

## Corporate Snapshot: GLOBAL

### Kamath to be BRICS Bank President



ICICI Bank Chairman KV Kamath has been appointed as the first chief of the New Development Bank proposed by the BRICS (Brazil, Russia, India, China and South Africa) nations.

The resources from the bank will be mobilized for infrastructure and sustainable development projects in BRICS and other emerging economies and developing countries, to supplement existing efforts of multilateral and regional financial institutions for global growth and development.

India had been given the responsibility of choosing the president of the BRICS Bank, which has its headquarters in Shanghai. The president of the bank will have a term of five years.

#### European Union plans to upgrade technology companies

The European Union has planned a long-term strategy to help its technology companies compete with US technology giants like Google and Amazon. A Commission appointed for the purpose looked into the sector to see where open competition is hushed, especially when it comes to cross-border online trade in sectors like electronics and clothing. It also investigated the working of tech-companies like Google, Amazon, Facebook or e-Bay.

The plan has made e-commerce easier across borders by harmonizing rules on contracts and consumer protection when people purchase products online ranging from consumer products to e-books or apps.

EU Competition Commissioner Margrethe Vestager said that it would try to end practices like geo-blocking, which stops customers from using websites in another country. He further said that Copyright laws would be updated so that customers have better access to films, music or information.

#### Honda showcases its new sleek business jet in Japan

Honda, which is popularly known for making motorcycles and cars, has showcased its new sleek business jet in Japan for the first time, which is quiet, quick and green.

Currently, the jet is on sale in the United States and Europe. The jet, which seats six or seven, starts at \$4.5 million. Honda has received orders for 100 units. With this new product, Honda is out to change the aviation industry. The HondaJet, as it is called, whose design was based on a Salvatore Ferragamo high-heel shoe, has adhered to top safety standards and outperforms the equivalent offerings from Cessna of the U.S. and Embraer of Brazil in fuel efficiency and altitude that it can reach.

### Mc Donald's to slow down growth plans



McDonald's has more than 36,200 restaurants around the world but because of its recent struggles, it plans to slow its growth to its lowest level in five years. It still plans to add 600 to 700 restaurants around the world this year.

McDonald's owner Chipotle has said that it still plans to open up to 205 new stores this year, mostly in the U.S.

The quarterly earnings of Mc Donald's aren't expected to be pretty good and there's a chance its dominance will continue to wane as the competition has increased manifold. But Mc Donald's executives may pick up the pace to avoid becoming outdated and give customers what they want as there is still popularity of Mc Donald's breakfast worldwide.

### Rolls- Royce receives order for engines from Emirates Airline



Rolls- Royce has signed a US \$ 2 billion deal to supply engines for 50 A380 aircraft for Dubai's Emirate Airline. It is the largest ever order being placed with a British company outside the defense sector. The Gulf carrier has ordered Rolls- Royce engines for its superjumbo fleet and the rest of it is powered by Engine Alliance, a joint venture of General Electric and Pratt & Whitney.

Rolls- Royce Chief Executive John Rishton said that the

aircraft is powered by Rolls- Royce engines based on its Trent XWB engine. He further said that the deal includes a long term "total care" package, which means that Rolls-Royce will also provide service and maintenance to Emirates.

The selection of Rolls- Royce engines by Emirates could raise hopes that Rolls will win more orders from Emirates.

### Nestle to sell its frozen food unit to Brakes Group



Nestle has decided to sell its frozen food unit Davigel to food service operator Brakes Group as part of a drive to trim its giant portfolio. Nestle which was advised by Credit Suisse in the deal, has said that it would not give any financial details of the deal and it is subject to consultation with works council and approval of the competition authorities.

Brakes Group is owned by buyout fund Bain Capital and its brands include Freshafyre and M & J Seafood. The deal would increase its presence in France and would allow it to enter Belgium and Spain.

The sale is expected to raise between 200 million euros (\$

213 million) and 300 million.

### Russia to build a 1,100- Km pipeline in Pakistan

Russia and Pakistan have finalized an LNG pipeline deal in Moscow and have signed a government- to- government deal, following which Pakistan will also sign a commercial agreement with a Russian firm that Moscow will select as its preferred contractor to build the pipeline.

