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"Good marketing makes the company look smart. Great marketing makes the customer feel smart."

- Joe Chernov



Horlicks which is owned by GSK has a brand value of \$3.8 billion (around Rs 26,000 crore) in Indian and Asian markets.

NETFLIX TO ROLL OUT CHEAPER MOBILE-ONLY PLAN

Netflix lowers down its monthly plan in order to compete with rivals like Amazon Prime, Hotstar. By providing a plan at 250/month which stands away from the other rivals. Keeping in mind , the Indian market ,they tried to improve the accessibility of the service so that they can position themselves as niche player in the Indian market.

OYO ENTERS CO-WORKING SPACE WITH Rs180 CRORE INNOV8 BUY

OYO acquired Innov8 and made its entry in to co-working space by offering the customers the premium space and delighting them, and also introduced two other co-working brands which are Powerstation and Workflo which are pocket friendly. So, customers can have experience according to their budget. It aims to expand its wings to over 50 centres across India by end of 2019.

RELIANCE BRANDS COMPLETES ACQUISITION OF HAMLEYS

Reliance Brands, a subsidiary of Reliance Industries has completed acquisition of British toy retailer Hamleys for GBP 67.96 million (about Rs 620 crore) in an all-cash deal. In May this year, Reliance Brands had signed an agreement to acquire 100 per cent stake in Hamleys Global Holdings from Hong Kong-based C.banner International.

FACEAPP GOES VIRAL AGAIN, PROMPTING SECURITY CONCERNNS

FaceApp, a more than 2-year-old app created by a Russia-based developer, has seen a recent spike in use due to some celebrities and influencers taking part in the "FaceApp Challenge." But the sudden popularity of the app has also triggered growing concerns about how apps use the data and images supplied by users, particularly those that are owned or operated outside the US. One such concern for FaceApp centered on whether the app could access user photos without permission. Researchers found that those concerns were unfounded.



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APPLE INC'S INDIA-MADE TOP-END IPHONES TO HIT INDIAN STORES NEXT MONTH

Indian assembled iPhone by Foxconn's local units are expected to be available in Indian stores by next month. The prices are expected to reduce in India as local made iPhone will draw less tax as compared to import of fully foreign built devices.

SHALIMAR PAINTS LAUNCHES 360 - DEGREE MARKETING CAMPAIGN

'Har Rang Khoobsurat' Shalimar Paints launches 360-degree marketing campaigning, "Har Rang Khoobsurat". Its is one of a kind brand initiative by Shalimar paint to articulate this message to break silence and encourage people to respect and love every colour in terms of caste, religion by treating them equally.

BALKRISHNA INDUSTRIES SIGNS UP WITH TAMIL NADU PREMIER LEAGUE 2019 AS

REEBOK ROPES IN VARUN DHAWAN AS THE BRAND AMBASSADOR LEADING FITNESS

Balkrishna Industries Limited (BKT), leading manufacturer of off-highway tires, has signed on with Sankar Cements Tamil Nadu Premier League (TNPL) as the associate sponsors. TNPL will kick start its fourth edition on July 19, 2019. "TNPL has been a success since its first year and it has promise to nurture and promote young talents to grow into future superstars of the country. We are keen to join them on this journey to unearth future champions", Rajiv Poddar, joint managing director, BKT, said.

Reebok has announced Bollywood actor and fitness enthusiast, Varun Dhawan, as their new brand ambassador in India. The brand recently brought in Katrina Kaif as the brand ambassador. "It feels truly amazing to associate with a brand like Reebok, which feels so much like me. My affinity towards Reebok is inspired by our shared beliefs in fitness and performance, that enables one to challenge the conventional and value individuality over conformity", Varun said.



Carlsberg beer used a swastika as a logo, representing the ancient symbol of prosperity and goodness in Sanskrit, but it stopped using the symbol of good in 1940.



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We all are well aware about the chewing gum product "Center fresh". In fact, it will be impossible to find even a single person who have never tried it at least once or did not hear about it before. But what many of us do not know is that the chewing gum was manufactured by an Italian company named "Perfetti Van Melle". In fact, there is a very interesting history behind the emergence of the company itself. It was founded way back in 1946 by the Perfetti brothers, Ambrogio and Egidio Perfetti near Milan. Presently Perfetti Van Melle is the undisputed market leader in India, having the largest distribution network amongst confectionery companies.

PALLAVI SINGH STEPS DOWN AS MARKETING HEAD, MG MOTOR INDIA

Pallavi Singh has quit MG Motor India as Marketing Head, highly placed sources have confirmed to exchange4media. Before MG Motor, Singh was Director, Marketing for Harley-Davidson India and before that she was with Yamaha where she handled consumer research for India and Thailand. According to some media reports, Singh is expected to join BMW India.

TATA SALT LAUNCHES INITIATIVE FOR CLIMATE CHANGE IN A CAMPAIGN

Tata Salt has launched an initiative, according to it the company is living up to Tata Salt's claim of being 'Salt of the nation.' According to the company, the activity addressed the issue of the hour, 'climate change' and for the first time ever the annual religious the journey of 1.5 million devotees towards Pandharpur sowed the seeds of positive change.

TATA NANO - WHY DID THE PEOPLE NOT WANT THE PEOPLE'S CAR?

When Tata Motors was launched in 2008 it won a plethora of international awards based on its defining features - high fuel efficiency, low weight, designed to incorporate all international safety regulations then applicable and having the lowest emission level among all cars then being made in India - offered at the cheapest price in the world. First, several Nano cars caught fire in the first two years. Tata Motors rectified the glitches and offered an extended warranty for both new and existing cars but the reputational damage was done. Second, there was a production delay (shifting from Singur, West Bengal to Sanand, Gujarat) of 18 months which was acutely felt because of high expectations created by the hype over the car. Third, it was low on riding comfort, lacking the stability that greater weight gives. Fourth and the most important, prospective buyers felt that to be seen owning the "cheapest" was to acquire a lowly social status. So even the lower middle class people who had the affordability avoided this. All these circumstances led to the disastrous response of Tata Nano in the Indian market.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

HYUNDAI : Hyundai is a south Korean multinational company which deals in automotive sector. The word 'H' in the logo has a very significant meaning, it represents handshake between the buyer and the seller. The handshake is symbol of Trust and customer satisfaction.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



Tostitos, the popular chip and salsa brand, has some fun imagery hidden in its typography. The 'tit' in Tostitos is actually two people enjoying chips and salsa at a table, showing that the snack is fun and social.



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