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*“Content builds relationships. Relationships are built on trust. Trust drives revenue.”*

*-Andrew Davis*



Every minute more than 300 hours of video are uploaded to Youtube.

## ARVIND TIES UP WITH GAP INC TO ELIMINATE USE OF FRESHWATER AT AHMEDABAD PLANT

Making apparel production more sustainable global apparel retailer Gap Inc and textile major Arvind Limited launched new water treatment facility ( Membrane Bio Reactor) that will eliminate the use of freshwater at Arvind’s denim manufacturing facility in Ahmdabad. The move is estimated to save about 8 million litres of freshwater everyday and about 2.5 billion litres of water annually.

## ANDROID USERS ALERT! THIS APP CAN STEAL ALL YOUR MONEY - IF YOU HAVE IT, UNINSTALL NOW

According to the researchers at mobile technology firm Upstream, a popular keyboard app called the AI.type keyboard. can rob its users. Researchers have claimed that this app has been found to subscribe to users to premium third-party services without notifying in the background. This means that the app has been making unauthorised transactions in the background and duping people of money.

## LAQSHYA MEDIA EXHIBITS TITAN NEBULA CAMPAIGN

Titan Company Limited has announced the launch of a new OOH campaign for its Nebula series. The OOH campaign brings alive the essence of Gold loving culture of India. Nebula is an exclusive collection of 18k solid gold jewellery watches and India's first solid gold watch brand, which is available at a price band of Rs. 29,000 to Rs.6.25 lakhs, the company said.

## FERRARI TO COLLABORATE WITH ARMANI AND EXPAND ITS OFFERINGS -A BIG MOVE!

Sportscar maker Ferrari to start a fashion collaboration with Giorgio Armani as part of its long-awaited strategy to spread its brand. CEO Louis Camilleri told analysts that Ferrari aims to incur earnings through three new areas: apparel, entertainment and luxury services. Besides the apparel line launched , the project comprise theme parks in Abu Dhabi and Barcelona and two museums in Italy.



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## KFC INDIA INTRODUCES CHICKEN EMOJI OPTION TO ORDER FOOD

Subsidiary of Yum! Brands, KFC India has introduced a chicken emoji, on a text message through which a food order can be placed. According to the company, one needs to text a chicken emoji to 70654 70654.

## JOY PERSONAL CARE ROPES IN ACTRESS KRITI SANON FOR ITS WINTER CARE PRODUCT

With winter season around the corner, owners of skincare brand JOY, RSH Global has roped in Bollywood actress Kriti Sanon as brand endorser of its winter care product, honey almonds lotion. The actress will appear in an integrated marketing campaign around the product that also features a refreshingly new television commercial.



Amazon.com employees spend two days every two years working at the customer service desk even the CEO in order to help all workers understand the customer service process.

## UBER TO ADDRESS THE RISING SOCIAL ISSUE THROUGH IT'S #LEAVEYOURCARBEHIND CAMPAIGN

On-demand mobility company, Uber has announced the launch of #LeaveYourCarBehind, a campaign on Nov 4, 2019 to encourage citizens to help improve New Delhi's air quality by sharing mobility assets and choosing options such as ridesharing and carpooling, instead of the one-person-per-car routine. The campaign went live with the Delhi government's 'odd-even' initiative which allows only odd or even numbered cars (according to vehicle registration plate) to ply on the roads on designated days.

## SUN PHARMA SIGNS LICENSING PACT WITH ASTRA ZENECA TO INTRODUCE PRODUCTS IN CHINA

Sun Pharmaceutical Industries has entered into a licensing agreement with AstraZeneca UK Ltd. to introduce certain new ready-to-use infusion oncology products in China. These products will help in cancer treatments. The agreement will play a big role in bringing cost-effective and quality drugs to patients in China. Sun Pharma will be responsible for development, regulatory filings, and the manufacturing of the products, covered in the agreement, while AstraZeneca will exclusively promote and distribute these products in China.



On May 10<sup>th</sup> 2011, Microsoft corp acquired Skype communications for US\$8.5 billion.



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Barbie's full name is Barbara Millicent Roberts.

## RECKITT BENCKISER FORAYS IN THE MALE GROOMING SEGMENT WITH VEET IN INDIA

Consumer health and hygiene products maker Reckitt Benckiser (RB) on Tuesday said it is foraying in the male grooming segment in India through its brand Veet. It has decided to expand its brand veet's portfolio with launch of this product across metros and tier-1 towns as well on e-commerce channel. The company has also roped in actor Kartik Aaryan to endorse the new product range as part of an aggressive marketing strategy.

## EXPERIENTIAL AGENCY ARC WW TO LAUNCH SHOPPER MARKETING AND RETAIL KNOWLEDGE CENTRE

Publicis Groupe's experiential and brand activation agency Arc Worldwide, announced the launch of a new division - Shopper Marketing & Retail Knowledge Centre. The vertical will focus on in-depth shopper marketing and retail experience strategy which will deep-dive into the shopper experience by helping brands build solutions around category engagement, channel studies and brand identity.

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## STORY BEHIND DISCOVERY OF "GOAT MUG"



According to the tale, a flock of goats discovered a bush full of berries and immediately became full of energy. The shepherd, trying to replicate that energy, took some of the berries and decided to brew them. In the minds of Goat Mug's founders, the goats never really got enough credit for essentially discovering coffee. And so the Goat Mug, which is an ergonomically shaped vessel that resembles a goat's horn, is an homage to them. But it's not a useless product that just relies on an interesting story. The mug also comes with a crossbody strap and wrist attachment so you can easily enjoy your coffee on the go.



North Korea and Cuba are the only places you can't buy Coca-Cola.



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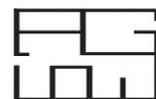


HIDDEN MEANING BEHIND COMPANY BRAND NAME

INTERESTING STORY BEHIND FAMOUS BRAND LOGO

**SUBARU** - Subaru means 'unite' in Japanese, but its also a term for a collection of stars said by greek mythology to be the daughter of atlas, the titan of astronomy and navigation.

**AG Low-** AG low a construction company, has a simple logo. It spells out the name of the company – though in a unique way. It's laid out to look like the floorplan of a home.



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