

The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NACC 'A' GRADE Accredited
ISO 9001-2008 Certified

I.T.S MANAGEMENT & I.T. INSTITUTE
MOHAN NAGAR GHAZIABAD

February 2013
Volume 1 Issue 12



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Permission Marketing ...2			Marketing Quiz
Business Personality- Y.C.Deveshwar			Newly Launched Product
Career Plus			Star Product of the Month
			Readers Point

Shelf Space



Next Generation Product



Viral Marketing
(pass it on)

Testimonials



BRANDING : 7 Important Questions and the Straight Answers

1. What is branding?

Branding is the ongoing process of creating and enhancing the brand. The brand is the emotional connection that encourages your clients to cling to the organization, product or person. It is important for you to understand that branding is an emotional connection. And emotion is devoid of logic.

2. Why is branding important to business?

Effective branding builds that emotional connection. The more emotional that your clients are about you, your company and your product - the easier it will be for you to sell to those clients. You can appeal to emotions instead of logic. Emotions, although more complicated, are easier to influence than logic.

3. What mistakes do companies make with branding?

Many entrepreneurs get confused about branding. They believe that branding is about logos, fonts and pantone colors. That happens because graphic designers and advertising agencies, masquerading as marketing experts, claim that branding is about image.

Often bad marketing decisions and wasted money are justified with the phrase, "It's good for branding." Branding is not the goal - it is a tool. The goal is to sell more.

Many corporations fall into this trap. The corporate branding police insist that every PowerPoint slide be a particular color, including the company logo and in the company fonts. Readability and purpose are thrown out the window by the branding police because they lose sight of the purpose and focus on the tool. Maybe they should be fired.

4. How can business build a strong brand?

A strong brand is about feelings. First you need to decide the feelings that you want to evoke from your customers. You need to be clear on your intended message and the mindset of your best customers.

You can build feelings by the way you treat your customers. You need to treat them in a manner that stands out from the competition. Southwest and WestJet airlines demonstrate this well.

5. Give an example of successful brands.

Nike and Coke are companies that built strong brands because of huge marketing budgets and mass marketing over time. That's the most common way that most well-known brands were built. Unfortunately it's too often emulated by small business as the only way.

Harley Davidson, Viagra and Buckley's cough medicine are examples of branding built on creative positioning. That method is the smarter choice for businesses without multimillion dollar advertising budgets.

6. Is branding the best marketing approach?

No. Branding is only one approach to marketing. Marketing is about making customers want your product. Branding is about building an emotional bond with your customers. It takes time to build that bond. And branding requires one of two things in abundance - money or creativity.

7. What is the alternative to branding for small business?

Small business can do something that's better than branding. They can build real relationships with their clients. Big corporations can't do that. That's why big corporations spend millions of dollars on branding. Small business has a better tool. They can build real relationships.

When you are building your brand ask the important questions and get the straight answers about branding.

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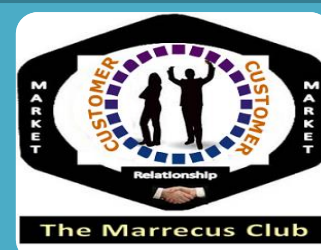
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Born – February 04, 1947

Name – Y.C Deveshwar



Yogesh Chandar Deveshwar will always be remembered for the deep insight with which he led a multi-business corporation like ITC. Taking the reins at a time when the company was facing a hard time, with its senior officials under the scrutiny of investigating agencies, he helped ITC expand its business and make its presence felt in the hospitality sector. The company which was only into cigarette making was converted into a multi-diversified organization. He led the company into new forays of growth areas which included agricultural businesses, retail and distribution of branded FMCG (Fast Moving Consumer Goods). He was also instrumental in coming up with strategic ideas which placed ITC among the value creating organizations of India. In a long career extending for over thirty-six years, Y.C. Deveshwar handled general management, strategic management and business leadership. Indian government conferred the Padma Bhushan on Y.C Deveshwar for his outstanding service to the country.

