

The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



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**INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD**

June 2013
Volume 2 Issue 03



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Digital Marketing

Marketing Quiz

Business Personality- Vinita Bali

Newly Launched Product

Career Plus

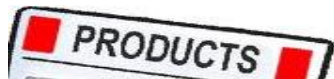
Star Product of the Month

Readers Point

Shelf Space



**Next Generation
Product**



One Man Helicopter



Testimonials





Tip 1.

Ditch the corporate speak. Never forget that your messages are being read by a real person just like you. When you write your e-newsletters or post to social media keep that dynamic in mind. Make your readers laugh. Say you're sorry when things go wrong. Be mindful of people's time and tell them what they want and need to know. In other words, do all the things you'd appreciate in any offline one-on-one communication. This method will make anything, whether it's an email or a tweet, valuable to your users and increase traffic and open rates. Says DJ Waldow, founder & CEO of Waldow Social, an email marketing firm, "You have to earn that trust."

Tip 2.

Be reachable. Find an easy way for your consumer to give you feedback. Make sure readers with a question don't find the words "Do not reply to this email" when they scroll through your email newsletters. Similarly, if customers have a suggestion, make it easy for them to share their ideas. If you happen to put that idea into practice, don't forget to let them know, says Peter Shankman, the CEO of The Geek Factory, Inc., a boutique Social Media, Marketing and PR Strategy firm. "You want to turn readers into loyalists," he adds, "and loyalists into someone who would take a bullet for you."

Tip 3.

Tell your story. According to our experts, your "About Us" page is one of the most visited pages on your web site and probably the most underutilized. Don't neglect this opportunity to reflect on all the reasons people should connect with your business, says Rick Mulready, creator of The Inside Social Media Podcast. Make sure it tells people who you are and what you can do for them, he suggests. It should also reflect their needs, adds Shankman. If they've arrived from Twitter, keep the content short and sweet.

Tip 4.

Further the conversation. If you're using social media, know your goals, says Mulready. Determine why you want to have a public conversation with your readers and then identify the three top platforms that can help you have that conversation. And be where your users are. A great Pinterest profile won't help you if your users are on Twitter. "Too many business owners focus on too many platforms and they go too thin," says Mulready. "You have to pick one that aligns with your objective."

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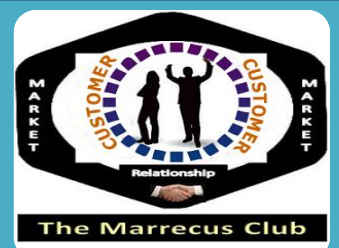
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Name- Vinita Bali

Born- 11th November, 1955

(Managing Director of Britannia Industries Ltd.)



FMCG veteran Vinita Bali is the first outside woman to hold a key position in a Wadia business. As Managing Director of Britannia Industries, she has transformed the company with her unique strategies.

Early Life of Vinita Bali:

Ms. Bali did her B.A. degree in Economics from Delhi University and an MBA degree from Jammalal Bajaj Institute of Management Studies of Bombay University. She studied in Business and Economics from Michigan State University.

Career of Vinita Bali:

She was selected to work as a Graduate Intern at the United Nations headquarters in New York. She started her career with Voltas Ltd. where she launched Rasna soft-drink.

In 1980, she joined Cadbury India. She worked as worldwide Marketing Director at Coca-Cola (1994 -97) where she was responsible for the worldwide strategy for Coke. In 1997 she took over as Vice President of Marketing for Latin America, and in 1999 relocated to Chile as President of the Andean Division with sales in excess of US\$1bn.

In 2001, she was made a corporate officer of The Coca-Cola Company and appointed Vice President of Corporate Strategy reporting to the Chairman. After a nine year association with Coke, Vinita joined her mentor at Coke, Sergio Zyman at the Zyman Group in July 2003 as a Managing Principal and Head of the Business Strategy practice in the company's Atlanta office.