Russia will invest \$ 2 billion to build the 1,100 kilometre pipeline from Southern port city of Karachi to Lahore to transport liquefied natural gas. Russia will start its first LNG exports in 2016 and has also offered to sell gas to Pakistan.

## Alibaba announces new Chief Executive



Jack Ma, the owner of Alibaba, has appointed Daniel Zhang, who has been at Alibaba for eight years, as the new Chief Executive of the company, replacing Jonathan Lu just days after airing concerns about his efficiency. Mr. Lu will remain on the board.

Zhang, who was born in 1972, has become well known among employees at Alibaba for his public speaking and polished English. Within Alibaba, there is admiration for Zhang's cosmopolitan management style.

### Greece makes € 200 million interest payment to IMF

Greece has made a € 200 million interest payment to the International Monetary Fund as the Greek government is locked in negotiations with its international creditors- the IMF, the European Central Bank and the European Commission as part of a € 245 billion rescue package. The European Commission, the European Central Bank and the International Monetary Fund issued a joint statement saying that they share the same objective of helping Greece achieve financial stability and growth and are working harder to make concrete progress.

As long as Greece does not officially default on its bailout loans and stays in the Euro Zone, its Creditors (the ECB, IMF, etc) can carry those loans as assets on their books.

### Uber faces stricter regulations across US

Stricter regulations were imposed on Uber, the cab services provider after the state legislature of the United States passed a bill on taxicab regulations.

The bill requires the companies to certify that drivers have comprehensive and collision insurance, and requires the new drivers to undergo a background check being performed by the Kansas Bureau of Investigation.

The Uber Company has been fighting with authorities in cities across the United States, contending that it is not a taxi service and should not be required to adhere to existing taxicab regulations. Uber has further said that it already conducts its own third- party background checks and provides commercial auto insurance coverage.

Uber has already ceased to operate in Boise, Idaho, Oregon, Anchorage, Alaska and Kansas.

### Apple's music downloads under FTC scrutiny

Apple's plans to line up with music labels is under Federal Trade Commission scrutiny. The iPhone maker has been preparing to debut a new version of the Beats Music Streaming Service.

FTC is examining if Apple is using its position as the top seller of music downloads through its iTunes store to put rival music services at a disadvantage. The FTC's inquiry could complicate Apple's planned revamp of Beats Music this summer. It would also be risky for Apple to reach agreements with record labels that restrict them from also placing music on other services. FTC's officials have also discussed Apple's practices with more than one record label.

### France to supply 24 Rafale fighter jets to Qatar

France has signed a 7.02 billion US dollar agreement with Qatar to supply 24 Dassault Aviation- build Rafale fighter jets after contracts with Egypt and India.

The Agreement was signed in Doha, Qatar between the French President Francois Hollande and Qatari Emir Sheikh Tamim Bin Hamad Al Thani.

The agreement includes the training of 36 Qatari Pilots and 100 technicians by the French military. It will also provide for the training of a number of Qatari Intelligence Officers.

The Dassault Rafale is a French twin- engine, canard delta wing, and multirole fighter aircraft. It was introduced in 2001 and is built by Dassault Aviation.

### Time magazine releases list of 100 most influential people in the World

Time magazine has released a list of 100 most influential people in the world for 2015. It features everyone starting from politicians to comedians to pop culture icons.

### India- Canada nuclear agreement on supply of Uranium

Canada has agreed to supply 3,000 metric tonnes of uranium to India from this year under a \$ 254 million five-year deal to power Indian atomic energy reactors.

The Canadian company Cameco Corporation will supply uranium to India. Canada is the third country to supply uranium to India after Russia and Kazakhstan. The supplies will be under the International Atomic Energy Agency Safeguards.

Canada is the second largest producer of Uranium globally and the deal will enable India to power its growth using clean energy.

### **India and Japan sign agreement on investment & trade promotion**

In order to strengthen investment ties, India and Japan have signed an agreement for boosting investment and trade promotion and also for the Asia- Pacific economic integration.