Early Life

Y.C Deveshwar was born on 4th February, 1947. In 1968, he finished his Bachelor of Technology degree in Mechanical Engineering at the Indian Institute of Technology, Delhi. He also received an AMP Diploma from the Harvard Business School, Massachusetts and did a course on advanced training in Hoteliering and Services from Cornell University in United States.

Career

In 1968, Y. C. Deveshwar joined the Indian Tobacco Company (ITC) as a management pupil. In 1972, he was made the MBO advisor to the Corporate Headquarters in Kolkata. In 1974, he took over as the factory manager in ITC's Packaging and Printing Plant in Chennai. In 1984, he was made a Director and since 1996 is serving as the Chief Executive and the Chairman of ITC Foods Limited. Under Y. C. Deveshwar's leadership, the sustainability efforts of ITC took new shape, courtesy innovative business models. In 2004, ITC became the first Indian organization to submit its sustainability report as per the guidelines of the Global Reporting initiative. Under Deveshwar, ITC won the 'World Business Award' given jointly by the United Nations Development Program (UNDP), International Chamber of Commerce (ICC) and International Business Leader's Forum (IBLF). ITC's 'e-Choupaw' which is a digital infrastructure plan to empower the farmers in India is being taught in the Harvard Business School. It won the organization, the 'Development Gateway Award' in Beijing in 2005.

Y. C. Deveshwar has been at the helm of ITC's affairs for about fifteen years and is the longest serving Chairman in the history of the organization. In 1991, he was chosen to head Air India as Chairman and Managing Director. He was successful in this assignment and was also a Member of the Board of Indian Airlines, International Airports Authority of India, Airports Authority of India and Air Mauritius Limited. Y.C Deveshwar has also worked at the helm of affairs of the Confederation of Indian Industry, as its President. He is a member of the Board of Governors in the Indian School of Business and the Board of Governors of the Indian Institute of Management too.

Contributions To Business

During Y.C Deveshwar's term at ITC, the business world witnessed the transformation of ITC from a 5,000 crores company to a 27,000 crore company. The company's profits grew from 260 crores to 4000 crores. The value of ITC grew from 5, 500 crores in 1996 to 1, 14, 000 crores in 2010. The market capitalization of the organization was around 147210 crores on April 2011.

Apart from guiding ITC from a crisis period which hit the company during the nineties, Deveshwar came forward with plans to decrease the company's dependence on tobacco sales. The business was becoming tougher in the wake of restrictive guidelines and anti-smoking campaigns. He continued with the hotel and paper back business, expanded the FMCG business to non-cigarette areas and extended the Wills brand to other products. Deveshwar took the initiative to set up 'The Welcome Group of Hotel Administration' in Manipal. In 1986, he was conferred with the 'Best Hotelier of the Year' award for his outstanding contribution to the industry.

'Marrecus Mantra' of the month by Personality of the month-

Success mantra – "Innovation holds the key to success...."

CERTIFICATE WEEKEND COURSE IN SOCIAL MEDIA MARKETING**It's time to go Social!**

This short-term program puts you on the fast track to understand and work with social media. Make an impact - Spread the word, drive sales, provide great customer service and keep your customers coming back.

Skills Developed

- Why Social and how it fits into your marketing efforts
- How to plan, evaluate, and measure social media marketing
- Why integration and multichannel marketing are key
- How to integrate social media into your SEO and SEM strategy
- How to convert and retain customers online
- How to measure and optimize performance
- How organizations and business models must change to reflect this new environment

Curriculum

- What is social media and why is it important
- Social media strategy
- Social media and your marketing efforts
- Facebook, Twitter, LinkedIn and YouTube
- SMO and offline integration
- Social media Analytics
- Insights and Analysis
- ROI and Reporting

Facilitators:- *Ramswaroop Gopalan & Avinash Joshi*

Admission & Fees:- The minimum qualification for the course is graduation.

Seats:- The number of seats for the course would be limited to 15.

Course begins:- September 2012

NOTE: All participants will be intimated of the exact date the course begins via e-mail.

Duration

2 Months (32 Hours across 16 Sessions)

Classes: Twice in a week (Saturday and Sunday)

Fees

Registration Fee: INR 500/-

Course Fees: INR 25.000/-

Cost leadership:-

One of two generic business strategies; involves meeting competitors' product offerings with an offering of comparable quality and features, but beating the competitor on price.