She has been Additional Director of The Bombay Dyeing and Manufacturing Company Limited since April 30, 2009 and Bombay Burmah Trading Corp. Ltd. since April 28, 2010. She has been Director of Britannia Industries Ltd. since August 2006 and Director of Piramal Glass Ltd. since July 26, 2007. She has been a Non Executive Non Independent Director of Titan Industries Ltd. since October 18, 2006. Ms. Bali served as Independent Director of Mphasis Limited from March 30, 2007 to July 2010.

Awards received by Vinita Bali:

- She was awarded the "Business Woman of the Year" Award at the 2009 Economic Times Awards.
- She won a Corporate Social Responsibility Award for her work with the foundation.
- In 2011 Forbes named her on its list of "Asia's 50 Power Businesswomen".

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

Success mantra – “Do not Give Up Easily, Be Focussed & Goal Oriented....”

UCT Marketing | Short course

Registrations close: 26 July 2013
Course begins: 5 August 2013
Course fee: R 8,900

7 hours per week
 (More about our flexible payment options)

The course in a nutshell:

- 10-week part-time short course presented online throughout South Africa
- Understand the fundamentals of planning and running a successful marketing campaign
- Learn about market and customer analysis, and gain insight into brand development, sales, marketing channels and market research
- Results in a Certificate in Marketing from the University of Cape Town

Course modules:

Module 1 *Understanding marketing management and planning*
Module 2 *Market research*
Module 3 *Branding strategy*
Module 4 *The product or service plan*
Module 5 *Competitive analysis*
Module 6 *Marketing tactics and channels*
Module 7 *Internet marketing*
Module 8 *The sales plan*
Module 9 *Implementing your marketing strategy*
Module 10 *Measuring marketing success*

Who should attend this course?

The course is suitable for anyone who wants to acquire or sharpen their marketing skills.

It is beneficial for small-business owners, managers, entrepreneurs and aspiring and current marketing professionals, including general and marketing managers, sales executives, brand managers, consultants, internet marketers and strategists.

For more details, please contact:

Contact person: Dominic
Telephone: +27 (0)21 447 7565
Email: dominic@getsmarter.co.za

TRP:-

Target rating points (TRPs) are the gross rating points delivered by a media vehicle to a specific target audience.

The purpose of the 'target rating point' metric is to measure impressions in relation to the number of people in a specific target audience for an advertisement. Thus, the TRP is a measure of the purchased points representing an estimate of the component of the target audience within the gross audience.

TRPs = Reach among target audience (%) x Average frequency

—or—

TRPs = 100 * Impressions (#) ÷ Targets (#)

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 leadership

inclusiveness

caring

"Every advertisement should be thought of as a contribution to the complex symbol which is the brand image"

- Leo Burnett

Newly Launched Products

Yamaha Ray Z Scotty

Yamaha Motor India Sales Pvt Ltd, the Indian unit of the Japanese automaker, has announced the launch of its new 'Ray Z' scooter model in the Indian market.

The company also announced the launch of two new models in the SZ series aimed at the Indian customers at an event in Goa on Friday. The company is targeting male users in the age group of 16-22 years in the country with the new 'Ray Z' scooter and will expand the Z-series of motor vehicles from the company.



Mahindra Vertio Vibe

Automobile major Mahindra and Mahindra Thursday launched its maiden sub-four metres compact sedan Verito 'Vibe', priced between ₹ 5.69 lakh and ₹ 6.55 lakh (ex-showroom Delhi), and announced that it is looking forward to bring in an electric powered version of the passenger car.

"This is a part of our strategy in which we introduce new models for new segments on already proven platform at an attractive price points," Pravin Shah, chief executive, automotive division, Mahindra and Mahindra, said at the launch here.



HCL ME TAB 2

HCL Infosystem has announced the launch of its new HCL ME Connect 2G 2.0 smartphone cum tablet in the Indian market.

