

# The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NACC 'A' GRADE Accredited  
ISO 9001-2008 Certified

INSTITUTE OF TECHNOLOGY & SCIENCE  
MOHAN NAGAR GHAZIABAD

*Anniversary Issue*

MARCH 2013



Visit – [www.its.edu.in](http://www.its.edu.in) for more info.



**Shelf Space**  
Highlights

**Expo Zone**  
INDIA WAREHOUSING SHOW 2013

**Editorial Members**

**Testimonials**  
TESTIMONIALS

# BUSINESS PERSONALITY (Highlights)

March 2013  
ANNIVERSARY ISSUE

**Born- February 24, 1955**  
**Name- Steve Jobs**



**Born – October 28, 1955**  
**Name – Indra Krishnamurthy Nooyi**



**Born – November 17, 1961**  
**Name – Chanda Kochhar**



**Born – June 15, 1950**  
**Name – Lakshmi Narayan Mittal**



**Born – October 28, 1958**  
**Name – Tulsi Tanti**



**Born – July 24, 1945**  
**Name – Azim Hashim Premji**



**Born – July 29, 1950**  
**Name – Naresh Goyal**



**Born – June 14, 1967**  
**Name – Kumar Mangalam Birla**



**Born – April 03, 1942**  
**Name – Adi Godrej**



**Born – April 27, 1955**  
**Name – Eric Emerson Schmidt**



**Born – April 03, 1942**  
**Name – Krishna M.Ella**



**Born – February 04, 1947**  
**Name – Y.C Deveshwar**



In this issue!

Business  
Personality...

Career Plus ...

Newly Launched  
Product...

Star product of the  
month...

Expo Zone...

Shelf Space...

Editorial Members

Readers Point...

**'Best Marrecus Mantra' from a above Personality-**

**Success mantra – “Innovation holds the key to success....”**

**B-Tag Line “Don’t Leave Home Without It” related to American Express**



**MARRECUS LINE**

# CAREER PLUS (Highlights)

1. SIX SIGMA TRAINING COURSE (1<sup>st</sup> Issue)
2. MARKETING CAREERS:- Brand Management (2<sup>nd</sup> Issue)
3. MARKETING CAREERS:- Digital Marketing, Advertisement (3<sup>rd</sup> Issue)
4. Certificate Program in Sales & Relationship Management (4<sup>th</sup> Issue)
5. Certificate Program in Social Media Marketing (5<sup>th</sup> Issue)
6. Opinion & Marketing Research (6<sup>th</sup> Issue)
7. To create a Vision for your career (7<sup>th</sup> Issue)
8. Google AdWords Advertising Professionals (8<sup>th</sup> Issue)
9. Affiliate Marketing (9<sup>th</sup> Issue)
- 10 Marketing Research Training (10<sup>th</sup> Issue)
- 11 Digital Marketing (11<sup>th</sup> Issue)
- 12 Certificate Weekend Course in Social Media Marketing (12<sup>th</sup> Issue)

## 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.

March 2013  
ANNIVERSARY ISSUE

## In this issue!

Business Personality...

## Career Plus ...4

Newly Launched  
Product...

Expo Zone...

Shelf Space...

Star Product Of Month

Editorial Members

Readers Point...

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

March 2013  
ANNIVERSARY ISSUE

In this issue!

Business Personality...

Career Plus ...

Newly Launched Product...

Expo Zone...

Shelf Space...

Editorial Members

Readers Point...

leadership

inclusiveness

caring

## 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.



## MERCEDES-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.



### 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

# Star Product of the Month (Highlights)

March 2013  
ANNIVERSARY ISSUE

## In this issue!

Business Personality...

Career Plus ...

Newly Launched  
Product...

## Star product of the month...

Expo Zone...

Shelf Space...

Readers Point...

