

NEWS ALERT



DAILY NEWSLETTER



TOP HEADLINES



EACH ONE VOTE ONE
It is high time we understood that we should vote for the right individual rather than a political party

COMPANIES AND INDUSTRY

- ◆ Aditya Birla Nuvo plans Rs1500 crore equity issue
- ◆ Slowdown grips logistics
- ◆ PNB Housing Finance in talks to divest 49%
- ◆ SFIO unveils Satyam promoters' embellishment of books; promoters gained Rs 3029 crore by offloading inflated stock

ECONOMY

- ◆ SEBI in talks with RBI to introduce option trading in foreign currency
- ◆ Indian ADRs gain \$14 billion in April; ICICI Bank accounts for one fourth
- ◆ CII sees 6.1-6.5% growth this fiscal
- ◆ Banks deposit funds with MFs on poor loan offtake
- ◆ Siemens, BHEL to build SPV (Special Purpose Vehicle) for turbines

INTERNATIONAL

- ◆ ASEAN endorses \$120 billion emergency fund
- ◆ Financial sector to shrink in US economy: OBAMA

PARLE-G FOLLOWS A SMART PRICING STRATEGY
The world's largest selling biscuit brand by volumes

MARKET SHARE: 60%
SIZE: Rs 2000 Crore plus
REACH: 2.5 million outlets and every village with 500 people
RIVALS: Britannia's Tiger, ITC's Sunfeast and regional brands

- ◆ The brand has held its price line at Rs4 for 25 years now
- ◆ The price was last raised in 1994 by 25paise
- ◆ Parle entered into forward contracts with suppliers, outsourced production, increased the number of manufacturing locations to 60 thus keeping a strict cost control at every point in its supply chain.

- TEN MOTIVATIONS**
- 1** INSPIRATION
 - 2** TEACHER
 - 3** COMPETITION
 - 4** REWARD
 - 5** PUNISHMENT
 - 6** DEADLINE
 - 7** VISUAL
 - 8** MOMENTUM
 - 9** SUCCESS
 - 10** REVENGE

COLLABORATIONS VALUABLE IN A RECESSION

- CROSS SELLING:** Starting programs to sell additional products to existing customers
- BEST PRACTICE TRANSFER:** Identifying units in a company that are particularly efficient at certain activities to improve productivity and lower costs per employee.
- CROSS UNIT PRODUCT INNOVATION:** Combining existing technologies, products and brands to create new products and services to increase the number of new products and lowering development costs.



* Please send across your views and feedback at mudita@jimsindia.org