The phablet will be powered by 1GHz ARM Cortex A9 processor with 1GB DDR3 RAM and come with 4GB internal memory that can be expanded up to 32GB, the company said in a press release. The HCL ME Connect 2G 2.0 will run on Google Android Jellybean 4.1 OS and offers support for 11 local Indian languages and face recognition for locking and unlocking the device.



Swipe- Halo Speed Tablet

Swipe Telecom has announced the launch of its new Halo Speed tablet computer powered by Google's open source Android platform in the Indian market.

The new Halo Speed tablet computer features a 7-inch display with 5-point capacitive multi-touch screen. It is powered by a 1.5GHz processor alongside 1GB RAM and 4GB of internal storage that can be expanded to 32GB. It runs on Android 4.1 Jelly Bean and has Wi-Fi and Bluetooth for easy connectivity options.



Idea ID 920 & Aurus III

Idea Cellular, the telecom service unit of the Aditya Birla Group, has announced the launch of two more 3G smartphones namely, Idea ID 920 and Idea Aurus III aimed at different market segments in the Indian market.

Both the Idea ID 920 and Idea Aurus III come with dual-SIM support, will be powered by 1GHz processor as well as Google's Android platform. The company said that ID 920 is an entry level phone and is aimed at semi-urban markets while on the other hand, Aurus III comes with Android 4.1 OS and 4 inch TFT screen, 5MP primary camera as well as video calling facility.



Cost per Point (CPP) or Cost per Rating Point (CPR or CPRP):-

CPP is the cost of an advertising campaign, relative to the rating points delivered.

In a manner similar to CPM, cost per point measures the cost per rating point for an advertising campaign by dividing the cost of the advertising by the rating points delivered.

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inclusiveness
caring

character
building



Marketing Quiz

1. During the introduction stage, what would hinder acceptance of a new product?

- A) consumers may not see the new product as offering a superior alternative to whatever they are currently using.
- B) the new product may not be compatible with the buyer's values.
- C) problems communicating or demonstrating the new product's benefits.
- D) risk in buying something for the first time.
- E) all of the above

2. During the market growth stage of the product life cycle?

- A) the industry experiences the smallest profits.
- B) the market begins to fragment into sub-markets or segments.
- C) industry sales grow slowly.
- D) industry profits fall, then rise.
- E) all of the above.

3. What is the most important reason why industry sales level off in the market maturity stage of the product life cycle?

- A) aggressive competitors entering the markets.
- B) price cutting.
- C) less efficient firms leaving the market.
- D) pool of potential users is exhausted.
- E) persuasive promotion.

4. The length of a product's life cycle?

- A) may be as short as 90 days.
- B) may be as long as 100 years.
- C) varies widely across products.
- D) depends on the ease of entry to the market for competitors.
- E) all of the above.

5. According to Industry Canada a "new" product?

- A) can only be called "new" for 12 months.
- B) can only be called "new" for 6 months.
- C) must be changed from the previous product in a functionally insignificant respect.
- D) is harmful to competition.
- E) is a fast-changing product.

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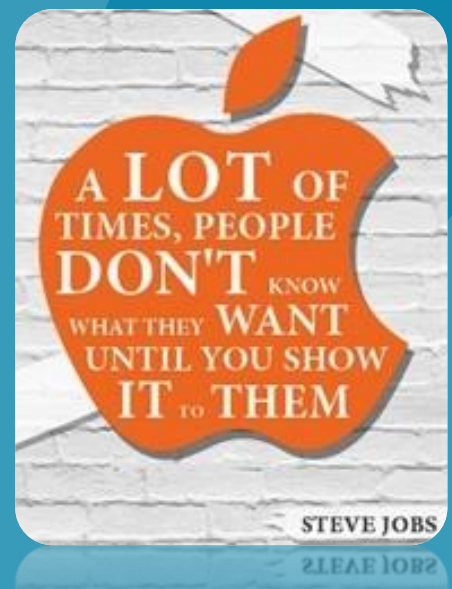
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leadership



Answer of Marketing Quiz May 2013

- C) Price mechanism
- B) Second
- C) Selective retention
- C) Derived demand
- B) Decrease their brand loyalty to products they have traditionally used



Congratulation!