***Satellite LCD T.V. (1<sup>st</sup> Issue)***

***Micromax FUNBOOK (2<sup>nd</sup> Issue)***

***Jaguar Leaper Concept Bike (3<sup>rd</sup> Issue)***

***Mercedes Benz- C-class 250 Car (4<sup>th</sup> Issue)***

***Cadbury Triangular Swiss Chocolate (Toblerone) (5<sup>th</sup> Issue)***

***Renault Duster SUV's (6<sup>th</sup> Issue)***

***Edabba (Online- Offline Mail) (7<sup>th</sup> Issue)***

***Maruti Suzuki, Alto 800 Car (8<sup>th</sup> Issue)***

***BMW X6 Drive Car (9<sup>th</sup> Issue)***

***Galaxy Camera G-C 100 (10<sup>th</sup> Issue)***

***Sony Vaio Duo 100 Laptops (11<sup>th</sup> Issue)***

***Samsung Galaxy Grand (12<sup>th</sup> Issue)***





**02 03 04**  
**MAY 2013**  
PRAGATI MAIDAN  
NEW DELHI, INDIA  
Hall 8,9,10,11 & 12

Are you  
**constantly thinking** about...

**STAYING  
AHEAD OF  
COMPETITION**

**IMPROVING  
ACCURACY  
AND PRODUCTIVITY**

**COST  
EFFECTIVE  
QUALITY  
SERVICES**

**MAXIMIZING  
STORAGE &  
WAREHOUSING SPACE**

**EFFICIENT  
SUPPLY CHAIN  
MANAGEMENT**

It's time to stop thinking,  
and **start acting...**

Attending **India Warehousing Show** is your first step  
towards action!

IWS 2013 is India's biggest event for logistics, warehousing and supply chain industry. The event is scheduled for 2-3-4 May 2013 at Pragati Maidan, New Delhi and will feature:

- 500+ live product & solutions
- Co-located event: India Transport & Logistics Show 2013
- Co-located event: India Materials Handling & Logistics Show 2013
- Supply Chain Zone, featuring 3PL/4PL & supply chain companies
- Packaging4Logistics zone, featuring packaging technology for logistics
- Automation4Logistics zone, featuring automation companies
- India Warehousing Conference bringing thought leaders & experts together

**Website:-** [www.indiawarehousingshow.com](http://www.indiawarehousingshow.com)

## Venue



Halls 8, 9, 10, 11, 12  
Pragati Maidan  
New Delhi – 110001

## Organised by

 **Reed Manch  
Exhibitions**

March 2013  
ANNIVERSARY ISSUE

**In this issue!**

Business Personality...

Career Plus ...

Newly Launched  
Product...

Star product of the  
month...

**Expo Zone...**

Shelf Space...

Editorial Members..

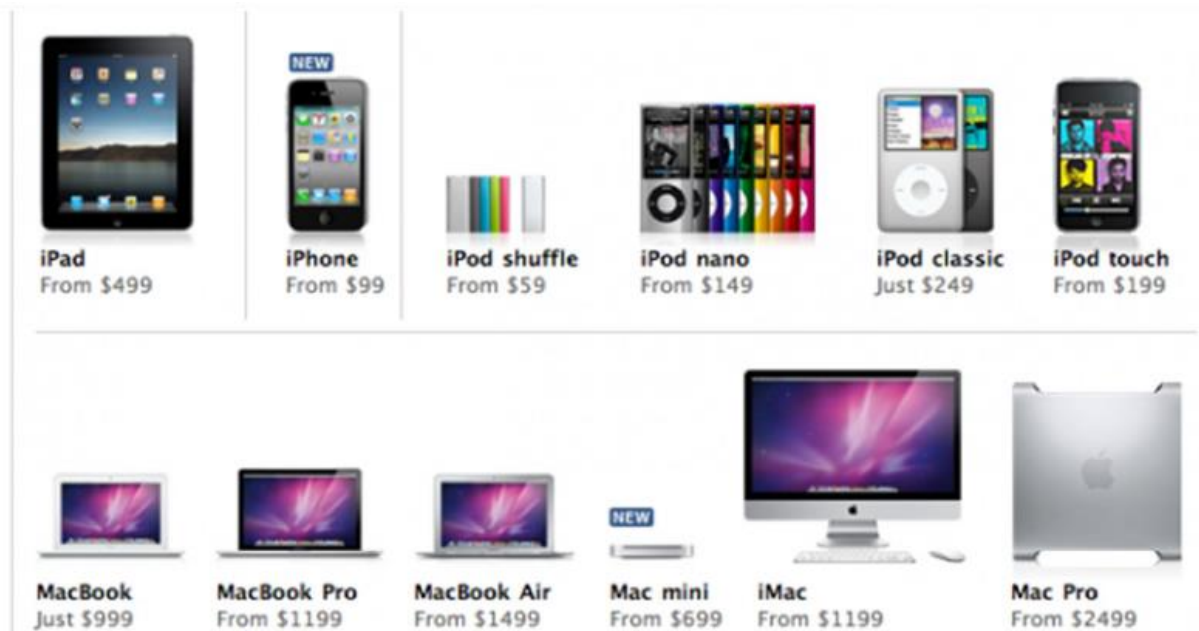
Readers Point...