Commerce Minister Nirmala Sitharaman and Japanese Minister of Economy, Trade and Industry, Yoichi Miyazawa signed the agreement on behalf of both the countries.

The five main points included in the action agenda are as follows:

- 1) Development of selected townships in India as Japanese industrial townships.
- 2) Promotion of investment and infrastructure development.
- 3) Further development and cooperation in information technology.
- 4) Enhancing cooperation in strategic sectors.

### 5) Asia- Pacific economic integration.

Sitharaman informed that there was not only regular interaction between both the countries, but they also have had a partnership and dialogue between the private sectors of both the countries.

### **U.S. to pressurize China on Infrastructure Bank Governance Standards**

The United States will press china at the upcoming bilateral talks on how it will make the new Asian Development Bank live up to the International Governance Standards.

The top officials from the two countries will meet in Washington this summer and the dialogue between the two countries will be known as the Strategic & Economic Dialogue. As per the opinion of Nathan Sheets, a top economic diplomat, the United States has planned to discuss currency policy and climate change at the S&ED as well as the Chinese regulation of information and communications technology. He said that the United- States welcomes the recent creation of the Beijing- led Asian Infrastructure Investment Bank but has demanded that it should adhere to the high standards of lending.

### **Asus releases three Zenfone 2 models**

Asus has released the Zenfone 2 in three models, ZE500ML, ZE550ML, and ZE551ML, with competitive pricing. The high-end variant, ZE551ML, sports a 5.5-inch IPS capacitive touchscreen and comes packed with 4GB RAM and 32GB internal memory.

## Corporate Snapshot: INDIA

### **Govt. Focuses on Bengal for SAIL expansion**

Union government has decided to focus on West Bengal for the ambitious 50 million-tonne capacity expansion of Maharatna PSU Steel Authority of India Limited-SAIL. The public sector steel behemoth has an installed capacity of 19.5 million tonnes now and in order to expand its capacity, additional investment of Rs 42,000 crore which is the highest ever announced in Bengal will be done. The expansion plan is part of the Modi government's Make in India campaign.

SAIL chairman C S Verma has stated that the Maharatna PSU has decided to double the capacity of IISCO from the current level of 2.8 million tonne to 5.6 million tonne with an investment of Rs 17,000 crore.

### **IVRCL gets Rs 3,624-cr project from Saudi Arabia**

IVRCL Limited, an infrastructure major company, has received an EPC (execution, procurement and construction) project valued at Rs 3,624 crore from the ministry of interior, Saudi Arabia.

The project requires construction in southern areas of Saudi Arabia that includes designing and building mass housing for border guards along with installing, testing and commissioning ancillary buildings and external land and infrastructure development in three locations - Dhara Al Janoube, Al Qahmah and Asir Region - in Saudi Arabia.

The project includes construction of apartment buildings, villas, administrative buildings, kindergartens, schools, masjids, recreation facilities, fire-fighting and clinic buildings, shopping centres, playgrounds, operation and maintenance buildings, warehouses, water treatment and sewage treatment buildings, and fuel stations.

513 major buildings are to be constructed for the three sites, with a total built-up area across the three locations being 5.38 million square feet.

### **Goldman Sachs predicts Growth for Flipkart, Snapdeal**

According to a report given by Goldman Sachs, a global investment banker, Flipkart and Snapdeal will require another \$20 billion (1.27 lakh crore) to sustain their current growth momentum over the next five years.

They have stated that it is likely to continue till the online shopping penetration reaches a steady state in about 5 years from now. They have further added that the growth of Indian e-commerce market is hindered by poor broadband and slow mobile internet access.

### **Balaaji Manufacturing Plc launches Scooty in Ethiopia**

Balaaji Manufacturing Plc, an Indian-owned company, has launched the brand new electrical motorcycle, popularly known as "Scooty", being assembled in Ethiopia.

The Ethiopian market, which has seen the two-wheelers market grow at an annual pace of about 30 per cent, has created a platform for Balaaji Manufacturing for the sale of products and motorcycles that are the pollution free alternatives compared to the same means of transport which consume fuel.