Ankur Singh

PGDM (2012-14)



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



Kindle Fire HD Tablets

Amazon has announced the sale of Kindle Fire HD tablets in India. Both the 8.9-inch version and the 7-inch version of the tablet will be available through the company's India website, Amazon.in, from June 27. The Kindle Fire HD 8.9 is priced at ₹ 21,999, while the smaller tablet is priced at ₹ 15,999.

The company had earlier announced the Amazon Appstore for India.

The 8.9-inch Kindle Fire HD has a full HD IPS display with a 1920 x 1200 resolution, while the 7-inch tablet gets a 1280 x 800 resolution display. Both tablets come with the laminated touch sensor that Amazon says reduces glare from overhead lights. The tablets will also feature Advanced True Wide polarizing filters that help improve viewing angles. The 8.9-inch Kindle Fire HD is powered by a 1.5GHz dual-core TI-OMAP4470 processor and a PowerVR SGX544 GPU, along with 1GB of RAM. The 7-inch version gets the TI-OMAP4460 dual-core processor, which is clocked at 1.2GHz. It also has a PowerVR SGX540 and 1GB of RAM.

The Kindle Fire HD duo comes with dual-band Wi-Fi and can automatically switch between the 2.4GHz network and the less-crowded 5GHz network. The tablets are available in 16 or 32GB versions. In addition, users get free unlimited storage on Amazon Cloud. All digital content purchased through Amazon is automatically backed up in the Amazon Cloud's Worry-Free Archive for access anytime. In addition, the tablets get HDMI-out ports and Bluetooth support.

Both tablets get 1.3 megapixel front-facing cameras that can be used for the custom Skype app for Kindle Fire HD. The biggest upside to getting Amazon's tablets is the the large selection of digital content, including millions of books, and a sizeable collection of apps and games. The Amazon Appstore gives away one paid app for free every day. Amazon says both tablets should be able to stay powered on for 10 hours on a single charge.



For more Info. You can visit :- www.amazon.com



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04 – 06 July,
2013



India Intl. Leather Fair

Profile:

ITPO will organise India International Leather Fair (IILF) 2013.

India International Leather Fair (IILF) is a unique show dedicated to leather and leather products from India. The show has been attracting buyers and importers, in droves, from all over the globe. The fair is designed to be a focal point for sourcing leather and leather products from the Indian sub-continent.

IILF will have on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather; shoes; shoe components - uppers, soles, heels, counters, lasts; leather garments, fashion accessories, leather goods - wallets, belts, gloves, portfolios, hand bags; saddlery and harness; machinery and equipment and chemicals.

IILF has all along been a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion are shown.

Display Categories:

Hall 12

Shoe components - uppers, soles, heels, counters, lasts;
Finished leather, Chemicals, Synthetic Materials;

Hall 12 A

Shoe components, finished leather, Synthetic, Chemicals,
Adhesives, Process technology, Machinery & Equipment,
Testing, Software, Material Manufacturing,



Organizer:

India Trade Promotion Organization
New Delhi, Delhi, India
Phone: 91-11-23371822, 23371319
Fax: +91-11-2331874/1492
Email: ppy@itpo-online.com
krishankumar@itpo-online.com
Website: www.iilfleatherfair.com



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"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it."

- Sergio Zyman



Acrysil was incorporated in 1987. The company's plant is located at Bhavnagar in Gujarat, India and has its registered office at number 312, Bhavnagar-Rajkot Highway, Navagam, Vartej, Bhavnagar, Gujarat. The company is a leading manufacturer of composite quartz and granite kitchen sinks in India.

The company exports granite sinks to more than 20 countries worldwide like U.S, Far East Countries, Middle East, Africa etc. The company manufactures sinks under the brand name of - CARYSIL- In India and outside India. The company is also an Original Equipment Manufacturers (OEM) to major brands worldwide. It has obtained the ISO 9001:2000, ISO 14001:2004 certification.

