

VERBATIM

ISSUE-2

DIGITAL EDITION

JAN 2017

We wish you a scary Halloween!

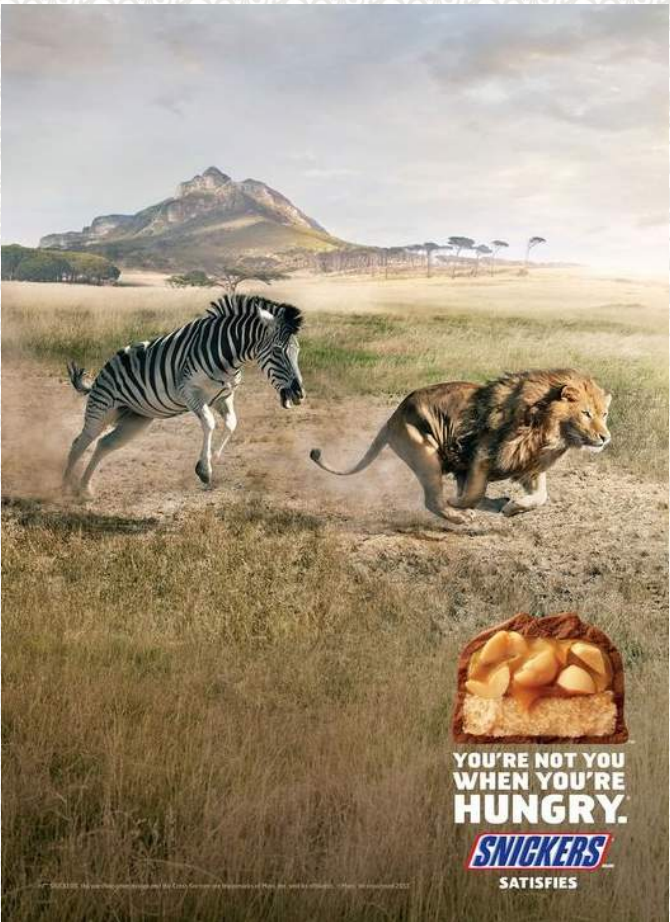


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pepsi.

JAW DROPPING MARKETING CAMPAIGN



ED'S LETTER



Dr. Pratap



Mr. Rajesh



Mr. Varun

Welcome to **VERBATIM** the Marketing Club's e-Magazine of BIITM!!

I Welcome all our readers of “Verbatim” to the 2nd issue of e-Marketing Magazine, where we offer strictly marketing information to help you keep abreast. As we cover topics ranging from marketing, sales, to advertising, promotions, public relations, branding, social media and overall business infotainment. Our e-magazine is published six times a year to broaden our subscriber base and distribution model.

Our editorial content is screened very carefully from reliable sources and we also accept submissions from writers all over the Country. If you are interested in submitting editorial content for consideration, please email us at limitless.brain.rajesh@gmail.com along with your Bio, head shot and article that is 60-200 words. The editorial must be original content and sources mentioned. Not all submissions are accepted and must fit the following criteria:

- ☐ Covering some aspect of marketing.
- ☐ Original content, meaning it's not a re-print or can be found elsewhere.
- ☐ 60-200 words in length, and be prepared to edit if needed.



