

NEWS ALERT

Volume III, Issue 10

13 July 2009

PUNISHMENT TIME

The country's accounting regulator is planning strict action against audit firm Price Waterhouse after two of its partners allegedly failed to check accounting lapses and verify financial statements in the over Rs7000cr **Satyam fraud case**.

The Institute of Chartered Accountants of India (ICAI) could likely consider recommending blacklisting of Price Waterhouse, which would bar the global audit firm from carrying on auditing in India.



Marketing Mantra

According to The Economic Times analysis, companies that splurged on advertising and marketing during the economic slowdown last year reported much higher revenue and profit growth compared to those that cut their ad budget.

**Survey covered 250 public listed cos.*

Companies that hiked ad spend—140

Revenues grew: 26%

Net profits rose: 20%

Companies that pruned ad spend—110

Revenues grew: 17%

Net profits rose: 10%



UPDATES

- Sreedharan quits after bridge collapse kills 5. DMRC chief owns moral responsibility for the accident, government says won't take hasty decision on resignation
- Amidst concerns over possible rise in interest rates due to the huge government borrowing program, FM Pranab Mukherjee reassured that interest rates would not rise in the next few months.
- Mahindra Renault venture post Rs.490cr loss. Sales decline 48% due to increased competition.
- PSU stocks' wealth dips by Rs.1.51lac cr since the Budget.