

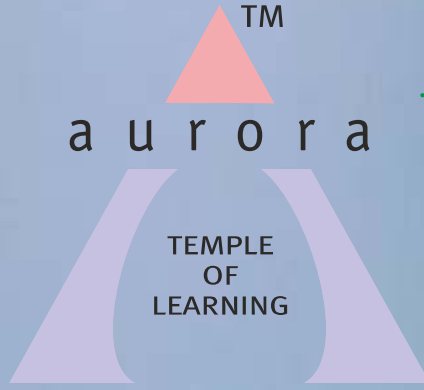
2019

akshara
NEWSLETTER
Vol. IX | Issue.9 | September 2019

MARKETING MARVEL



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TABLE OF CONTENTS

SEPTEMBER, 2019

4-6

BUSINESS NEWS SEPTEMBER, 2019

7-8

MARKETING MARVEL: AVENGERS: END GAME

9

**NEWS & EVENTS@ AURORA'S BUSINESS SCHOOL
SEPTEMBER, 2019**

10

SANTRO – THE CAR THAT BUILT A COMPANY



FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

Dear reader,

It gives me felicity to write these few heartfelt words, for our prestigious newsletter, September 2019. I am happy that we have celebrated Ganesh festival. I pray the Lord to provide us with unhindered academic and career progress. I congratulate the participants who added colour to the festival, in the various competitions. In this month, we had the campus placement drives of leading companies like Bajaj finance, Spencer's and Appstek solutions, which is a cause of pride for ABS. I wish our aspirants all the best.

"Krishi tho Naasthi Durbhiksham"

September, 2019

Tech Mahindra sees digital business growing to 50% of revenue: CP Gurnani

IT services company Tech Mahindra NSE -0.97 % saw a muted first quarter, with tepid revenue growth and narrowing margins. It is now hoping some of its bets in areas including 5G technology and cyber security will pay off.

Tech Mahindra CEO CP Gurnani said 5G, blockchain, cyber security, AI and engineering services, will help the company speed up growth over the next few quarters. “At this stage, these are key priority areas,” he told ET in an interview.

How much do you see digital businesses contributing?

Digital continues to be our constant focus area, contributing 36% of the total revenue currently. Our aim is to take it all the way up to 50% of the overall revenue.

5 things you should know about a recession in the economy

1. Recession is a phase in the economic cycle of any economy when there is a decline in GDP, income, employment, manufacturing and sales.
2. It may be triggered due to a financial crisis or an external trade shock, an adverse supply shock or the bursting of an economic bubble.
3. In this phase, inflation stays pushed down, but so does demand. As a result, both growth and inflation are poor.
4. In a low inflation, low growth environment there is an expectation that rate ..
5. Monetary authorities have space to reduce interest rates, so liquidity eases and investment is incentivized. If other economic conditions are conducive, a recovery may start.

No tax demand from startups sans appellate tribunal nod: CBDT

NEW DELHI: Taxmen will not approach startups for any outstanding income tax demand unless it has been confirmed by the appellate tribunal.

The Central Board of Direct Taxes (CBDT) has issued a consolidated circular reiterating clarifications issued so far on taxation issues hurting startups, including the so-called angel tax.

Mark-to-market valuation likely for all debt securities

Investors in mutual fund debt plans, especially liquid schemes, may have to brace for more uncertainty with regard to returns as the Securities and Exchange Board of India (Sebi) may make it mandatory for these debt products to assign the latest market price to all their bond investments from April 1

Currently, only debt papers with a maturity of over 30 days need to be valued on a mark-to market basis. Most fund houses value the rest of the papers based on amortization.

Share market update: Nifty Financial Services index rises; Indiabulls Housing up 2%

NEW DELHI: The Nifty Financial Services index was up with its components trading higher in Wednesday's afternoon session.

