



NEWS ALERT

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Internet is the next big marketing platform – CII

Summit tells cos to use the power of digital media

The advantages of marketing via digital media were put forward by speakers in the CII Annual Marketing Summit.

The consensus was that Indian companies should understand the importance of online analytical tools to reap the full benefits of the media.

Speakers stressed that the optimum use of such tools enables marketers to get critical insights into consumer behavior and target products with precision. This ensures maximum returns in terms of converting hits into sales.

APPLY FOR PUBLIC ISSUE THROUGH SMS

Ekkay Magic, a Baroda based IT services company that focuses on software development and related services, has launched a service that allows investors to apply for an IPO through SMS.

“SMS IPO”, a service that can be offered by any broker, allows registered users to apply for an initial public offering by sending a short message from any mobile handset. The service also allows the investor to alter/modify or cancel the bids at later stage of the issue but before the closure of the same.



Radio cos catch the social networking site bug—

The move provides for an additional source of income for radio stations in the form of online advertisements

Although these companies maintain that online revenues comprise a very small chunk of their overall income, they feel the medium is growing rapidly which makes it worth their while to tap it.

Centre will dip into wheat, rice reserves if prices rise further

The Centre will release wheat and rice from its reserves in the open market if their prices go up any further, agriculture minister Sharad Pawar said.

He said nearly half the country is reeling under drought that could bring down the rice production by over 10%, but the government would use its reserves to check prices and also increase ration supplies.

