



Shri Vile Parle Kelavani Mandal's
Narsee Monjee College of Commerce and Economics



B.M.S.

Bulletin for Management Students



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Bulletin for Management Students MARKETING NEWS

Lessons in Mela Marketing from Some of India's Best Marketers



The major melas typically happen at the end of the harvest season: a happy or at least relatively work free period for the agrarian economy. Farmers and their families usually have disposable income and the time to spend. Says George Angelo, executive director - sales, Dabur, "The farmer is inclined to indulge his family. More than 73 per cent claim to have come to buy specific products but end up buying more. The average expenditure is Rs. 5,000 but it could go up to Rs. 50,000."

Read how the local marketers tap the available opportunities here: <http://goo.gl/nTRfHQ>

The Five Senses of Hotel Marketing

Contrary to what most hoteliers would believe, travel decisions aren't simply rational and logic-based. People make buying decisions – or any decision for that matter – based on their emotions. To know how you can hit all five senses to draw people completely into your experience and make them more likely to book, read here: <http://goo.gl/FY4M5W>



3 Steps to a Billion Dollar Company (A Hint: Communication Is Key)



"Smart" is a buzzword that extends beyond mobile phones. In fact, "smart" is becoming the new billion-dollar buzzword. But to reach the rarified air of a billion dollar product and company, you'll need an idea that's more than smart — you'll need brilliant strategy and execution as well. 1st, figure out what people *will* want, and give it to them. 2nd, do one thing better than anyone else. 3rd, tell the authentic story only your brand can tell. To differentiate yourself from your competitors you need to create a unique brand story, using authentic language that bubbles up

not from your marketing department but from your customers' wants and needs. A strong brand is more profitable in the long-term because it creates a multiplier effect that generates immense trust, repeat purchase, referrals and a perception of quality that lives on.

Read here: <http://goo.gl/SbsJLj>

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FINANCE NEWS

PM Narendra Modi UAE Visit to Help Attract Funds to Infrastructure Sector: CII



The PM pointed out that Indian companies have emerged as important investors in the UAE and the country is India's second largest export destination. The cumulative value of Emirati investment in India is around USD 8 billion while Indian investment in the UAE is estimated to be around USD 55 billion. Mr. Banerjee hoped that the Prime Minister's visit would result in measures to correct the imbalance. The industry body said that UAE investments in India can be facilitated by setting up Special Purpose Vehicles in sectors such as semiconductors, renewable energy, and

infrastructure development. With the UAE transforming itself into a knowledge-based economy and given India's leadership in key sectors such as biotechnology, drugs and pharmaceuticals among others, there are strong synergies between the two economies.

Read more here: <http://goo.gl/HAOCIB>

Basics of Investing in Short Term Mutual Funds

Ultra short-term funds are mutual fund schemes that aim to provide investors an opportunity to earn returns by investing in money market securities. There is a large institutional market where money is borrowed and lent for periods as short as one day, 14 days, a month and 3 months. These funds have a low risk profile and provide high liquidity to investors. However, there are various basics which need to be kept in mind before investing. The following link provides all basic stuff you need to know about short term mutual funds.



Read more about it here: <http://goo.gl/X2FTMm>

How China's Loss May Become India's Gain



The two ongoing global crises — Greece debt woes and the China's market meltdown — have not led to a sell-off by foreign investors in India. On the contrary, India has witnessed capital inflows and analysts are expecting a rise in inflows in the wake of the Chinese market crash as they are not ruling out a significant hike in fund allocation to emerging markets like India. According to experts, there has been a net rise of Rs. 3,757 crore in foreign portfolio investment in the equity market in the month of July. So, surprisingly, economy wise India will face only a limited impact and in fact, benefit more from falling more

commodity prices. Interested to know more? Check out the link given here: <http://goo.gl/zTxD2H>

Bulletin for Management Students OPERATIONS & COMPANY NEWS

CCI Clears Future Group-Bharti Retail's Rs. 750-Crore Deal



A major consolidation in the Indian Supermarket business is going to be occurring soon which would create a business worth Rs. 1500 crore in the country. Future Group will demerge its retail business which will later be merged with Bharti Retail while latter's infrastructure would also undergo same process in merging with Future Retail. Furthermore, this deal is going to bring up more opportunities in the Supermarket Retail market. Read more at: <http://goo.gl/3IyXEV>

Vodafone Plans 4G Push to Take On Reliance Jio

Incumbent telecom operators are gearing up with competing plans to counter the launch of Mukesh Ambani's 4G venture Reliance Jio by year-end. Days after Bharti Airtel laid out a comprehensive national 4G plan, close rival and the country's second-biggest mobile operator Vodafone also said that it will offer the services by the end of 2015.

The company said with some latest technological advancements, Vodafone is building network architecture to support needs of customers. In preparation for the India rollout, Vodafone India had in 2014-15 set up over 23,000 tower sites, taking its overall network footprint to more than 1,31,000 sites. Read more at: <http://goo.gl/QKGR1h>



Google Launches 'Internet Saathi' For Women in Rural India



Google has launched the initiative along with Tata Trust to educate women in rural India on the benefits of using the internet. On the back of each bicycle is a cart that carries resources needed to educate the women. For a minimum of two days a week for four to six months, local women will be able to learn for free from the bicyclist, or 'internet saathi'. In order to ensure efficient communication, the bicyclist will be a trainer sourced from a local NGO or community group. Bikes will work in clusters of three villages at a time. After making sure that the women are able to use internet devices independently, the cycle carts will move on to the next cluster. The initiative plans to reach 45,000 villages and 5,000,000 women in rural

communities over the next 18 months.