Decision-making process:-

A logical procedure for identifying a problem, discovering alternative solutions, analyzing them, and choosing a course of action.

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leadership

inclusiveness

caring

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." Peter F. Drucker

Newly Launched Products

BLACKBERRY

BlackBerry has launched its new flagship smartphone Z10 in India for Rs. 43,490. BlackBerry Z10 is a full-touch device that comes with a 4.2-inch LCD screen with a 1280x768 resolution. New BlackBerry 10 operating system, which the company has built from the scratch. The device is powered by a dual-core processor that clocks at 1.5GHz along with 2GB of RAM. The internal storage available on the smartphone is 16GB. It has an 8-megapixel rear camera that can capture 1080p videos and 2-megapixel camera in the front. Z10 comes with 1,850 mAh battery, which as per the company claims gives 10 hours of talktime and 312 hours of stand by time.



HERO

The Hero Eco Group is examining its options to introduce ultra-premium A2B electric pedelec (pedal electric cycle), in India this year.

During the last year, Hero Eco has sold 8,000-9,000 units of A2B bike in more than 22 countries including UK, the US, Germany, Canada.

I its A2B electric pedelec that will cost Rs 1.50 lakh at Bicycle Expo being organized in Ludhiana. It is made of alloys and comes up with in-built lithium Ion battery. It boasts or running up to 70 km, on single charge lasting up to 3-4 hours.

The A2B models boasts of running on pedaling and by electric throttle. The models features regenerative braking system activating battery recharge when the bike is in the idle position.



MECEDES-BENZ

Mercedes-Benz India has launched the G55 AMG sequel model with G63 AMG, for Indian roads. Priced at Rs 1.45 crore (ex-showroom price, Mumbai) the sports utility vehicle (SUV) was showcased at the Beijing Auto Show 2012, for the first time. For now, India shall import the car from Germany. The car comes with 5.5-litre supercharged AMG engine.



LG

LG unveiled the Windows 8 Tab-Book Ultra Z160 at the CES. The Ultra Z160 comes with a 11.6inch IPS touch screen with 720 pixel display. The Tab-Book is 19.4mm thick and weighs a mere 1.24 kg, putting it in the slim and light ultra-book category. The Ultra Z160 is powered by the third-generation Intel Core i5 and will come with IPS touch panel, HDMI and USB and standard SD card port. Its battery will yield around 6.4 hours of life.



HOPE FOODS

Eating healthily while on-the-go just got a whole lot easier with the recent release of Hope Hummus portable single-serving packets. Healthy convenience is still hard to find, and you can only eat so many health bars. Its single-serving packets will create a healthy treat that both adults and kids are excited to eat in their lunches and on the go. Weighing only 1.75 ounces, the new single-serving packets are designed to fit into the lifestyle of busy people who sometimes find that its hard to snack healthily. He packets will be available in Hope Hummus' two most popular flavors, Original Recipe and Spicy Avocado, and will retail at less than \$1.49/ea.



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leadership

inclusiveness

caring

Economies of scale:-

A production situation where the larger the scale of the operation, the lower the per-unit cost.

D-Tag Line “Where Vision Gets Built” related to Lehman Brothers



MARRECUS LINE

Marketing Quiz

1. BlackBerry launches its BlackBerry Z10 smartphone in India costing Rs.43490 on 25th Feb 2013. How was the Blackberry Company formally known as?
 - a) Novell
 - b) Siemens
 - c) Maxxsonics
 - d) Research in Motion
2. Which company launched a Brand campaign- 'Badhti ka naam zindagi' in 2012?
 - a) Axis Bank
 - b) ICICI Bank
 - c) HDFC Bank
 - d) IDBI Bank
3. Which Indian IT services and outsourcing company has been listed on the NYSE Euronext London and Paris markets from Feb 20, 2013?
 - a) WIPRO
 - b) Infosys
 - c) TCS
 - d) Cognizant
4. Name the Indian Billionaire who is following the footsteps of Warren Buffet and Bill Gates to become the first Indian to dedicate a majority of his wealth to philanthropy by signing up for the giving pledge?
 - a) Azim Premji
 - b) N R Narayanmurthy
 - c) Mukesh Ambani
 - d) Ratan Tata
5. Recently, which Oil and Gas company has created world record on drilling deepest water depth well?
 - a) Essar Oil Ltd
 - b) ONGC
 - c) Reliance
 - d) BPCL
6. Following the Supreme Court order for companies which did not win spectrum in the November auction to immediately discontinue operations, which telecom company ended its operations in Mumbai?
 - a) MTS
 - b) Aircel
 - c) Tata Docomo
 - d) Uninor

