is taking its popular animated characters Motu and Patlu to theatres, thereby extending the franchise. The network is releasing a movie titled 'Motu Patlu King of Kings' - the network's maiden 3D stereoscopic animation theatrical- on October 14. Two divisions from the Viacom18 Network - Viacom18 Motion Pictures and Nickelodeon have joined hands to create the movie based on the very popular

## Snapdeal undertakes major brand overhaul; unveils new logo

*The Economic Times, 11<sup>th</sup> Sep'16*

Online marketplace Snap deal has undertaken a massive brand identity overhaul, its biggest repositioning since pivoting from a deals site six years ago. The rebranding will see Snap deal unveil a new logo, along with a new tagline, "Unbox Zindagi," with its longstanding colour palette of red and blue, giving way to vermello. The Softbank Corp, Foxconn and Alibaba Group backed Company engaged London based Design Studio, which undertook a similar exercise for online home rentals venture Airbnb

## Air India, Indigo indulge in battle of wits in Mumbai ad hoardings

*The Economic Times, 22<sup>th</sup> Sep'16*

Indigo and Air India got into a small tiff over taglines earlier this week, when the national carrier put a cheeky advertisement hoarding in the low-cost carrier's own airport counter and was replied in kind. Air India put up a hoarding at Indigo's counter at the Mumbai airport with the message: "Wish you a comfortable flight. Next time, fly with AIR INDIA and feel the difference,"

## Sachin Batra appointed as Chief Marketing Officer, ZTE India

*Best media info, 29<sup>th</sup> Sep'16*

Global mobile device maker ZTE has appointed Sachin Batra as the Chief Marketing Officer of ZTE India. Batra will head both sales and marketing for its smartphone B2C business. Batra, who comes with over 25 years of experience in sales and marketing, business development, relationship management and team management.

## What can we learn from P.V. Sindhu?

1. Nation first.
2. Forget the masses, get struck to your own dreams since early days & ACHIEVE.
3. Quit luxuries ahead of your goals, as those would distract you for sure.
4. Expectations from the least expected is the LEAST. (Who thought she would bring medal)
5. A perfect guidance ought to make it count. (From coach- Pullela Gopichand)
6. Aggression is your power when it comes to Sports (I guess everyone saw her face while playing her matches)
7. The true spirit of Humanity at every corner. (PV Sindhu shows her respect for the game by picking up Carolina Marin's racquet)
8. lastly, Do not kill the Dreams of a girl or the girl herself. She could be Nation's pride Some Day!!

- Cheers to Sindhu !!!