### **Walmart's CEO visits India**

David Cheesewright, President and CEO of Walmart International, visited India to review the global retail giant's operations in the country.

Walmart has more than 6,400 stores in 26 countries outside the United States. According to Cheesewright, as far as India is concerned, they are focussing on the working of the smaller shops and the markets of the country. He further said that smaller shops are giving competition to the hypermarkets as customers are looking for convenience to shop and they shop closer to home for essentials.

As per his opinion, hypermarkets still have a big role to play and there will be growth of around \$ 350 billion in hypermarket sales globally. He added that if Business to Consumer service by Walmart will come up in the country they will adopt technology-based platform in the country to sell its products and commodities.

### **Indian Hotels takes revival measures under new CEO**

Indian Hotels Company, a Tata Group company, has been under intense scrutiny under the supervision of Rakesh Sarna, the man who took over the reins from Raymond Bickson six months ago.

Under Sarna, Indian Hotels has undergone its biggest restructuring exercise in a decade. Sarna has divided Indian Hotels on the basis of geographical distribution of its properties. He has recruited three chief operating officers (one each for the upmarket Taj, Vivanta by Taj and Gateway brands) who report to the executive director of operations. Indian Hotels now has three senior vice-presidents (operations) who are based in Delhi, Mumbai and Bengaluru, with each managing a portfolio of 20-30 hotels. Indian Hotels currently manages 130 properties, including 26 that it owns, across four brands, which includes the low-cost Ginger chain.

The Indian Hotels chief executive also has to strike a balance between profitability and expansion.

#### **Volkswagen India to launch 4 new cars in next 24 months**

German Carmaker Volkswagen India is all set to launch four new cars in the country in the coming 24 months. The new cars will include a new SUV, a premium sedan, a luxury hatchback and a face-lifted car. The models consist of a Polo- based compact Saloon, Beetle, Passat (B8) and the Tiguan Compact crossover.

Volkswagen India has been planning to invest Rs 1,500 crore in India and it has reported 17.77 percent increase in sales at 3,572 units in April.

#### **Maruti Suzuki to start ASEC at ITIs**

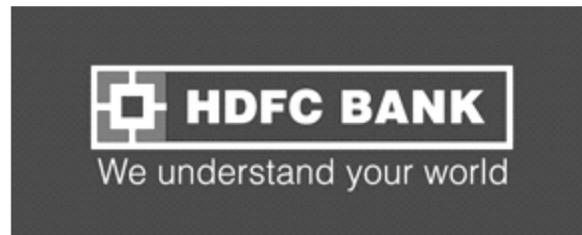
Maruti Suzuki India has announced to set-up Automobile Skill Enhancement Centres (ASEC) at 45 government run industrial Training Institutes across the country. These

centres will provide practical training to the ITI students and make them job ready. Maruti Suzuki has committed Rs 5 crore towards this and it will be a corporate social responsibility project of the company.

The trainees will be free to seek employment in any workshop irrespective of Maruti Suzuki Vehicles. It will benefit around 2,100 youths from these ASECs annually. The ASECs are being set up in cities like Jammu, Srinagar, Patiala, Hoshiarpur, Yamuna Nagar, Meerut, Ghaziabad, Dehradun, Dewas, Durg, Jabalpur, Surat, Godhra, Ankleshwar, Kolkatta, Vijaywada, Kochi, Kozhikode, Thrissur and Thiruvananthapuram among others.

The students will also be given 50 days training by MSIL trainers in the areas related to car service, repairs and maintenance. They will also be awarded an additional skill training certificate.

### **HDFC lists among world's top 10 consumer finance firms**



HDFC has been listed as the only Indian company among the world's 10 biggest consumer financial services firms, after giant companies like American Express, Visa and MasterCard. It is ranked 7<sup>th</sup> on the list. American Express is positioned on the top, followed by Capital One Financial, Visa, Discover Financial Services and Orix in the top-five. MasterCard is ranked sixth. HDFC is followed by CIT Group of US at eighth position, Taiwan's Hua Nan Financial at 9th and China's Franshion Properties is at the 10th place. The list has been prepared by the business magazine Forbes.