Read more at: <http://goo.gl/KS33Sd>

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India No. 2 Investment Country for Amazon

India has added new customers at the fastest rate for Amazon in its history of operations in multiple countries, the company's head of international consumer business, Diego Piacentini, told ToI. India is also second biggest investment country for the company after US, he added. Piacentini, the highest paid executive in the company, said he would be surprised if India was not the second biggest country for Amazon after the US over the next 10 years, given the pace at which it was growing.



The India operations grew by 500% in the number of units shipped last year. Amazon's Indian operations were launched just a little over two years ago and the company has been gaining market share over rivals. Some estimate it is already second to Flipkart, and ahead of Snapdeal and Paytm. Last year, Bezos had announced that the company has earmarked more than \$2 billion in funds for investments in India.

<http://goo.gl/SAk0rc>

SPECIAL ENTREPRENEURSHIP ZONE

OYO Rooms Get Funding Worth Rs. 635 Crore from Softbank and Others

Funds Check in

OYO Rooms

Originally modelled on AirBnB before it morphed into a budget-stay marketplace

Late 2012 Raised initial funding from angel investors including accelerator VentureNursery

Early 2014 Raised seed capital from Lightspeed Venture Partners and DSG

Consumer Partners at valuation of ₹14 crore

October 2014

Raised ₹30 cr from Sequoia Capital at pre-money valuation of ₹110 cr

March 2015

Raised ₹120 cr from Greenoaks Capital and other investors at valuation of about ₹600 cr

Ritesh Agarwal is the young Founder & CEO of OYO Rooms – the fastest growing branded network of hotels offline & online. With a current valuation of nearly Rs. 360 crore, OYO Rooms does nothing out of the box but provides travelers the coolest yet cheapest, efficient, young, standardized rooms with no add-ons attached to it!

Ritesh puts in 16 hours a day to make his dream come true, and has been through a wild journey from as far back as he can remember, to get this ahead. And his hard work has paid off. Oyo Rooms has raised more than \$125 million (more than Rs. 900 crore) in this year alone.

Read more about Oyo Rooms and its recent 100 million dollar funding here:

<http://goo.gl/2GZMHq>

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HUMAN RESOURCES NEWS

Google's Secret Recruitment

To stand out in today's fast moving competition to hire the best talent, the Silicon Valley HR department of Google has started a secret recruitment process whereby the programmers googling the right search terms are directed to a secret test. The search results are then split and folded back to reveal a box saying "You're speaking our language. Up for a challenge?"

From there, prospects are taken to a UNIX-like interface page with the name foo.bar and asked to complete programming puzzles. The last stage prompts them to fill out their contact details. Although finding the page is simple enough, you won't be able to access any of its contents unless Google has already decided you are special enough.

<http://goo.gl/NlhXKV>



Teleperformance Killed Its HR Department



Three years ago, Teleperformance totally rewired its HR structure to reduce the yawning gap between the demands and expectations from the HR department. The fabric of HR needs to change, believes Sanjay Mehta (CEO). When there is an overdrive of process, it kills experience, he says. The company began introspecting on how it could rewire its HR.

The first step was redefining of the HR department's work. The HR department handed over the payroll function to finance. And the HR department was redefined as talent excellence guardians which included acquisition, engagement, care and retention of employees. To

implement the talent excellence model, CEO chat sessions are arranged wherein the CEO Sanjay Mehta meets 15-20 people. Secondly, Teleperformance used its core strength - call centre operations - to create a standalone channel for its employees. A daily report is prepared and shared with the MD, CFO and other heads of departments. Mehta sums up that HR systems can be an icing on the cake but if the cake is not there then what is the fun?

<http://goo.gl/bMJkeK>

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Workplace Stress: When Are Women Most Affected?



Are women in male-dominated occupations more prone to poor health? A recent study says that most women working in such environment suffer from high levels of stress.

Negative workplace social climates encountered by women in male-dominated occupations may be linked to later negative health outcomes for these women, the researchers from Indiana University noticed.

<http://goo.gl/ozxbs1>

MESSAGE FROM THE EDITORIAL TEAM

All BMS students who would like to share their event experience/ achievement are requested to send a short write-up of the same before the 25th of the month of occurrence, to:

emag.bms@gmail.com

Suggestions from all students regarding the e-magazine are welcome.

Please direct your recommendations to the above mentioned id.

The Editorial Team invites all students who wish to highlight any news article to send the link of the article to the email id of the relevant department before the 25th of the month of publication.

Operation and Company News: emag.bms.oc@gmail.com

Marketing News: emag.bms.marketing@gmail.com

Human Resources News: emag.bms.hr@gmail.com

Finance News: emag.bms.finance@gmail.com

The Editorial Team shall endeavour to include the best few articles of each department in the e-magazine.

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