



CARE BUSINESS REVIEW

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News in Brief:

New Product Launch:

Kwality walls new Ice cream brand

Fruittare: The concept of giving 100% fruit in juices has been further extended to ice creams, where Kwality walls has come up with the first of its kind ice cream bar made up of real fruit juice and pulp.

Maruti Suzuki launches “Ertiga”, a Life Utility Vehicle:

Ertiga is coming in the excellent price point between 5.9 to 8.5 lacs. It's a 7 seater vehicle with both petrol and diesel variants. The product will face competition from Toyota Innova and Mahindra Xylo.

L’Oreal Paris unveils hair fall range:

Claiming to be the best solution for hair fall, L’Oreal has launched the Fall Repair 3X range. The company is confident of revolutionizing the anti-hair fall category with triple benefits of root nourishment, hair fiber restructuring and stronger growth.

Samsung unveils Galaxy S Advance and Galaxy Pocket:

Capitalizing on the well-developed brand name of the galaxy range of phones, Samsung has launched Galaxy S Advance and Galaxy Pocket to strengthen its premium range of smart phones. Samsung now has 19 models between the price range of 7,350 Rs and 38,250 Rs in smart phone category

Dream Yuga: Honda rolls out its cheapest bike in India, Honda 110 CC Dream Yuga. (ET, 16th May 2012)

- ❖ Star India launched its second movie channel called Movies Ok. (BL, 2nd May 2012)
- ❖ ASUS launches the router with 2 USB ports. (BL, 7th May 2012)
- ❖ Federal bank launches two debit card and traveler card. (BL, 17th May 2012)
- ❖ Epson introduced portable USB Scanner which includes automatic document size detection & text enhancement technology. (BL, 30th April 2012)
- ❖ InMobi has launched a new mobile conversion tracking platform. (BL, 9th May 2012)
- ❖ Toyota unveiled electric sports utility vehicle. BL, 17th May 2012)
- ❖ Logitech introduced touch mouse, it is a wireless mouse suitable for left and right hand users. (BL, 30th April 2012)

Sources: Business Line, Economic Times, The Hindu, Hindustan times

- ❖ Microsoft launched Bluetooth mobile keyboard. (BL, 30th April 2012)
- ❖ Audi launches updated A4 sedan @ 27.85lakh. (BL, 9th May 2012)

Investments & Mergers:

NEROLAC Paints to invest Rs 300 Cr in new unit: Kansai Nerolac paints plans to setup a manufacturing unit in Bangalore at an investment of Rs300 crore this fiscal. With the new plant, the company annual capacity will increase 260000 tones from 220000 tones across its existing 4 units. (BL, 4th May, 2012)

BOSCH to invest Rs.300 Cr in Nashik plant expansion: Bosch Group plans to invest Rs 300 crore to upgrade its Nashik plant. The investment in Nashik is part of the Rs 2200 crore investment announced earlier by the company in a press release (BL, 4th May 2012)

FORD invests \$72M in Chennai Plant:

The company has invested \$72 million to raise capacity to 340,000 units from 250,000. This expansion has generated an additional 300 jobs. (BL, 23rd May 2012)

YAMAHA Scooter plant to come up near Chennai: India Yamaha Motor plans to setup a scooter manufacturing facility at Vallam Vadagai on the outskirts of Chennai. The company will invest Rs1500 Crore over the next five years in the project. (BL, 15th May 2012)

NIIT to invest Rs 120 Cr this fiscal: Global talent development firm NIIT LTD said it will invest RS 120 crore this financial year. This will be used for setting up new campuses for cloud computing, skill development and yuva jyoti, (BL, 10th May 2012)

Renault Nissan to double output to 8L units by 2016: Renault Nissan is going full throttle with its expansion plan in India and is aiming to double its production to 8lac cars at its Chennai plant by 2015-16. The aim is to penetrate all categories right from entry level Cars to premium SUV's as well as Sedans. (ET, 18th May 2012)

Steel plant @ Odisha: South Korean Steel Major POSCO and Odisha government have agreed to set up an 8 million tons per annum Steel plant near Paradeep in Odisha in two phases, downsizing it from the earlier plan of 12mtpa. (ET, 18th May 2012)

Bharati slashes prices: Bharati Airtel, India's largest mobile phone company on Thursday slashed 3G data plan rates by upto 70% .(ET, 18th May 2012)

Maruti drives into African market on Algerian wheels in 2011-12: Maruti shipped 1724 Cars to North African country making it the Indian company's largest export market ahead of neighboring Srilanka & Indonesia. (ET, 21st May 2012)

Yahoo New CEO: Yahoo CEO Scott Thompson stepped down; Ross Levinsohn is the Interim CEO. (15th May 2012)

Curiosity Corner: Why don't we sneeze while sleeping? (Ans: P3)

The New Entrepreneurial Fund: IT majors Cognizant & Satyam has created an entrepreneurial fund that will help employees execute ideas. Employees with Ideas can approach the firm's board, which will whet ideas and recommend selected ones to be funded with not just financial capital but also human capital (ET, 16th May 2012)

Reliance 4G: Reliance industries (RIL) plans to roll out its 4G network in partnership with Himachal futuristic communication (HFCL) (ET, 21st May 2012)

Asian paints is worlds costliest paints stock: A series of strong earnings performance has driven up shares of Asian Paints by 455 so far in 2012, catapulting the stock to being the world's most expensively valued paint maker.