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





## Mountain Lion Now Available From MAC App Store



### Mahindra Group Overview

### Philips Overview

### JAYPEE Associates Overview

### I T C Limited Overview

### NESTLE Overview

### In this issue!

Business Personality...

Career Plus ...4

Newly Launched  
Product...

Star product of the  
month...

Expo Zone...

### Shelf Space...

Editorial Members

Readers Point...

## MENTORS:-

***DR. A.K.PURI***

&

***PROF. C.K.SABHARWAL***

## EDITOR IN CHIEF:-

***Dr. Mukesh Porwal***

## OLD EDITORIAL TEAM MEMBERS:-

*Praveen Ojha*

*Annop Singh*

*Vivek Malviya*

*Abhijeet Srivastava*

*Sunil Kumar Gupta*

*Sourav Shrivastava*

*Faizan Ahemad*

## NEW EDITORIAL TEAM MEMBERS:-

*Vivek Jaiswal*

*Anish Kumar*

*Ankit Singh*

*Tussar Vivek*

*Sourav Kumar*

*Chand Khan*

*Akash Choudhary*

*Rahul Singh*

*Anasua Dutta*

*Pooja Bhateja*

## In this issue!

Business Personality...

Career Plus ...

Newly Launched  
Product...

Star product of the  
month...

Expo Zone...

Shelf Space...

## Editorial Members...

Readers Point...



# Readers Point

CONSUMERISM – Utkarsh Pandey, MBA



“Achha bhai sahib sab tam tam ki bat hai purane jamane wo kahti thi mohe panghat pe nanadlal chhod gayo re aj mike lekar announce karti hai mujhe mental harass kiya gaya”.

- Consumer is not so simple that they cannot understand their surroundings to meet their requirement or not so complex that they can be able to understand their surrounding with respect to all dimension.
- The fact of consumerism is represented that there is Psychological forces which are working in the behind of every person [which work like Hamiltonian formalism of energy equation,  $e=mc^2$ ] to test or detest of surrounding with respect to individual need.
- When festival season came then if any person not interested in purchasing of anything but he may be ready to purchase the things by the fantasy of surrounding. This may be lead to be a regular or contemporary consumer of product.
- 5 rupee concept is strongly working in Indian subcontinent i.e. available in segment of F.M.C.G., Recharge coupon, Personnel care, Grocery etc.
- L.G.electronics is not a world leader but it is leading brand in India in electronic segment this is so because it capture the sentiment of Indian consumer.
- Intel catch the sentiment of consumer and become leader in the technoformate while A.M.D. not become the leader but it's the processor used by research agency like N.A.S.A., I.S.R.O., C.D.R.I. etc.
- Nevertheless in export –import business companies going to capture the sentiment of consumer ; like China not to export everything from his own land but he use the land of Other island country like Uzbekistan, Verma, Scotland etc. China had establish his manufacturing unit in these country and export good and merchandize with brand name of “Made in China” to several foreign country, whereas goods and merchandize is manufactured in several lagged country in Asian subcontinent.

## 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



Sourav Shrivastava  
PGDM (2011-2013)

Send us your article not more than 400 words along with a photo at: [marrecusline@its.edu.in](mailto: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](http://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.

March 2013  
ANNIVERSARY ISSUE

## In this issue!

Business Personality...

Career Plus ...

Newly Launched  
Product...

Star product of the  
month...

Expo Zone...

Shelf Space...

Editorial Member

## Readers Point...



Contact Information:

Dr. Mukesh Porwal- [mukeshporwal@its.edu.in](mailto:mukeshporwal@its.edu.in)

Vivek Jaiswal- [vivekjaiswal@its.edu.in](mailto:vivekjaiswal@its.edu.in)

# MARRECUS LINE