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Where News & Management Meet

OLA GETS \$50 MILLION FROM TWO NEW CHINESE INVESTORS

Ola has been successful in raising \$50 million from two new Chinese investors, Auto Fortune Ltd and Odyssey Bravery Limited, at a valuation of \$3.8-4.5 billion. On the other hand existing investor Steadview Capital is also looking to increase stake through primary and secondary deals.

“The companies that I admire the most are the ones that have a deep visceral understanding of why people use their service, and they figure out ways of making money that is completely consistent with how people are feeling and what they are doing at the time.”

- Ben Silbermann

HDFC LIFE APPOINTS VIBHA PADALKAR AS NEW CEO FOR 3 YEARS

HDFC Life has appointed Vibha Padalkar as its new managing director and CEO for a period of three years, effective from September 12. The board took this decision following the recommendation of the company's nomination and remuneration committee.

PEPSICO'S OUTGOING MARKETING HEAD VIPUL PRAKASH TO JOIN MAKEMYTRIP

PepsiCo's outgoing marketing head Vipul Prakash, who stepped down last month after a two-decade association with the soda and snacks maker, is set to join online travel company MakeMyTrip in a senior leadership role, an official directly aware of the move said.

An email seeking comment from MakeMyTrip's spokesperson elicited no response. Prakash could not be reached for comment. The official quoted above said Prakash will be joining MakeMyTrip as chief operating officer.

XIAOMI, OPPO AND IVOOMI BRING MORE SUB-BRANDS TO THE FIGHT IN INDIA

Chinese smartphone players in India have initiated a second wave of sub-brand launches betting on dual branding to accelerate growth by differentiating across price segments and distribution channels, industry executives and analysts said.

Poco, RealMe, Innelo are the new sub-brands of established ones such as Xiaomi, Oppo and new player iVoomi, respectively. Huawei has been operating with its sub-brand, Honor, for some time in India.

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WHY DID HITACHI FAIL

Many articles have been written in Japanese about failed tech companies. This company was established in 1910 by Namihei Odaira, a successful electrical engineer. This company was behind the production of Japan's first 5-horsepower electric induction motor. Hitachi became one of the Japanese giants who once ruled the world. Now this same company is in deep trouble, fading from the limelight and losing billions of dollars per year. If you intend to get an idea of the causes of failure of this electronic company, you ought to go for a ride on the Tokyo metro. Everybody has a 3G mobile, but the rules are that it is illegal to talk on a mobile phone while on public transport.

HIDDEN COMPANY	MEANING BRAND	BEHIND NAME
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INTERESTING FAMOUS	STORY BRAND	BEHIND LOGO
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Skype: First released in 2003, Skype is derived from "Sky peer-to-peer," as in a way to connect people together from the "sky" wirelessly. It was then shortened to "Skyper." However, Skyper.com was already a registered domain, so its developers simply dropped the "r" at the end to become Skype.

IBM: IBM, which started as the International Time Recording Company (ITR), in 1888, changed several names and logos before it came to be called the International Business Machines Corporation. The current logo, designed by Paul Rand, was introduced in 1972. The horizontal stripes forming the letters IBM are suggestive of the 'speed and dynamism'



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