Facebook acquires Instagram over a \$ 1 billion acquisition: The popular Instagram application has made 30 million users since its launch in January 2011. Facebook wants to build Instagram independent of its social network which will give an option to the users to share their photos on other social media platforms.

Adobe aims to measure true social media ROI: Adobe has tried to measure ROI of social media campaigns by showcasing its credibility as service provider in the field of marketing with "Adobe social analytics". The social analytics tool tracks the activity on social media platforms and if you sell something on the site, it can connect the activity to the sales.

Our Parliament:

We celebrated the 60th Anniversary of the first sitting of India's Parliament this month. Here are few points for you to know-

- ❖ Parliament building Designer-Sir Edwin Lutgens & Sir Herbert
- ❖ Foundation laid on Feb 12, 1921.
- ❖ Inaugurated on 18th Jan 1927 by then Governor General Lord Irwin.
- ❖ Total cost of Construction 83lac
- ❖ Inside the Parliament – Central hall, Lok Sabha & Rajya Saba and House committee rooms.

Quiz:

- ✓ Retail giant Wal-Mart is known for its worldwide strategy of EDLP. Expand EDLP? – **Ans:** EVERY DAY LOWER PRICE
- ✓ Which new service's tagline is – 'Keep everything, Share everything'? – **Ans:** GOOGLE DRIVE

Curiosity corner Answer:

Sneezing is nothing but a forceful expulsion of air through the windpipe in our neck. This sudden and forceful expulsion of air is caused by a sudden contraction of the muscles around the lings and the diaphragm, the muscular membrane below the lungs. This force out more air from lungs than is normally breathed out.

This sudden action is caused y the irritation of the nerves of the nostril by dust, smoke, pollen etc.or microorganism like cold virus. During sleep these nerves remain less alert and the muscle relaxed. Hence the muscle takes time to contract and expel air, so we don't sneeze.

ET Corporate Dossier's list: Most powerful CEO's

1. Ratan Tata- TATA Sons
2. Mukesh Ambani – RIL
3. KM Birla –The Aditya Birla group
4. Azim Premji –Wipro
5. Chanda Kochhar –ICICI
6. Deepak Parekh – HDFC
7. AM Naik – L&T
8. Anand G Mahindra –Mahindra Group
9. Adi godrej –Godrej group
10. KV Kamath - Infosys

Leadership – Dr.S.Ramanathan

Leadership is not an easy task but is one of the activities that can allow one to make history for his/ her names in the course of one's lifetimes. Mostly, characteristics of a leader are qualities inherited from birth. In other words, they are born to do it. That is why most people usually contest for leadership but few are chosen. However, people can always train their minds for leadership.

There are a lot of characteristics of a leader, but the few characteristics are usually considered. First and foremost, a good leader respects time no matter what the situation is. Most people simply do not respect time, and this is exactly what most of the masses hate. So in order to become a good leader, one has to make up his or her mind to make time an ally. This is one of the basic characteristics of leadership that should never be compromised. In simple words, a leader who does not respect time is not also respected in certain situations.

Furthermore, a good leader is one who is always out there ready to come to the aid of his or her subordinates. In every situation, a good leader should never give excuses. A leader should have or dedicate time for his

people in all situations. There should never be a situation where by a leader refuses to attend to the people they lead. Rather if so tight, a leader can send a delegate to represent on his/ her behalf. This way the people will recognize your efforts and for that matter give credit.

In addition, a leader should always be trustworthy and learn to keep secrets. There are usually instances whereby leaders after receiving complaints concerning an individual, end up calling the other party to share what was told to them in confidence. This in some sense is hypocrisy and should be avoided. A leader should not behave like that.

Again, a good leader should never discriminate. In fact, discrimination is one evil act that should be avoided completely. Discrimination can cause conflicts among people and even conflicts among nations. A good leader should never discriminate through races. So any leader found with these improper characteristics is definitely not a leader and if possible should be removed from that position before something worse happens.

The characteristics of a leader should never in any way be tarnished by anyone new to the game. Of course it is obvious that some people become leaders just to achieve their interior motives and not to serve the public or where it is due. They rather most at times try as much as possible to acquire wealth. It is therefore appropriate that before a leader is chosen, he or she is properly taken through the rules and the person made to understand that, he or she is to serve only.

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,