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Answer of Marketing Quiz January 2013

- (1).B- a sustainable competitive advantage.
- (2). C-Financial control excellence.
- (3). D- All of the above
- (4). E- marketing plan
- (5). B- Define the business mission



Congratulation!

Md. Danish
PGDM (2012-14)



Ashish
PGDM (2012-14)



Note: Prize will be distributed in the next activity of Marrecus Club in the auditorium.

Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the winner name in next edition.



E-Tag Line "Shaping the future of steel" related to Arcelor Mittal



MARRECUS LINE

Samsung Galaxy Grand

The Grand Galaxy

Main Features: 5 inch Capacitive touch screen | Android 4.1.2 Jelly Bean | 1.2 GHz Dual Core Processor, 1GB RAM | 8MP Rear Camera, 2MP front Camera | 8 GB inbuilt Memory, Expandable | 3G, Wi-fi, A-GPS, DLNA | 2100 mAh battery

Samsung Galaxy Grand sports a 5 inch WVGA LCD capacitive display with a resolution of 480x800 pixels. It runs on the Android 4.1.2 Jelly Bean OS. Samsung Galaxy Grand is throttled by Powerful 1.2Ghz Dual-Core Processor supported with 1GB RAM.

Samsung Galaxy Grand packs an 8MP camera with LED flash at the back and a 2MP camera in the front for voice calling. You Can Create a good library with 8GB internal memory which is expandable up to 64GB using a microSD card.

Samsung Galaxy Grand connectivity options include 3G, Wi-fi, Bluetooth4.0, A-GPS, Glonass and DLNA. Accelerometer, Light and Proximity Sensors, Gyro sensors and a Digital Compass are a part of features included in Samsung Galaxy Grand. The phone is equipped with a powerful 2100mAh battery to meet your needs.



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01 – 04 March,
2013



INDIA CARPET EXPO (ICE)

Profile:

India Carpet Expo-New Delhi will provide the opportunity to the Members of the Council from the respective manufacturing areas to show their products to customers at the fair and to be able to take interested buyers to their manufacturing units, warehouses, go-downs, so that business can be immediately transacted.

Event Description:

The India Carpet Expo a one stop sourcing show for carpets and floor coverings is now Asia's biggest carpet show with its ever growing patronage from buyers all over the world. The business opportunities for participating manufacturers and exporters are tremendous as Council invites Overseas Carpet Buyers from all over the world and providing attractive complimentary package to Selected Buyers. The Council is confident that the Expo will provide more and more business avenues for the participants.

Organizer:

Carpet Export Promotion Council
New Delhi – INDIA
Tele: 91-11-2615 3466
Fax: 91-11-2615 3465
Email: cepc@airtelmail.in
Website: www.indiacarpets.com

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A market is never saturated with a good product, but it is very quickly saturated with a bad one.
Henry Ford

NESTLE

History

Our history begins back in 1866, when the first European condensed milk factory was opened in Cham, Switzerland, by the Anglo-Swiss Condensed Milk Company.

The Company was founded in 1866 by Henri Nestlé in Vevey, Switzerland, where our headquarters are still located today. We employ around 2,80,000 people and have factories or operations in almost every country in the world.

Nestlé India is a subsidiary of Nestlé S.A. of Switzerland. With seven factories and a large number of co-packers, Nestlé India is a vibrant Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and shareholder satisfaction.

Management**Peter Brabeck – Letmathe**

Chairman of the Board of Directors, Nestle S.A.