#### **Flipcart to be app-only soon**

Flipcart has announced that it would move to an app only way within a year and will not use desktop or web platforms. According to Michael Adnani, its Vice- President, retail and head of brand alliances, in last 18 months, the rate of transactions on mobile has increased 10-fold. He further said that to move Flipcart to app-only platform does make sense.

Flipcart does about 8 million shipments in a month, and two thirds of its online traffic comes from users in the small cities and towns. Flipcart's app only direction assumes larger significance in these places where most people don't own desktop computers and also have limited access to broadband.

#### **RICS predicts India as fifth largest market in infrastructure projects**

A Royal Institution of Chartered Surveyors, (RICS) research report has said that India is all set to become the fifth largest market in the world in infrastructure projects, up from 5.3 percent in 2015 to 9.8 percent in 2030.

The report "Our changing World: Let's be ready" has examined that the real estate and construction sector in India is continuously changing at a rapid pace. The report is drawn on the views and perspectives of stakeholders from diverse specialisms and geographies across the surveying profession, globally.

## Microsoft India launches Edu Cloud for Educational Institutions



Microsoft India has launched Edu Cloud- a cloud computing based solution that provides digital learning and teaching for educational institutions.

Sri Chaitanya Schools has already announced its plans to adopt the Edu- Cloud for its teachers and students in 80 schools. The schools will use 14,000 Windows – powered tablets to access relevant content from Microsoft cloud to make learning and teaching easier and interactive.

With Edu- Cloud, students of Sri Chaitanya Schools will obtain access to digital content and free access to Office 365 from Microsoft on their Windows powered tablets. Students will also get access to eDevelop, a learning management solution for Mobiliya, a Microsoft partner.

### Tata Motors puts diesel Nano plan on hold

Tata Motors has decided to put the diesel Nano plan on hold as it thinks that when diesel price will come to its natural level, all the price advantage will go away and it will not be acceptable to the Indian customers.

Girish Wagh, Tata Motors Senior Vice President, thinks that although a diesel car has higher fuel efficiency but meeting the higher emission norms in diesel is costlier. He further said that the diesel engine has challenges in refinement.

But, on the other hand, Tata Motors is all set to unveil the new avatar of Petrol Nano, GenXNano, which offers features like power steering, openable boot, automatic transmission for city driving and it also provides a bigger fuel tank of 24 litres as compared to just 15 litres in the previous version.

### Mahindra Tractor sales fall 13 % in April

Auto Giant Mahindra & Mahindra's total tractor sales in April were down by 13 percent at 18,011 units as compared

to 20,731 units in the same month last year.

According to Rajesh Jejurikar, M& M President, the unseasonal rains and hailstorms have adversely affected the Rabi crop output leading to negative market sentiments.

### France's Dassault searches for Indian Partners to build Rafale Aircraft

France's Dassault Aviation is in the process of identifying Indian partners, notably private sector firms, for the supply of 36 jets to the Indian Air Force.

Under PM Narendra Modi's Make in India initiative both France and India have planned to set up a committee comprising the representatives from both the sides whose job will be to operationalize the deal.

The Rafale fighters are jointly produced by a bunch of French firms led by Dassault and it includes Thales and Snecma. Among the local firms being considered are: Tata Advanced Systems Limited, Dynamatics, Taneja Aerospace, L&T and Reliance Defence Systems.

The initial order of 36 fighter jets is expected to cost more than \$ 7 billion. The large part of the initial investments by Dassault in India will be done to set up maintenance facilities with the Air force as a part of its base repair depots, partners will be needed by the French company for the larger plan to manufacture the jets in India for an expanded order.

### Gojivas expands delivery network

Gojivas, known for its fast delivery service, has expanded its delivery network to 200 cities across India. The company has expanded its network in tier 2 and 3 cities like Haldwani, Rudrapur, Muzzafarnagar, Junagarh, Jamnagar, Satara, Navsari and Siwan.

The Company has already achieved a topline of Rs 200 crore

during 2014-15.