Shares of Mahindra & Mahindra Financial Services (up 2.75 per cent), Indiabulls Housing Finance (up 2.31 per cent), Shriram Transport Finance Company NSE -3.22 % (up 2.01 per cent) and Indiabulls Ventures (up 1.69 per cent) were the top performers in the index.

State Bank of India (up 1.65 per cent), HDFC Life Insurance Company (up 1.51 per cent), Axis Bank (up 1.27 per cent) and Cholamandalam Investment & Finance Company (up 0.82 per cent) too were trading higher.

Cement stocks rally on FM comments, hopes of GST rate cut

Cement stocks rallied on Wednesday on the back of Finance Minister Nirmala Sitharaman's comments that the government will frontload expenditure on infrastructure.

Sitharaman on Tuesday said that the government will frontload infrastructure spending in a bid to give the economy a boost and announce one or two more sets of stimulus measures aimed at reviving growth in the coming quarters.

Moreover, hopes of rate cuts for the industry at the upcoming GST council meet also gave cement stocks a leg up.

Sensex tanks 500 points, Nifty below 11,450; 5 key factors behind market pain

Political uncertainty in the US, across-the-board selling and signal of an Asia wide slowdown from the Asian Development Bank weighed on the domestic equity market on Wednesday. The 30-share pack Sensex tumbled over 500 points to trade close to the 38,560 mark while NSE Nifty fell nearly 150 points and breached the 11,450 mark. The broader market followed the headline indices, with Nifty Midcap and Smallcap indices dropping 1 per cent each. All sectoral indices, barring IT, traded in the red on NSE, led by Nifty Auto (down 3.84 per cent) and Nifty Realty down (down 3.1 per cent). Biggest Nifty losers were SBI and Tata Motors NSE 1.67 %, each of which was down about 4 per cent.

What does a company's enterprise value represent?

1. EV is an economic measure reflecting the market value of the whole business rather than its current market capitalization.
2. It measures the theoretical takeover price that an investor would have to pay to buy a company.
3. Enterprise value is calculated as Market Capitalization + Total Debt - Cash Equivalents.
4. Long-term debt increases the value of a company while cash equivalents decrease the effective price an acquirer has to pay.
5. However, valuation multiples using EV are much more stable and allow for easier comparisons between companies as they eliminate distortions coming from different debt levels, minorities or non-operational assets.

Reliance Capital hopes to shutter two lending arms by December

Facing headwinds, Anil Ambani-run Reliance Capital NSE -2.79 %, which has credit as well as insurance and mutual fund verticals, has decided to shutter its two lending arms by December, the company said Monday. "As part of the business transformation, Reliance Capital has decided to exit the lending business. Both our lending businesses — Reliance Commercial Finance and Reliance Home Finance -- are working closely with all our lenders and other stakeholders to finalise the resolution plans which are expected to be completed by December," Ambani told the shareholders at the AGM. He said even after shuttering the lending business, RCap will continue to be the financial shareholder of these companies so that shareholder value increases under the new management and effectively debt of reliance capital comes down by Rs 25,000 crore.

Share market update: Infra stocks under pressure; RInfra plunges 10%

Shares of infrastructure companies were trading under pressure in Monday's afternoon session.

Shares of Reliance Infrastructure (down 10.63 per cent), Suzlon Energy NSE 0.00 % (down 8.00 per cent), Reliance Power NSE -4.41 % (down 6.25 per cent) and NCC (down 5.74 per cent) were the top losers in the index.

Adani Power (down 5 per cent), IRB Infrastructure Developers (down 4.91 per cent), CG Power and Industrial Solutions (down 4.71 per cent), NBCC (India) (down 4.52 per cent) too were trading lower.

