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“Our digital future is about enabling better productivity and decision making to enjoy a better quality of life.”

- Yacine Baroudi

FLIPKART GOES FESTIVE WITH IT'S NEW MARKETING TOOLS- FLIP SCORE AND LOOK BOOK

Flipkart introduces 'Look Book' and 'Flip Score' among other innovations now available for brands and sellers as their advertising tools for the festive season, helping them effectively connect with over 160 million consumers across India. The successful Flipkart Plus loyalty program which has a growing user base and newly launched SuperCoins initiative offers a win-win proposition for both Flipkart's consumers and partners.

RELIANCE JIO, CHINESE TELECOM FIRMS JOIN HANDS FOR 5G TECHNOLOGY

The leading telecom players and vendors have come together to start an Open Test Integration Centre. The company includes China mobile and Reliance Jio along with participation from China, Unicom, Intel, Samsung Electronics, Lenovo etc. So, they are together to develop 5G network solutions based on open standards and support interoperability.

OLA AND AYUSHMAN BHARAT ENTER INTO PARTNERSHIP TO EXTEND HEALTHCARE BENEFITS FOR DRIVER-PARTNERS AND FAMILIES

Ola and Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), government healthcare scheme, have announced a partnership to facilitate comprehensive health insurance for Ola's 2 million driver-partners. Vijay Ghadge, VP, operations, Ola, on Thursday signed an MoU with Dr Praveen Gedam, Deputy CEO of AB-PMJAY and National Health Authority to extend the benefits of the Centre-sponsored healthcare scheme to provide secondary and tertiary care to driver-partners and their families.

HAVELLS SIGNS VICKY KAUSHAL AS BRAND AMBASSADOR FOR ITS MEN'S GROOMING RANGE

The association with Vicky Kaushal enhances Havells commitment to infuse freshness and style in its personal male grooming products and cater to the evolving tastes of young consumers with "Beard kyu ho Weired". Havells new range of BT9000 trimmers complement these aspirations beautifully with their unique ergonomic design, capture trim technology and advanced features such as LED.



Samsung accounts for 20% of Korea's gross domestic products.



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AMAZON'S ALEXA MASTERS HINDI AND HINGLISH, IN TIME FOR DIWALI

Amazon's voice assistant Alexa will now be able to speak Hindi and thus, making it versatile for users in India. But the companies who build devices with Alexa inside will have to add the Hindi functionality separately, meaning they will have to send an over-the-air update to their customers.

LIGHTING UP QUTUB MINAR WITH LED TO PROMOTE THE BRAND SIGNIFY

Signify, formerly known as Philips Lighting, has illuminated Qutub Minar with warm white LED in collaboration with Delhi government. With 445 led lights installed to promote night tourism and re-position their brand, this project which took 4 months to complete has now become the talking point amongst Delhiites.



Nike was named after the Greek goddess of victory. The swoosh represents motion and speed.

TAAVI: MYNTRA'S MULTI-CULTURAL LIFESTYLE BRAND GIVES TRADITIONAL INDIAN TEXTILE ARTS AND CRAFTS A MODERN AVATAR

Taavi the multi-cultural lifestyle brand launched by Myntra, has so far connected with over 1300 artisans from 7 states, the company said on Thursday. The brand adapts traditional crafts into modern fashion sensibilities, making them more relevant to the Indian youth and brings the consumer closer to the bigger cause of revival of Indian crafts. The collection for women and men offers signature styles that range from unique textiles to traditional crafts of Indian heritage, allowing customers to make a lifestyle statement.

TATA MOTORS SPONSORS GEN'Z INTEREST IN DEVELOPING ELECTRIC VEHICLES

Tata motors has collaborated with IIT Bombay Racing Team, sponsoring a team of 70 budding engineers in developing an electric race car 'EVoK', the company said on Tuesday. IIT Bombay Racing team has competed at the Formula Student UK 2019, held annually after the British Grand Prix at the Silverstone Circuit in the UK in July. The team achieved an all-time best overall rank of 30 out of the 118 participating teams and secured the third position amongst the teams competing in the electric car space.



Nutella was invented as a chocolate substitute due to rationing in WW1.



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Pepsi actually realized that 2017 was a big year for political activism. What Pepsi didn't fully grasp is that political activism doesn't go hand in hand with marketing. An ad with Kendall Jenner leaving a photoshoot to join a protest where she hands a police officer, who is blocking the demonstrators' path, a can of Pepsi was a big failure and they had to put it down.

REDBUS RIDES THE BUS, TO INVEST RS. 100 CRORE IN FY20

MakeMyTrip owned online bus ticket booking platform redBus plans to spend over Rs 100 crore in marketing and advertising, this fiscal, Prakash Sangam, CEO, redBus, told ETBE. "We intend to about a quarter that is around Rs 25 crore, in the current season," Sangam added.

OYO EXPANDS TO OVER 100 HOTELS IN MORE THAN 21 STATES IN US

Hospitality firm OYO on Thursday said it has expanded its presence to over 100 hotels in more than 21 states in the United States. The company has committed USD 300 million as an initial investment in the US to fuel rapid growth across the country, OYO said in a statement.

STORY BEHIND FAILURE OF KODAK

Kodak

"The name Kodak was once synonymous with cameras and film," Company Man writes". Kodak was once the 800-pound gorilla in the world of photography. They were innovators in the industry and the leaders of it for 100 years. Yet a few years ago they experienced such a decline that they were forced into bankruptcy in 2012 because they did not moved with the pace of growing market and did not took strategic and real on time decisions and the strategic failure was the direct cause of Kodak's decades-long decline as digital photography destroyed its film-based business mode.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

PANTENE: The swish brand of Shampoo designed their brand name to highlight their product ingredient, the pro-vitamin of vitamin B5-Panthenol, which was discovered during World War II.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO

Galleries Lafayette

Galleries Lafayette is an upscale French department store. Not only is the typography elegant and fancy, but the Eiffel Tower is hidden in the letter 'f', solidifying its French roots.



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