Vijay Ghadge, the Chief Operating Officer, has stated that they have been providing best delivery services across cities and also wider access to a variety of products and also cash on delivery facilities.

### **Gujarat Companies in acquisitions race**

Top Gujarat Companies like Adani Group, Intas Pharmaceuticals, and Torrent Pharma and Sambhav Engineering are on an acquisition blitz. They have expanded their reach within and outside India and diversification into new sectors is one of the main factors responsible for acquisitions being done by them.

Adani Power has acquired Udupi Power Corporation Limited from Hyderabad-based Lanso Infratech. The Company has also acquired Korba West Power Company Limited from Avantha Power & Infrastructure.

Intas- Pharmaceuticals had acquired the hospital business of European Company Combino Pharm in Spain and Portugal a few months back. A group company of Sambhav Engineering has signed a deal to acquire 60% equity from HCC Concessions Limited in Dhule Palesnar Tollway.

Torrent Pharma has been trying to acquire the business of Encore Group for which the company has submitted a non-bidding bid.

When the market conditions are weak, strong Gujarati Players, start acquiring assets to grow inorganically.

### **Fortis Healthcare sells Radlink for Rs 530 crore**

Singapore based Fortis Healthcare has sold its 100 percent stake in Radlink to Fullerton Healthcare Group for SGD 111 million (over Rs 530 crore).

Radlink was acquired by Fortis in the year 2012-13 and it provides diagnostic and molecular imaging services.

Fortis was advised by JP Morgan and Religare Capital markets as financial advisors for this transaction.

Singapore's Competition Authority has reviewed the deal and thinks that Fortis' exit from Radlink has reduced the number of providers of radiology and imaging services.

### **India tops in Asia in tech venture capital deals**

India has topped in Asia in the number of deals struck by venture capital funds in the first quarter of 2015.

India has seen 69 deals happening in the first quarter as against China's 66. Japan saw 28 start-up deals by VCs in the first quarter. Overall the top 3 countries in Asia have accounted for 66 % of deals to VC-backed tech companies in Asia in the first quarter of 2015.

Sunil Rao, country head of the Start-Up Programme in Google India, stated that India is on the same trajectory that China was in the year 2007-08 with respect to the number of start-ups emerging from the country and the number of internet users. He further said that for the first time India has raised more than \$ 1 billion for three consecutive quarters.

### **PM Modi to revive Vajpayee's FIIA project**

Prime Minister Narendra Modi is all set to revive and upgrade the Foreign Investment Implementation Agency, an initiative of the Vajpayee Government.

The Ministry of Finance and the Department of Industrial Policy and Promotion have discussed on FIIA playing a more effective role as the government looks to boost capital flows into the country.

Presently, the FIIA only collects the foreign investment data but Modi's Government has decided that the agency will also help address issues being faced by foreign investors in their investment plans.

The issues of monitoring has come to the fore in relation to the investments in multi-brand retailing as the Central Bank has told the Finance Ministry that it could not monitor end-use conditions specified in the FDI policy.

Under the supervision of the New Government, the Foreign Investment Implementation Agency will be given a more expansive role.

### **Sandip Neogi appointed CFO of Nissan India**

Japanese carmaker Nissan has appointed Sandip Neogi as the Chief Financial Officer of its Nissan India.

Nissan operates a factory in Oragadam near Chennai with a capacity of 4, 80,000 units annually.

Neogi will report to and will be under the supervision of Guillaume Sicard, the President of Nissan India Operations.

Sandip Neogi is a finance professional with specialization in the pharmaceutical sector. Earlier, he was in Hospira India as a CFO of the company.

## Titan appoints S Ravi Kant as new CEO of watches division



Tata Group firm Titan Company Ltd has announced the appointment of S Ravi Kant, current CEO of its eyewear division, again as the head of the watches & accessories division from July 1, this year.

The present CEO of eyewear division, H G Raghunath, will retire on June 30, 2015. Prior to taking over as CEO of the eyewear division, Ravi Kant was COO of Titan Company's international business.

### TVS unveils 2015 edition of Phoenix 125 motorcycle

TVS has launched the 2015 edition of TVS phoenix 125, which has features like body coloured front visor, pillion grab rails, fully digital speedometer, comprehensive white

backlit, a rev indicator, a service reminder and low battery indicator.