MARKETING MARVEL: AVENGERS: END GAME

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American entertainment business is in its peak now, though globalization no longer bears the hue in the realms of economists and policy makers. The MCU (Marvel cinematic universe) recently produced a master piece, which proved to be a legend in the avengers' saga, "Avengers: End game", with its phenomenal showing all over the globe, even among the people who are not acquainted with its conceptual frame work. "End game" is the fastest Hollywood release which crossed the Rs 200 crore marks in India. Its marketing strategy is a wonderful lesson to the marketing professionals. Disney cavalcade constructed its success route by building a global legion of fans who are ready to challenge the price, weather and all the hindrances and thronged to theatres like bees.

The marvel cinematic universe came into existence in 2018, with "Ironman". The secret of their success lies in working out a local context for the story and its characters. Since then, the film production firm has already created its own fan base, irrespective of age, gender and cadre. The movie has been released in several languages, with multilingual marketing efforts. An anthem, sung by no less a person than A.R. Rehman, which is meant to herald the coming of the movie added to the local appeal further.

Fifty percent of collections for Disney India are contributed by Indian language versions, which is 20% more than that of the past. In recent times, "Avengers Infinity war (2018)" crossed the Rs 200 crore limit. Regional influencers are being engaged by the entertainment giant to promote the film in regional languages. The shrewd strategy of the company to localize Hollywood content in India can be summed up like this. The emotional connection of the Indian audience with the brand Marvel and its characters should be strengthened. So that enjoy watching foreign films, in their respective mother tongues and this urge has to be exploited cleverly.

If we take "Avengers: Infinity war", there were a number of characters to be promoted and regionalized. The total motley group of superheroes had to be build up, so that the audience can identify themselves with them. The Disney team fulfilled this herculean task through popular platforms like the Indian Premier League, through retail activations, fig urine tours etc. The company joined hands with music director A.R. Rahman who composed music in Hindi, Tamil and Telugu. A.R. Murugadas extended his support by transliterating the movies in Tamil language. Consequently, irrespective of their mother tongue, the audience thronged the theatres as the local-selling factors were studied and incorporated with meticulous care.

Even brand partnerships were not ignored to bring about localization. Oppo, a leading smart phone manufacturer has collaborated with Marvel for “Avengers end game”. It launched a brand new F11 Pro Marvels Avenger's limited edition piece to promote the film. “Myntra Insider” has developed has contributed its loyalty programme by developing a rapport between Myntra designers and Marvel Fans. Toy maker, Hasbro and retailer max followed suit. Myntra, Jabong offered 400 different styles as part of the “Avengers: i Collection, by which a significant increase was witnessed in sales. Even T-Shirts were designed as a special co-creation activity. Thus, Disney India implemented its marketing marvel in India.

Source: UrviMalwana: Business Standard 2.5.2019

**News & Events@
Aurora's Business School - September, 2019**

S. No.	Date	Event
1	02.09.2019	Ganesh festival is celebrated in the campus, The Director, faculty, Non-teaching staff members & students graced the occasion
2	03.09.2019	On the eve of Ganesh festival some events like, cooking, drawing, signing, dance competitions were conducted. Prizes were distributed to the winners by the honorable director.
3	04.09.2019	Anna prasadam was provided to the students and staff members in the campus on the eve of Ganesh festival
4	04.09.2019	A startup called "Build Nation" organised a programme "Build Solar" on alternative energy resources; followed by a press-meet at the T-hub. The speakers were Smt Santhoshi R, Sahithi, Jesveen and Manisha who led the programme. The government projects which are taken up were highlighted. Dr. Sree Jyothi and Prof. Kameswari attended the programme.
5	16.09.2019	Bajaj Finance Limited campus placement drive for PGDM -All Specialisation with a CTC of 4.5 lakh Per annum for the position of Assistant Manager.
6	16.09.2019	Spencer's Retail Limited campus placement drive for PGDM -Marketing & HR Specialisation with a CTC of 3 lakh Per annum for the position of Store Manager.
7	16.09.2019	Students attended the Workshop on Talent Engagement & Management at Husys Solutions, Hyderabad.
8	22.09.2019	Appstek Solutions campus placement drive for PGDM - HR Specialisation with a CTC of 2 lakh Per annum for the position of HR Executive.
9	24.09.2019	Kavya Pujari, a II year student received the letter of application and Mavverick Memorial Memento from the representatives of Sri Ram Life Insurance, on the eve of her completion of full time internship.
10	27.09.2019	CEIPAL Solutions Pvt. Ltd campus placement drive for PGDM - Marketing Specialisation with a CTC of 4.5lakh Per annum + cab facility for the position of Product Support/Product Sales.