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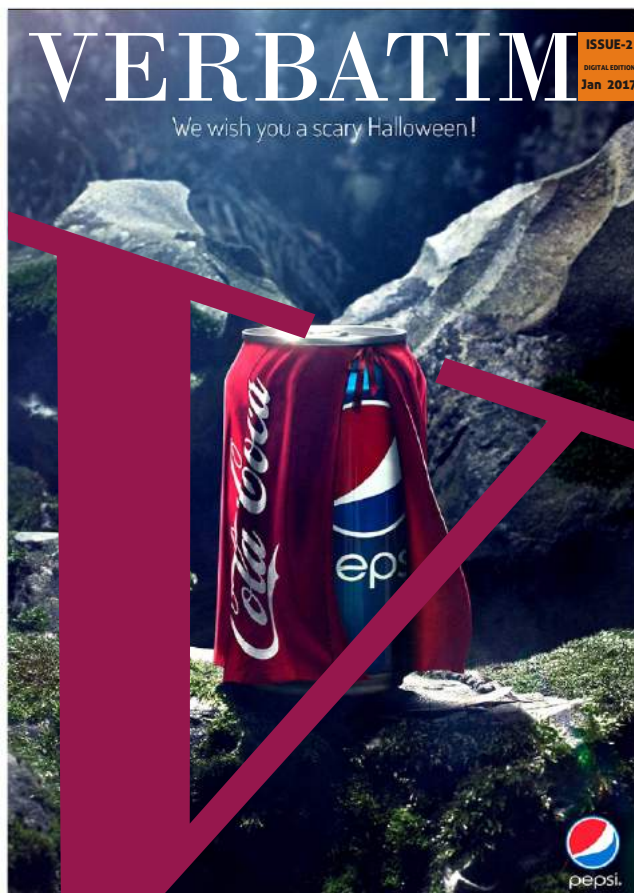


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SanDisk unveils the World's first 1 TB SD Card

US-based flash memory products maker SanDisk on 26 September 2016 unveiled a prototype of the world's first 1 TB SD memory card. The company has not revealed the pricing or availability of the card yet.



HP Launches World's Smallest Printer in India

American technology major HP launched the World's smallest printer, the 'HP Desk Jet 3700' in India. The all-in-one inkjet printer can print, scan, copy and support mobile printing through a Wi-Fi connection. The printer can also connect to Facebook, Instagram and other social media accounts to print directly from the platforms.



India Ranked 39th on Global Competitive Index

India's Ranking on the World Economic Forum's Global Competitiveness Index for 2016-17 has improved 16 places to 39, making it the faster riser among the 138 nations surveyed. India's competitiveness improved across the board, particularly in goods market efficiency, business sophistication, public institutions, and innovation. Switzerland topped the rankings, followed by Singapore and the US.



Blackberry to Stop Making Smartphones

Canadian smartphone maker Blackberry on 28th September 2016 announced that the company will stop making its own phones and will outsource the hardware from partners. "We are focusing the on software development, including security and applications" said BlackBerry CEO John Chen. BlackBerry has posted a loss of \$372 million in the latest quarter against \$52 million profit registered a year ago.



India to be 3rd Largest Construction Market by 2025

India will become the 3rd largest construction market in the World by 2025 with a size of \$1 trillion, according to professional services firm KPMG. This will be on account of increased activity in roads, building, irrigation, urban, infrastructure and railways. Presently, India is the fourth largest construction market in the World behind the US, China and Japan.



Android was not created by Google

Mobile operating system Android was initially created and developed by a startup Android Inc., which was later acquired by tech giant Google in 2005 for a reported \$50 million. The first version of Android was launched 8 years ago on September 23, 2008 and the Operating System presently accounts for nearly 80% of the mobile OS market share globally.



Patanjali CEO debuts on Forbes India's Richest List

Patanjali Ayurved Managing Director and primary stakeholder Acharya Bal Krishna has debuted on the Forbes' India's 100 richest people list with a net worth of \$2.5 billion. Bal Krishnan hold 97% of Patanjali Ayurveda, which he Co-founded with Yoga Guru Baba Ramdev in 2006, according to Forbes. Patanjali generated \$780 million revenue selling products like Cosmetics, Noodles and Jams.



Samsung loses \$14 bln due to Note 7 Issues

Electronics giant Samsung lost over \$14 billion in market value. The company asked customers to switch off and return their Note7 smartphones due to fire prone batteries. Earlier, about three dozen Note 7 smartphones were found to have batteries that caught fire and exploded.



