



Where News & Management Meet

JIOSAAVN SERVICE TO BE LAUNCHED FREE FOR ALL JIO USERS

Now, Jio users will be able to enjoy free Saavn app add-free premium music service for 90 days. Eight months after the announcement, Reliance Jio and Saavn have unveiled a merged platform JioSaavn service, which according to the company is South Asia's largest streaming, entertainment and artist platform. According to the company, the current JioMusic and Saavn users will migrate to the new integrated **JioSaavn** platform. The service will be offered on a 'freemium' model in India with all users having access to the ad-supported product. "The new integrated JioSaavn app will be available across all app stores including the Jio app store, on JioPhone, as well as, at www.jio.com/jiosaavn," the company said in a statement.

"You don't have to be a genius or a visionary or even a college graduate to be successful. You just need a framework and a dream."

– Howard Hughes

MONDELEZ INDIA CELEBRATES 70 YEARS OF JOY AS EVOKES NOSTALGIA WITH THE NEW CADBURY DAIRY MILK VINTAGE BOX

Year 2018 marks the 70th anniversary of Mondelez India Ltd (formerly Cadbury India Ltd.) and India's favourite chocolate brand Cadbury Dairy Milk. The company is inviting all chocolate lovers to celebrate this milestone, with the launch of the New Limited Edition Cadbury Dairy Milk Vintage Tin Pack. Now consumers can relive the journey with the launch of this collector's edition box - packaged with fond memories from the decades gone by. The vintage pack contains Cadbury Dairy Milk chocolates packaged with covers from four distinct eras.

AIPL MARKETING LAUNCHES A NEW CAMPAIGN "KAHANI ZIDD KI"

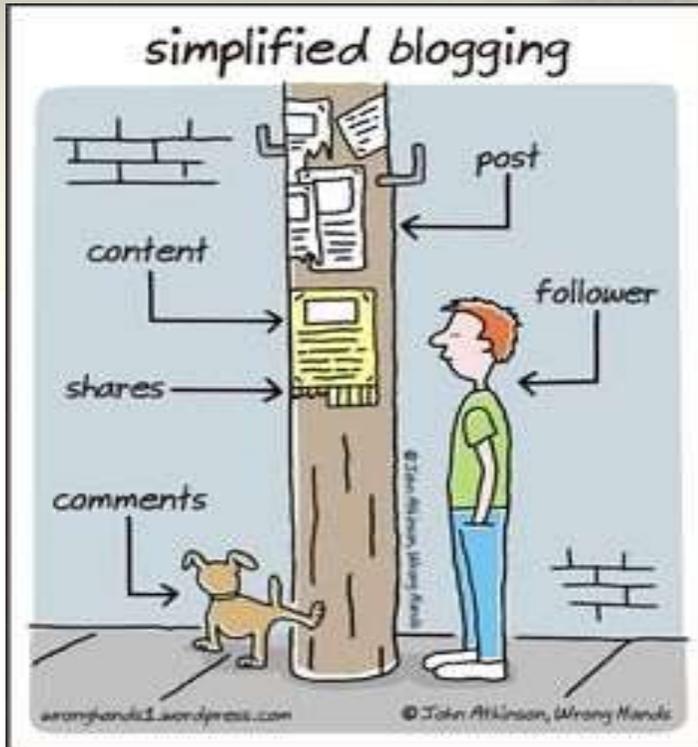
AIPL Marketing Private Limited, a Delhi based Company engaged in Manufacturing ZORRO range of products, believe that these small stories are equally awe-inspiring and deserve to be told. The campaign aims to acknowledge and showcase these inspiring stories from everyday lives of common people by creating a platform for everyone to participate. The campaign invites everyone to come and share their 'Zidd' with the rest of the world and have the acknowledgement that is much deserved. CEO of AIPL Marketing, Mr. Ajit Gupta said - The world as we know works because of collaborated efforts of all the people in it. Everyone makes a small contribution that collectively fuels the way of life. Kahaani Zidd Ki is a tribute to each one of us, for the problems that we face and the outstanding stories that we create while overcoming them. It is meant to be a voice for all those unheard outstanding stories that all of us deserve to hear.

NAVNEET EDUCATION LIMITED APPOINTS PITCHFORK PARTNERS AS THEIR PR CONSULTANTS

Navneet Education Limited, one of India's oldest and most trusted brands in the educational products space, has signed on Pitchfork Partners Strategic Consulting LLP to advice on communication initiatives. The mandate will include internal and external communications which will extend across their stationery brands, Youva, HQ, and the Kids Book division. Youva is a stationery brand crafted for youngsters, while HQ is the formal stationery brand for office-goers. The Kids Book division is the dominant player in the children's books space.



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PEPSI TO PARTNER SIMON FULLER'S NEW GROUP NOW UNITED WITH BADSHAH

For generations, PEPSI has had an intrinsic connection with music, working with legendary artists and discovering and supporting emerging talents. The iconic brand today announced a partnership between Simon Fuller's new project, global pop group Now United, and Badshah, one of India's favorite rappers. Badshah, managed by Sony Music India and the group comprised of 14 singers and dancers from all across the globe will record a song titled "[How We Do It]" that will be released [November 29th.] Pepsi will also support Now United's first trip to India beginning November 26th. The group will visit Mumbai, Delhi, Agra and Jaipur, sharing their experiences with their fans in India and around the world as they go. With pop-culture at its heart and a finger on the pulse of trends, Pepsi has always created experiences that connect with consumers in the most relevant ways.

HIDDEN COMPANY

MEANING BRAND

BEHIND NAME

LEGO : Danish carpenter Ole Kirk Christiansen established the name LEGO in 1934 for his manufacturing company, which originally produced stepladders, ironing boards, stools, and wooden toys. The name comes from the Danish phrase "Leg Godt," which means "Play Well" in English and "I Put Together" or "I Assemble" in Latin but the irony is LEGO did not create the colorful interlocking plastic bricks that the company is known for until 1949.

INTERESTING FAMOUS

STORY BRAND

BEHIND LOGO

 **NESTLE** : The Nestle logo was designed in 1868 by Henri Nestle, based on the meaning of his name in German and the logo also included a little nest, and his family emblem. Later on, as the logo evolved, the mother bird's beak was removed and the three fledglings were reduced to two to depict an average modern family.



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