

MARKETING STRATEGIES ON CARDS:

- Parle Bisleri is planning to set up 25 new bottling plants across the country in FY10 as a part of its growth strategy
- YES Bank to double branches next year, up SME loans: MD Rana Kapoor
- Kellogg is scouting for local acquisitions for Indian play. The Indian subsidiary of the US firm is scouting for potential targets primarily in the regional space since there aren't any large national players in breakfast products in India
- Apparel Retailer Koutons Retail has said it is keen on opening more family stores where clothing lines co-exist with accessories and footwear.



NEWS ALERT

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Bharti Airtel & Reliance Communications are the only Indian players to feature in the top 20 operators worldwide in terms of subscriber base, according to Wireless Intelligence.

- The Budget session begins on Thursday with the tabling of the Economic Survey by FM Pranab Mukherjee. The railway budget would be presented on Friday, while the general budget will be unveiled on July 6
- The World Bank has approved a \$197 million International Development Association (IDA) credit to increase the agricultural productivity of barren lands in UP. It carries a 0.75% service fee, a 10 yr grace period, and a maturity of 35 years
- IRDA prohibited insurance companies from investing in Indian Depository Receipts (IDRs), the instruments through which foreign companies raise funds from the Indian equity market.
- Tech Mahindra now has 42% stake in Satyam
- RIL decides to take RNRL to apex court on gas supply issue
- Roshni Nadar, daughter of Shiv Nadar, founder of HCL Corporation, has become the executive director and CEO taking charge from her father, who remains chairman.

MARKET WATCH

Stock Indices

BSE Sensex	14645.47
S&P CNX Nifty	4340.90
Dow Jones	8500.81
Nikkei	9939.93

Bullion (Delhi)

Gold Std (Rs/10gm)	14660
Silver (Rs/Kg)	22050



Business of Brands

Sanjeev Chadha, Chairman, PepsiCo India, is quite excited about a new worldwide project that Pepsi has embarked on, where India is the lead country. The MNC is developing low cost beverages and snacks to fight

anaemia among women and expects to test market the products next year. Chadha says the pesticide controversy is well and truly behind the cola companies as PepsiCo has had one of its best years ever.