The motor cycle is equipped with Roto- Petal Disc brakes and tube-less tyres and is available in the drum brake version as well. It also has 'Vehicle Location Assist' which enables the rider to easily locate his motorcycle in a parking lot by pressing a button on his vehicle key.

The 2015 edition TVS Phoenix 125 is priced at Rs 51,990 ex- Delhi for the drum version and Rs 55,899 ex- Delhi for the disc brake version. It has a range of colours including black magic, crimson black, midnight black, red hot, cherry white and white night.

## Audi TT Coupe` launches in India



German luxury car Audi India has launched the new Audi Coupe at a price starting from Rs 60.34 lacs.

## GCMMF launches Amul's India book



# Amul's India

Based on 50 years of Amul advertising by daCunha Communications

• AMITABH BACHCHAN • ALYQUE PADAMSEE • ANIL KAPOOR  
 • ALPANA PANDYA • CYRUS BROHANGI • HARSHU SHODLE • MANISH JAIN  
 • SIKIND DEOLIA • RAHUL DADWANI • RAHUL DRAVID • RAJDEEP SARDASAI • SARVA MREDA  
 • SHOBHAA DE • SHYAM BENEGL • SUNIL GAVASKAR • SVIESTER DADRINA  
 • SANTOSH DESAI



The Gujarat Cooperative Milk Marketing Federation (GCMMF) launched the latest edition of the 'Amul's India' book which tells the story of all the Amul campaigns in India. It even describes the famous Amul hoardings and their popularity among fans for decades.

Amul's India is based on 50 years of Amul advertising. It captures the remarkable journey of the brand through the eyes of prominent writers and public figures including

Amitabh Bachchan, Alyque Padamsee, and Harsha Bhogle, Rahul daCunha, Rahul Dravid, Sania Mirza, Santosh Desai, Siddharth Kak, Shobha De, Shyam Benegal, Suhel Seth and Sylvester daCunha among others. In its revised and updated edition, the book emphasizes new trends and events that impacted Amul, even the rise of Narendra Modi, the youth becoming more central in the national discourse and concerns over women's safety.

### Arrival of LG's G Flex 2 Phone



LG has launched its new phone the G Flex 2. The LG G Flex 2 has a curved structure frame and 5.5-inch screen which makes for comfortable and convenient use. The screen shows deep blacks, great viewing angles and good performance outdoors. It is priced at Rs 56,000 and it weighs

152grams. It has a Qualcomm Snapdragon 810 octa-core Processor and a 32GB, expandable via microSD memory. The curved form factor provides a snug fit while holding the phone to the face. The phone comes with a 13-megapixel (MP) main camera and a 2.1 MP front camera.

### Royal Enfield gets ready for global exposure



Royal Enfield popularly known as 'Bullet' is all ready to have global exposure in US, Europe, Latin America and other parts of South East Asia.

The Company has already entered the Latin America market by foraying into Columbia last year.

A new team has been put in place for the marketing and sale of Enfield. It includes Rod Copes, President North America, famous motorcycle designer- Pierre Terblanche and also Rudratej Rudy Singh, who has been taken as President of the team.

Royal Enfield has seen more than 50% growth in exports in the January 2014 to March 2015 period at 8563 units, which is up from 5706 units a year ago. The company's target is to take the annual production from 300,000 units now to

450,000 units by December 2015.

The Company has also acquired a 50 acre piece of land between Sriperumbudur and Oragadam for any future capacity expansion and is also building its R&D centre at another plot on the new Mahabalipuram road.

### **Maruti to launch 800cc diesel engine**

Maruti Suzuki has been working on the country's most fuel efficient and smallest 800 cc diesel engine which will be launched in the upcoming months. The engine has been manufactured by Maruti's parent Suzuki and the new diesel engine is perhaps the smallest in this category.

It will be fuel efficient and can give an output of nearly 30 Km to a litre. The Company has planned to start with an annual capacity of 1 lakh units for the mini diesel engine.