Products:

- Composite Kitchen Sink
- Granite Kitchen Sinks
- Wash basin
- Quartz Kitchen Sink
- Kitchen Sink
- Colored Kitchen Sink
- Composite Sink

Some Competitors:

- Supreme Industries
- Jain Irrigation Sys
- Responsive Inds
- Finolex Inds
- Sintex Industries
- Astral Poly Technik
- Time Technoplast

Management Details:

Chairperson - Ashwin M Parekh

MD - Chirag A Parekh

Directors - A M Parekh, A R Shah, Ajit R Sanghvi, Apurva R Shah, Ashwin M Parekh, C A Parekh, Chirag A Parekh, Damodar Sejjpal, J R Naik, Jagdish R Naik, M Nageswara Rao, M Nageswara Rao, Minoo D Daver, Pradip Gohil, Pradyotsen Shukla, Rustam Mulla, V C Mehta

Corporate Address:

Old Kamani Chambers, 2nd Floor, 32 Ramjibhai Kamani Marg Ballard Estate Mumbai-400001, Maharashtra

Website: www.acrysil.com

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Japanese Toy-Maker 60 mph One-Man Helicopter

A Japanese company called **Hirobo** has announced their plans to launch a one-man helicopter that runs on batteries. The counter-rotating flying vehicle can be remote operated or flown by a pilot, and reaches speeds of 62mph for up to 30 minutes. The reason you'd want to be able to remote control it is in cases of rescue operations where you could just fly it up to the person in need, have them hop on, and bring them back to safety. The silent operation of the electric motor would also help locate a person hypothetically crying out for help.

The HX-1 is an ambitious and costly project. \$125 million will have been poured into it by the time its 2021 rollout comes about. The reason for the long development time? Mostly regulatory, according to the president of the RC helicopter manufacturer, Kotaro Matsuzaka. But it's not a simple concept either as a working prototype is slated for testing in early 2013. Should things go as planned, an unmanned version would cost 10,000,000 yen (US\$125,000) while the one-seater would fetch three times as much.



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Channel Value Proposition- Anish Kumar, PGDM (2012-2014)

Channel value proposition is a business model used by suppliers to attract members of its distribution (business) channel. This is made up of many elements, depending upon the sophistication of the supplier and channel members, and the intensity of competition for share of the channel. According to Julian Dent in his book "Distribution Channels" (Kogan Page 2008, ISBN 978-0-7494-5256-8), the most important elements are:

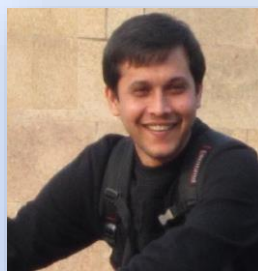
1) Growth – emphasizing the level of demand for the supplier's products or services and the investment it will make in stimulating demand.

2) Profitability – showing the margins, contributions, utilization of overheads and net profitability that selling the supplier's products or services will deliver to the channel member. This can be augmented by special funding and other payments made by the supplier for activities carried out by the channel member (putting items on display or emphasizing them in marketing materials, etc.) or for performance (achieving volume thresholds, reaching a specific segment of the market, etc.)

3) Return on capital – demonstrating the productivity of the channel member's investments in inventory, working capital or fixed assets will be improved by engaging with the supplier. For example, a fast turning product will accelerate the channel member's inventory turns, increasing the productivity of its warehouse, shelf space or website.

4) Brand – showing how the association with the supplier will empower the channel member's own brand, or allow it to "borrow" or leverage the supplier's brand. For example, often seen when small dealers and retailers post "authorized reseller" or similar badges on their letterhead and premises to demonstrate credibility to the end customer.

Skilled suppliers research their channel members' needs to ensure that they tune their channel value proposition to these needs to gain more traction in winning share of the channel and to minimize the cost of so doing.



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



Monika Chauhan
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

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