Website with information on India's Youth created

The United Nations Population fund (UNFPA) has developed a new web portal, "youthinfoindia.org" that for the first time puts together data on India's young population aged between 15 - 24. The user-friendly portal has collected data from sources like the 2011 census and the National Sample Survey Offices. Users can also create their own color-coded infographics and pie charts on the platform.



Boeing Factory is World's Largest Building by Volume

The Boeing Everett Factory in Washington is the largest building in the world by volume. The airplane assembly building is home to the 747, 767, 777 and 787 Dreamliner production lines and host regular public tours. Build in 1967, the factory has a volume of 472 million cubic feet and occupies over 98.3 acres of floor space.



Lehmanbrother's \$600 bln Bankruptcy is the largest in History

With over \$600 billion of debt, financial services firm Lehman Brother filed for bankruptcy on sept 15, 2008, making it largest bankruptcy filing history. The bankruptcy was one of the biggest casualties of the financial crisis of 2007-08 considered to be to be worst economic recession since 'The Great Depression' of the 1930s.



World's largest solar plant unveiled in Tamil Nadu

Adani Enterprises on Wednesday commissioned a 648MW solar power plant in Tamil Nadu which it claims is the world's largest solar plant at a single location with an investment of INR 4,550 crore. This is a part of the company's plans to achieve a solar power generating capacity of 3,500MW by March 2017.





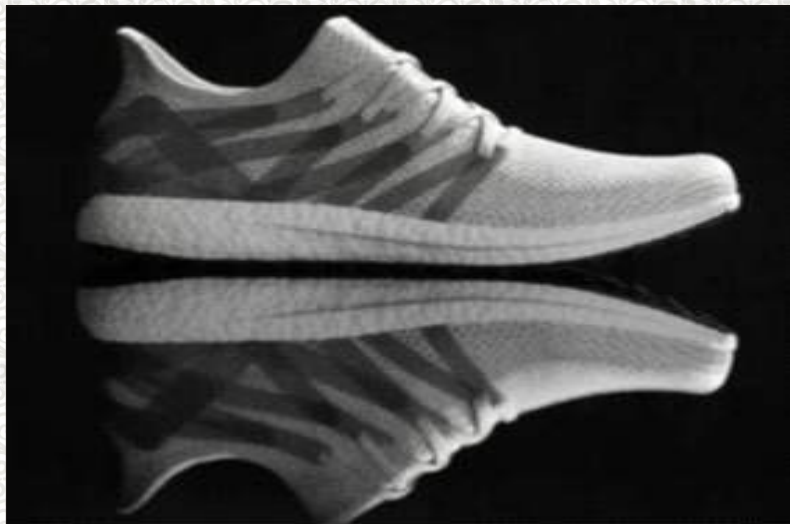
Snapdeal to spend Rs. 200 Crore on branding

Online retailer Snapdeal has invested over Rs. 200 crores on branding, ahead of the festive season. This includes the new logo and tag line 'Unbox Zindagi' unveiled by the startup. 'The new logo, with two arrows forming a box, conveys Snapdeal's journey as partners and enabler, indicating progress, onwards and upwards" said Co-Founder and CEO Kunal Bahl.



Indian Startup lets Families Crowdfund Baby's Name

A Hyderabad-based startup called 'Name R Newborn' allows families to crowdfund their baby's name through its platform. At a fee of Rs. 1, 500, families can start a contest where users suggest baby names based on the preference provided. While the user whose name suggestion is accepted by the family gets Rs. 1200 in reward, the startup takes the remaining amount.



Adidas reveals first shoe made entirely by robots!!!

German shoemaker Adidas has revealed its first ever shoe made entirely by robots at the company's robot manufacturing plant in the home market. The company currently manufactures around 300 million shoes annually, mostly made by hand. Adidas says that in a couple of years, its robot-staffed manufacturing plants will produce a million pairs annually.



