



CARE BUSINESS REVIEW

Monthly Business Letter of CARE School of Business Management

(For Private Circulation only)

Volume: 1 Issue: 15 April, 2012

PRODUCT CORNER

36Mp Camera in FX format: Nikon unveils D800 & D800E, the first 36 megapixel 35mm cameras in FX format. It has also launched D4 Camera (BL,15th March).

Ford reveals small car: Ford unveiled its small car B-Max at the Geneva motor show with plans to launch it in market across the world (BL,7th March).

Mitsubishi Launched Thai Made Eco Car: Mitsubishi motors Thailand launched its new Mirage eco-car model, a compact that promises 22km/L (BL, 21st March)

Tata Motors enters super luxury bus market with Divo: Tata Motors, India's largest automobile manufacturer, has stepped into the super luxury intercity bus segment with the launch of Tata Divo. (BL, 15th March)

HM Launches Pajero Sport: Hindustan motors introduced Pajero sport, the new version of the popular sports utility vehicle (SUV) from Mitsubishi Motor Corporation, priced at Rs.23.53 lakhs. Pajero Sport offers best in class power of 178Ps and better fuel efficiency – (The Hindu 13th March)

Sedan Fiesta launch: The Car Maker Ford India launched an entry level version of its mid-sized sedan fiesta priced at Rs.7.23 lakh, Fiesta Ambiente 1.5 litre engine and Fiesta Style at

Rs.8.25 lakh (The New Indian Express, 15th March 2012, Pg 17)

Samsung Vs Apple: Samsung sues Apple over patent in South Korea, alleging infringement of tablet and Smartphone technology. (Business Line, 16th March 2012, Pg05)

Reliance Tablet phone: The first CDMA Tablet phone, priced RS.12, 999, 7 inch touch screen tab with Android 2.3 OS was launched by Reliance Communication –(The Hindu 13th March).

Luxury Helicopter: Joy Alukkas group to launch luxury helicopter Service "Joy Jets" will be the first and only service of this kind in Kerala (The Indian Express, 9th March 2012, pg 13)

Zync unveils Android 4.0 for Rs.8990: An Indian Zync has launched an Android Ice Cream Sandwich' tablet in India @ Rs.8990 (21st March 2012, Pg 7, BL)

Dell launches Ultra book @ Rs.79,990: Dell Launches ultra book XPS 13 weighs only 1.36Kg, which is equipped with an Intel processor; it has battery life for 5-8hrs. (21st March 2012, Pg 07, BL)

New Apple launch: Apple launches new iPad which works with 4G wireless Network , the new iPad will sport high definition display, run on a faster processor (8th March 2012, Pg 01,BL)

Trisa has introduced a rechargeable Trisa Sonic Power Toothbrush: It makes 20,000 oscillations per minute that claims to clean the teeth deeper and more gently white, manual toothbrush leads only 180 oscillations per minute. (1st March 2012, Pg 4, BL)

Swasthya Slate (Health Tablet) - a first-of-its-kind diagnostic tool: Created by a US-returned Indian biomedical engineer Kanav Kahol, perform all tasks like ECG, measure heart rate, test quality of water, take body temperature ,test blood pressure and blood sugar on the spot.

Rasna Beverages: Fruit drink concentrate maker Rasna is mulling to enter the ready-to-drink segment with plans to launch energy drinks and premium juice through a new subsidiary. The new business will be operated under a new entity, Rasna Beverages.

The New Sail: General Motors India (GM) is mulling to unveil its fourth small car in India, a premium hatchback 'Sail', during July-September, according to S Sawhney, Vice President- Sales of GM India.

MERGER, ACQUISITION & NEW PROJECTS

Telit Partners calixto to develop M2M products: Telit Communication, a wireless technology company has tied up with calixto a Bangalore based company to facilitate machine to machine communication. (14th March)

UST Global buys Andare: California head quartered IT Solution provider UST global has acquired “Andare”, a company engaged in developing mobile solutions for large enterprise CRM applications. The acquisition will help UST global, which has a significant presence in India. (The Hindu, 21st March)

Pratts & Whitney plans to invest \$150 m: India is among the regions being explored to set up an MRO (Maintenance repair overhead).An Aircraft engine components facility and a training centre with an investment more than \$150m in the next 3 years by Patt & Whitney.(The Hindu, 20th March)

Mahindra Satyam buys V customers overseas operations: Mahindra Satyam has made a foray into retail and consumer technology verticals, when it announced the acquisition of BPO firm V Customers international operations. The deal involving a consideration of \$27 is the first 100% acquisition by Mahindra Satyam.

Aditya Birla Group to step up R&D: The Aditya Birla group is keen on stepping up its research and development efforts and will focus on basic research for which it plans to dedicate one per cent of its turnover in the near future.

