

MarketINE....



4G LIYO TOH JIO

RELIANCE JIO: THE GAME CHANGER

In last few years, India's mobile market has seen a meteoric rise and it doesn't look like the growth will subside any-time soon. A key part of that vision is 4G connectivity, which has been rolling out in phases since 2012. One of the key stories in the country's digital transformation was the “**Launch of Reliance Jio**” in the year 2016.

Reliance JIO entered in telecommunication business like a boss. “People should talk about you”, was the idea while launching Reliance JIO. Creating a buzz was something JIO started off with. Providing free SMS & calls, 4G internet and roaming for 6 months were the best decisions taken by JIO. Reliance’s vision for India was that the broadband and digital services should no longer be a luxury item but a basic necessity that can be consumed in abundance by consumers and small businesses. Within 2 months of its launch, JIO had 50+ million users and in the next four months it had around 100–120 million users. JIO is the fastest growing tech company, even beating the tech giant Facebook, Skype and Whatsapp. After a phenomenal response, Mukesh Dhirubhai Ambani, Chairman, Managing Director and largest shareholder of Reliance Industries Limited, announced the **New Year Offer** that gave free services for 3 more months and people welcomed this move with great zeal. The offer will continue till March, 2017.

JIO has proved to be good for our Indi-



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Economy as it supports the dream of Digital India. Apart from this, people don't want to switch their networks because JIO is providing free services. On the other hand, where JIO is beneficial for common people, it also became a threat for its competitors. Reliance JIO has brought an epic revolution in

India and is here to stay.

- MRINALI LANGER

School OF Business

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BAJAJ 'V' INDOMITABLE LEGACY FROM "INS VIKRANT"

Bajaj Auto revealed a new campaign for "V", the motorcycle that is made from the metal body of India's pride and legendary warship, the **INS Vikrant**. Like the very core idea behind the Bajaj V, the new film, too, aims to inspire people to cherish India's rich and glorious history and feel a sense of pride every single day. What is probably the first time ever in Indian advertising, the story is narrated from the point of view of a real life war hero. Rear Admiral S. K. Gupta, a Mahavir Chakra Awardee who served aboard the INS Vikrant in the 1971 Indo-Pak war. He features in the film and passionately speaks of how the Bajaj V instills pride in us every single day. Others who are seen to be part of the film are commodore Modima Bhada (retd.) INAS 300 squadron pilot, 1971 war, Admiral Arun Prakash pvsm, avsm, vrc, vsm former navy chief, sea hawk pilot and many more.

Bajaj V was launched on Republic Day earlier this year which created a buzz in the market, with its first campaign which showcases their distinct positioning of being made of pride.

Sumeet Narang, vice-president, marketing, motorcycles, Bajaj Auto, said, "With the V, we are not

just selling motorcycles but celebrating the pride



of the Nation.

Consumers are also playing back this feeling of pride. The new campaign takes the proposition



forward and talks about how the V helps you experience pride every day, and not just on select occasions of National significance."

Speaking about the campaign, Raj Deepak Das, chief creative officer, Leo Burnett India, said, "As a Nation we are a bunch of proud people. The legacy of the INS Vikrant that lives on with the Bajaj V reminds us of all the sacrifices and victories we've made as a Nation, and today we can celebrate that pride everyday. This formed the core to our thinking for this film. We kept it true, honest and pure."

While Leo Burnett and Bajaj Auto were focused on setting the context of pride and the piece of history one can own in their launch film, this film marks the second phase of the campaign.

Narang adds, "Our focus on pride as the core of our offerings has really touched a chord with our customers and potential customers. Our objective this time around was therefore to deliver a sharper, more poignant brand story to our audience. We wanted to talk about an aspect of pride that people can relate to, which people associate us with."

-ZUHAIB DUGGA

LATEST NEWS.

- ◆ Nike :- Bring Great Customer Service To Social Media.
- ◆ Coca-Cola :- Create Universal and Personal Experience Simultaneously.
- ◆ Coca-Cola Redesign Packaging To Reflect Global “One Brand” Strategy.
- ◆ Telstra Marketing Jobs Impacted In Latest Round Of Restructuring.
- ◆ KFC Pushes Brand Values, Not Chicken In Latest Ad Campaign.
- ◆ Corporate Reputation Index; JB Hi-Fi Back On Top In 2016.
- ◆ Only Half Of Companies Will Increase Marketing Spend , ROI Measurement Remains A Challenge – Global Report
- ◆ Ritson On Brand; Marketers Are Being Fed Bullshit About Social Media.
- ◆ Kmart Versus Target – A Story Of Brand Cannivalisation
- ◆ Phillips Sheds Light On The Indoor Positioning System Hitting Australian Retailers .



Business Jokes :

Who's the fastest

Three kids argue, whose father is the fastest.

One says:

- My father is the fastest, he can overtake the arrow that he shoots with the arch.

The second one:

- My father is even faster - when he hunts, he can gunshot an animal and run up to the animal before it falls down.

The third:

- You actually don't understand what speed is. My father works in municipality. He finishes work at 4:30 pm, but he's back home by 3:45 pm already

-RACHIT JAIN

BUSINESS QUIZZZ!

- ◆ _____ is a component of customer satisfaction
 1. Cost price
 2. Value price
 3. Transfer price
 4. Fair price
 5. None of these
- ◆ The consumer of a bank comes under _____ environment
 1. Internal
 2. Direct
 3. Indirect
 4. External
 5. None of these
- ◆ _____ is the smallest retailing unit
 1. Convenience store
 2. Grocery store
 3. General store
 4. Departmental store
 5. None of these
- ◆ Marketing mix is a combination of factors that can be controlled by
 1. Consumers
 2. Customers
 3. Company
 4. All of these
 5. None of these
- ◆ Planned cost service means _____
 1. Extra profit on the same cost
 2. Extra profit on the price cost
 3. Extra profit on the selling cost
 4. Extra profit on the market cost
 5. None of these

-RISHAV SHARMA

SMVDU
SOB

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


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SOCIAL MEDIA EXPLAINED

-  Twitter – I am eating a cake
-  Face Book – I like eating a cake
-  You Tube – This is how I eat my cake
-  Linked in – My skills include eating a cake
-  Instagram – Here's a classic pic of the cake I eat
-  BLOG – Here's my cake eating experience
-  Pinterest – Here's my recipe for the cake
-  Four Square – This is where I am eating the cake

Reflections:

Marketing for a fragmented society like India, is it an opportunity? The society, with the disparity of class, caste, religion and regions has an only advantage of size. The challenge is coupled with the growth rate, income disparity, exceeding expectations, awareness of consumer segments and digital drive. The country is ready for new generation ideas and creative inputs. Market in India is at the bottom of the pyramid or at the top? Why and how; needs reflections.....

-Dr. SAURABH

For feedback and responses of
quiz mail us at:
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