Lamborghini launches Huracan Avio in India at INR 3.71 Crores

Italian supercar-maker Lamborghini on Thursday launched the limited edition Lamborghini Huracan Avio at INR 3.71 Crores (ex-showroom, Delhi). A tribute to the bravery of the Air-Force, the car is powered by a 5.2-litre V10 engine that develops 602 HP and 560 Nm of torque. With a top speed of over 325 KMPH, it can go from 0 - 100 KMPH in just 3.2 seconds.



Mercedes launches brand 'EQ' for electric vehicles

German automobile maker Mercedes-Benz launched a new brand 'EQ' at the Paris Motor Show made solely for the company's electric vehicles. The new EQ brand stands for "Electric Intelligence", said the company. Mercedes also unveiled the concept of the new brand's first vehicle 'Generation EQ', in which the company has replaced the side mirrors with cameras.



Start-Up provides personal letter- writing services

'The Indian Handwritten Letter Co' provides personal letter-writing services at a fee of Rs. 99 and has sent over 2500 handwritten notes in 6 month "we want to turn handwritten letters into a lifestyle product and enable people to send letters the way they send flowers and cakes" said co-founder Ankit Anubhav . Others start-ups like 'letter mail' and 'callyally' also provide such services.



Snickers candy bar was named after a horse

Chocolate candy bar Snickers, made by Mars Inc. was named after a horse owned by the Mars family. The chocolate bar was created in 1929 and is one of leading candy bars sold across the globe. Franklin Mars, the founder of the parent company of Snickers was born 134 years ago on September 24, 1882.



Marriott becomes World's largest Hotel chain

Marriott International completed its \$13 billion acquisition of Starwood Hotels & Resorts Worldwide, creating the World's largest hotel chain. The merger combines Marriott brands like Ritz Carlton with Starwood's W Hotels. In total, 30 brands are now under Marriott, forming a chain with over 1.1 million rooms in 5,700 properties across 110 countries, thereby surpassing Hilton Worldwide.



Zara founder dethrones Bill Gates as World's richest

Following a surge in the share price of Zara its co-founder Amancio Ortega has become the World's richest man dethroning Microsoft Co-founder Bill Gates. At present the networth of the 80 year old Amancio Ortega is \$78 billion while that 60 year old Bill Gates is \$77.4 billion as per Forbes.



Iran introduces credit cards for the first time

Iran introduced Credit for the first time amid attempts to encourage public spending, the Iranian students News Agency stated. The cards will be offered with limits of around \$3000, \$10,000 and \$15,000 and can be used for purchases in shops or online. Reportedly two banks, Bank Mille Iran and Ayandeh Bank have started issuing these credit cards.



“Toyota Corolla” is the Best-selling car in history

With over 40 million units sold worldwide 'Toyota Corolla' is the best-selling car in automobile history. The first generation of the sedan was introduced in 1966 and has been in production since 'Corolla' maker Toyota, which is the World's most valuable automobile brand was founded 79 years ago on August the 28, 1937.