RIO Tinto to invest \$2b in India: The first time global mining gaint RIO Tinto announced plans to invest \$2 billion (Rs 10,000 cr) in iron ore and diamond mining projects in Madhya Pradesh and Orissa, one of the biggest foreign direct investments from Australia. – (The Hindu, 6th March)

Twitter Acquires Posterous: Social networking site twitter has said it has acquired posterous, a start up firm in the mobile blogging business. (BL, 14th March)

CURIOSITY CORNER:

Biscuits kept in room temperature lose their crispness after sometime, more so if the weather is chill. But the same kept in Fridge remains crisp, how? (Ans: P3)

R&D in Maruti: Country's largest car maker Maruti Suzuki India Ltd said that it will invest Rs4,100 crore in the next fiscal year largely to increase its capacity for diesel engines, research and development (R&D) work and expansion of vehicle manufacturing capacity.

India Inc invests \$2bn Overseas in Feb: Overseas investment by Indian companies stood at \$2bn in Feb with RIL and Tata group holding company. Tata Sons emerging as major investments. (New Indian Express, 7th March 2012.)

The GMR Group, which is responsible for managing the Rajiv Gandhi Hyderabad International Airport (RGHIA), is planning to use Facebook and Twitter for promoting the airport and also upgrading the feedback mechanism.

BANKING & FINANCE

MCX to list on the BSE: Multi-commodity exchange of India (MCX) which rose over Rs.650 Crore through an initial public offer. Its Shares would be listed on the BSE.MCX will become the first exchange in the country to be

State Bank Plans to install authentication biometric devices: In a bid to prevent manipulation of its core banking solution platform, State Bank of India is planning to install authentication biometric devices at selected branches in the country. (BL, 14th March)

Higher interest: The government on Monday raised interest rates on post office-operated small savings like Monthly Income Scheme (MIS) and Public Provident Fund (PPF) by up to 0.5 per cent, making them more attractive to investors.

In 2012 -13 , India's GDP will cross Rs.1 Crore: With Market cap and GDP moving up, it was just a matter of time before such aggregates moved beyond Rs 60 and 80 lakhs to cross Rs 1 crore. (BL, 15th March)

BUSINESS CELEBRITIES IN NEWS

- ❖ Pepsi co India foods CFO, Varun Berry has resigned from the company. He was with Pepsi for past 18yrs.
- ❖ Vijay Amirtharaj former tennis star and sports commentator on March 14th quit the board of nose diving carrier Kingfisher Airlines.
- ❖ Amitabh Bachan was announced as state's brand ambassador for tourism in Gujarat.
- ❖ M.V Tanksale, CMD, Central Bank of India received the award for exemplary brand leader award for projecting excellent brand image in the country.

Answer (Curiosity Corner)

The Brittleness of biscuit is due to the air pockets present, which are filled with water due to the diffusion with water vapor present in air. This is the reason why chips and other quick snacks come in air tight cans and packs to avoid interaction with water vapor in air.

Decreasing temperature would make some water condense hence humidity ratio decreases with decrease in temperature. Therefore the availability of water vapor at very low temperature is quite low as compared to the room temperature. This explains why the biscuits remain crisp even after a few weeks in a refrigerator.

BODY LANGUAGE – Dr.S.RAMANATHAN

Since nonverbal communication is between 60 to 75% of the impact of a message, you could use the power of reading body language to become tremendously successful in your career, business, relationships and anything else that involves interacting or communicating with people.

Why Reading Body Language is Critical to Know?

Having the right knowledge in reading body language allows you to uncover what your friends, co-workers, customers or anyone else may be hiding from you.

Your own body language signals can also influence what other people may think or feel about you. If you do it right, you will be liked and trusted. But if you send the wrong signals (even if you're unaware of it) – your business, career, relationships, and even self-esteem may suffer.

For example, if you have a habit of touching your nose, people could perceive that as a sign of deception. You might simply have that habit even if you're telling the truth, but people can't tell the difference.

Why go through the trouble of being misinterpreted when you can avoid it? When understanding reading body language secrets will allow you to change your approach and act only in ways that will result in maximum compliance.

If you think having reading body language ability is mind-blowing, you haven't scratched the surface yet. When you are reading body language and understand the true meaning of people's gestures and movements (which could

often be very different from what they say), your life changes in a lot of positive ways.

- Reading Body Language to save time by dealing only with the people you like or trust.

- Reading Body Language means you become a human lie detector. Almost anyone tells lies at one point or another, so it's crucial for you to detect deception.

- Reading body language will help you find and date with someone who has the qualities you like.

- Reading body language is to boost your career and relationships

- Reading body language helps connect with total strangers and get people to cooperate with you in no time flat!

- Be a master communicator by reading body language. Your communication will be much more effective and understood if you accompany it with the right body language.

- Ace the job interview with reading body language. Know how to properly express the body language of confidence and competence.

- Read people's minds and emotions by reading body language.

- Become an outstanding public speaker. By reading body language you'll know when the audience is interested or bored, so you can adjust your speech to their present state.

Patron: Mr. B. Prative Chend, CEO, – CARE Group, Trichy.

Advisor: Dr. S. Ramanathan, Dean, CSBM

Editors: Mr. Stracey George, Mr.G.Harisundar

Student Editors: Mr. Anand.I, Mr. Suganthan.B, Miss. J.Jennifer, Miss.P. Ramya Saraswathi