SANTRO – THE CAR THAT BUILT A COMPANY

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-by **B.V.R. Subbu**

B.V.R. Subbu wrote this thought provoking book with a funny title: "Santro- The car that Built a company". Every management graduate and automobile professional should read this book because it dwells on every aspect of management Education. It steals the attention, of its readers throughout, though they do not belong to industry circles. Hyundai Company manufactured a tiny car 'Santro', which made a huge impact for the tiny company as well as its consumers.

In Past "Maruti" was the leader in car manufacturing industry which had created a kind of monopoly. Even the government was with the company, much to the discouragement of new entrants into the industry. The TaTas were successful only in the heavy vehicle market with the advent of deregulation in the market which opened the doors, many aspirants wanted to exploit the situation and have a share in the market. Hyundai was no exception.

For Santro, The advertisements stole the hearts of the customers. The writer narrates this in interesting terms.

Mr. Subbu's writing style is easy and simple. He dramatized the events in the book with rare skill. He narrates how an upstart company like Hyundai gained an edge over stalwarts like Maruthi Udyog, Tata Etc. Subbu and the management teams have to be congratulated on their task of taking the company to new heights, within a short period. They were blessed with a lot of daringness and foresight, to have achieved it. They could successfully cope up with the constraints imposed by the regulating bodies. They made the customers happy by announcing that they would be accessible whenever there was a complaint against the product and dealers. This initiative endeared the company more to the customers.

This book must be read not only by those who are in automobile industry, but also by young management professionals, as it covers many angles in management education. It provides valuable guidance to the budding entrepreneurs. In some chapters, purely technical Jargon was used by the writer, which ordinary readers could not understand. However, it is an honest rendering of the Santo's progress. Mr. Subbu was the major contributor to the company's success. Santro made a very big impact on the Indian consumers. He explains the challenges in introducing the product in a new market. He unfolds shrewd business strategies employed by Santro, to be ahead of others. He narrates the companies took up by Santro, which were completely different from others. Thus Santro became a household name in our country and earned the consumers' absolute trust.

**DEAR SEPTEMBER BORN,
HAPPY B'DAY TO YOU ALL !**

1	P GYANESHWAR	03.09.1996
2	DHARMOJU BHARATH	03.09.1997
3	DASARI PRIYANKA	05.09.1996
4	KOTHA BHAVANI SHANKER REDDY	06.09.1996
5	DESINEEDI NAVYA SPRUTHI	09.09.1997
6	MADATHANAPALLI ANUSHITA	09.09.1998
7	MEDIPELLI SHIVA SAI GANESH	11.09.1996
8	SANTHOSHI RAJAMANE	12.09.1997
9	DANDANAYAKULA ABHISHEK	14.09.1996
10	AVALA ASWINI	15.09.1995
11	A U VINAYAK	16.09.1996
12	APEKSHA GOEL	17.09.1998
13	BODAPATI SAI NIKHIL	18.09.1995
14	MOHAMMED HUSSAIN	20.09.1997
15	M AKHIL	21.09.1995
16	KOTHA KAPU AVINASH REDDY	23.09.1999
17	SUBNIS VAMSHI KRISHNA	24.09.1997
18	V. NAINA SHAH	26.09.1998
19	ATTAR ATEEQ AHAMED	28.09.1997
20	K KAUSHIK	29.09.1997
21	D SIVA SAI	30.09.1997

**HAPPY
BIRTHDAY**