Paul Bulcke

Chief Executive Officer, Nestle S.A

Shareholder's Value**Nestle in 2011-12**

- Profit Before Tax Rs. 13,879.24
- Profit After Tax Rs. 9,615.47
- Earnings Per Share Rs. 99.73
- Dividend Per Share Rs. 48.5

EMPLOYEES

328,000 (2012)

JOINT VENTURES

The *Laboratoires Inneov* is a joint venture in nutritional cosmetics between Nestlé and L'Oréal, while Galderma is a joint venture in dermatology with L'Oréal. Other joint ventures include:

- Cereal Partners Worldwide with General Mills
- Beverage Partners Worldwide with The Coca-Cola Company
- *Lactalis Nestlé Produits Frais* with Lactalis (40%/60%)
- *Nestlé Colgate-Palmolive* with Colgate-Palmolive (50%/50%)
- *Nestlé Indofood Citarasa Indonesia* with Indofood (50%/50%)
- *Dairy Partners Americas* (DPA) with Fonterra (50%/50%)
- *Nestlé Snow* with Snow Brand Milk Products (50%/50%)
- *Nestlé Modelo* with Grupo Modelo

Products

Milk Products and Nutrition

Beverages

Prepared Dishes and Cooking Aids

Chocolates and Confectionery

Vending and Food Services

Exports

Start Healthy Stay Healthy

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Samsung flexible screen phone



How it works

The screen uses organic light-emitting diodes, or OLEDs. Only a thin layer of these chemicals is needed to produce a bright, colourful screen. They're used in many Samsung phones already, though with glass screens. For the bendable phone, Samsung laid the chemicals over thin plastic instead of glass. That's a trick you can't pull off with.

Viral Marketing- Vivek Jaiswal PGDM 2012-2014

Viral Marketing is so powerful because it is like a train building up speed. Once it is moving you can't stop it without derailing the train. It takes a lot of steam to get the train moving. And it is difficult to stop. The train will almost always follow the tracks. You never really know for sure where your viral marketing campaign might lead.

Viral marketing is well named because, when done right, it spreads like a virus. The term viral marketing might be too graphic for some because it brings to mind the viral spread of disease such as the bubonic plague, typhoid, and AIDS.

None of those viral diseases are nice things. But a virus in your marketing is powerful and can be hugely profitable.

Viral marketing is about spreading your message through networks. Some networks are more efficient than others. Meetings, family gatherings, community groups, religion, phone calls, peer pressure, media, email and blogs. Viral marketing is by persistence, passion and purpose.

The growth of almost every religion was the result of viral marketing. Every social change or revolution is the result of viral marketing.

The growth of Rock and Roll was the result of viral marketing. Rock and Roll wasn't big business until big business noticed the success of Rock and Roll in spite of the actions of the establishment. Rock and Roll was anti-establishment and still it grew like a virus.

The American Revolution was sparked because of viral marketing. The end of the Vietnam War was the result of viral marketing. Neither was a military decision. Nelson Mandela was freed from 28 years of prison by viral marketing. It is also likely that the Soviet Union was destroyed by viral marketing. People filled with passion talking to other people.

The success of viral marketing is determined by critical mass. And critical mass is determined by numbers and the power of the individuals. The power of the individuals is determined by their ability to connect and influence.



Testimonials:

Nothing beats an independent opinion of one's services. Below are the testimonials from just a few of our Happy Readers.

I Love to reading newsletter it provide the information about the new products and its articles are informative... Happy Reading



Vivek Jaiswal
PGDM (2012-2014)

Send us your article not more than 400 words along with a photo at: marrecusline@its.edu.in

We will publish in next volume, winning articles will get prizes.

We welcome your suggestions, feedback, stories etc.

 Follow us on Facebook. www.facebook.com/MarrecusLine

Disclaimer:

Information, views or opinions expressed on the MARRECUS LINE newsletter originates from many different sources and contributors throughout the general community. Please note that content does not necessarily represent or reflect the views and opinions of MARRECUS Club and their affiliates. Any feedback or contributions are most welcome.

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