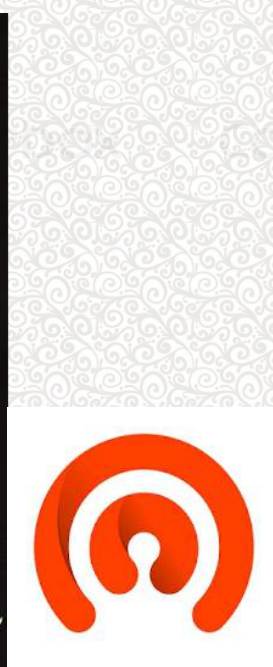
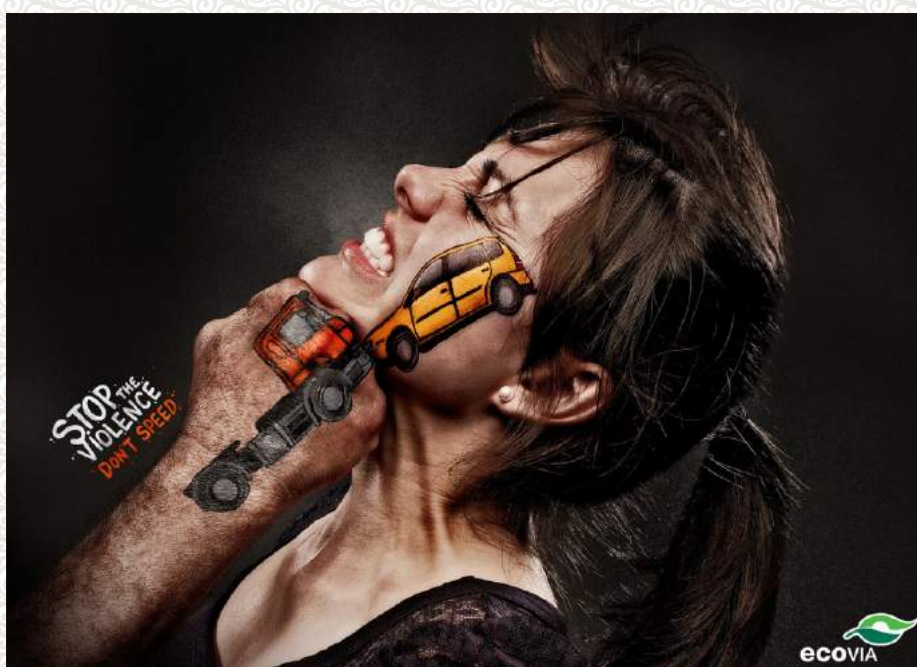
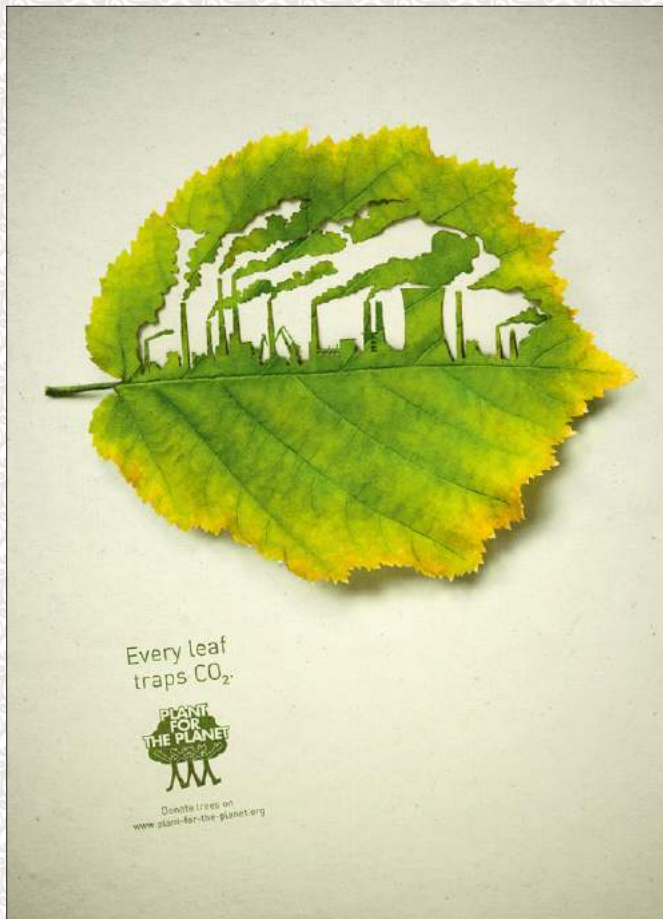


Apple kills \$10,000 Gold Apple Watch

Apple has discontinued the \$10,000 18 carat gold version of its Apple Watch which was introduced in March 2015. The company did not disclose the official sales figure for the gold 'Apple Watch Edition 'however Apple on Wednesday launched a ceramic version of the Watch series, priced at \$1,299.



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OR THE
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