

DEPARTMENT OF COMMERCE, LSR

NEWSLETTER

WISSEN

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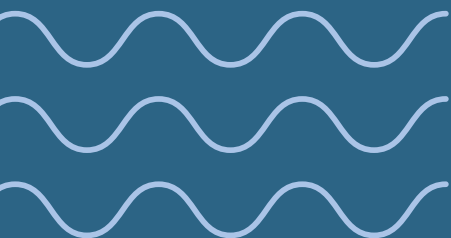
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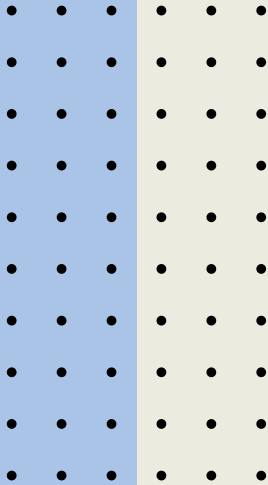
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ISRAEL'S INFLATION JUMPS MORE THAN EXPECTED AS WAR CONTINUES

As the war in Gaza continues, Israel's inflation accelerated more than expected last month, to **3.6%** year on year. The figure rose from **3.2%** in July, the Israeli Central Bureau of Statistics said on Sunday. It's now at the highest since October last year and significantly above the country's official inflation target of between **1%** and **3%**. Analysts were forecasting that the rate would remain steady, according to a Bloomberg survey.

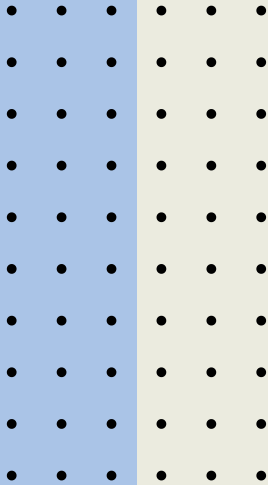
Prices for foreign travel and vegetables were among the items that rose the most in August. Many foreign airlines have stopped flying to Israel on security grounds, while fewer ships are calling at the key Israeli port of Eilat because of Houthi attacks in the Red Sea. The construction and agriculture sectors have been hit by a shortage of Palestinian workers, who are no longer allowed into Israel from the West Bank and Gaza.

Added to the pressure is the government's increased spending to fund the conflict against Hamas in Gaza and cope with skirmishes between Israeli forces and Hezbollah, a militant group based in Lebanon. The central bank has regularly voiced its concern about the impact of the Gaza war on inflation in recent months.



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ANANT AMBANI, MURRAY AUCHINCLOSS INAUGURATE JIO-BP'S 500TH EV- CHARGING STATION IN MUMBAI

Anant Mukesh Ambani, Director of Reliance Industries Limited (RIL) and Murray Auchincloss, CEO of bp, inaugurated the **500th** Jio-bp pulse EV charging station, part of the joint venture between RIL and bp, at the Jio World Centre (JWC) in BKC, Mumbai, signifying the establishment of **5,000** Jio-bp charging points across India.

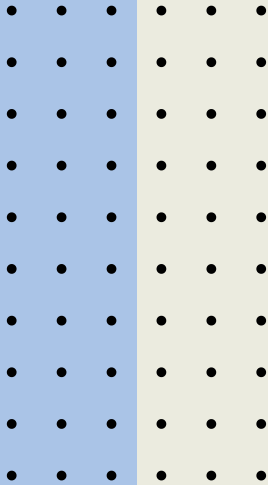
Paving the way for EV charging infrastructure in India, Jio-bp pulse has set up **5,000** charging points through **500** stations. With **95%** of its network consisting of fast-charging stations, Jio-bp leads providers in India, especially in the highly-rated **480 kW** public charger segment.

Jio-bp has rapidly expanded its network, increasing from **1,300** to **5,000** stations in just a year. It aims to provide high-speed charging with an impressive uptime of **96%**, positioning itself as India's most dependable charging network.

Additionally, Jio-bp has pioneered the use of top-rated **480 kW** chargers, supported by unique Customer Value Propositions (CVPs), which facilitate efficient and swift charging at locations such as malls, corporate parks, hotels, and rest stops. By alleviating range anxiety with its expanding infrastructure and minimising charging time through DC fast chargers, Jio-bp is enhancing the electric vehicle (EV) experience with its cutting-edge Jio-bp pulse charging app, thereby driving EV adoption in India.

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WEALTH WHISPERS



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SWIGGY GAINS STARDOM

Swiggy has been a top choice for food delivery for a while and has now positioned itself as a fearsome contender in the quick commerce segment as well amongst fierce competition from the likes of Zomato and Zepto.

Swiggy now has an IPO on the menu. With SEBI's approval for a **\$1.25 billion** IPO, it will soon file a draft red herring prospectus. Swiggy's upcoming IPO reflects a growing appetite of investors to grab a share in new age tech companies in what has been a splendid rally of the equity markets over the past couple of months. The IPO is expected to raise **Rs3,750 crore** through fresh capital, along with an offer-for-sale component of up to **Rs6,664**.

The IPO of Swiggy will be followed by a series of successful fund raises from venture capital giants like SoftBank Vision Fund, Accel, and Prosus. Notable investor Raamdeo Agrawal, chairman Motilal Oswal Financial Services also holds a stake in the company.

But before the IPO, a range of celebrities ranging from entertainment to sports have endorsed Swiggy by investing in its shares on the unlisted market ahead of its IPO. Already **200,000 shares** have been acquired by prominent individuals. A few of the investors include Rahul Dravid, Zaheer Khan, Rohan Bopanna, Karan Johar.

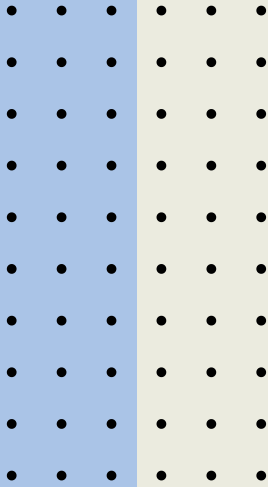
The company's consistent innovation and ability to transform itself from a food delivery platform to quick commerce and hyperlocal logistics has helped it gain popularity among some big names. Earlier too Madhuri Dixit Nene, Amitabh Bachchan, and Ritesh Malik were investors in Swiggy's pre IPO rounds.

The investments in Swiggy by celebrities is testament of a broader trend where high net worth individuals are increasingly diversifying their portfolios by investing in unlisted new age companies in hopes of gaining a higher return. Investing in pre-IPO companies offers a significant upside potential once the company goes public.



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COLDPLAY'S CONCERT SPLURGE: A WIN FOR FANS OR TICKETING GIANTS?



Coldplay's much-anticipated concert in Mumbai has fans eager but frustrated with ticket prices soaring from **₹2,500 to over ₹1 lakh**. Despite Coldplay's message of inclusivity, these prices seem out of reach for many. Platforms like *BookMyShow*, the official ticketing partner, benefit significantly from direct sales and additional convenience fees. This contributes to a growing trend known as "**ticket price inflation**", where high demand for major events leads to inflated prices, sometimes making live performances feel like a luxury.

This is not unique to Coldplay; major global acts like Taylor Swift and Beyoncé have seen ticket prices skyrocket globally. While *BookMyShow* profits, fans bear the brunt of these high costs. Adding to the frustration is the concept of "**dynamic pricing**," where prices fluctuate based on demand, driving up costs even further. Despite the steep prices, demand remains strong, with die-hard fans determined to experience Coldplay live after a **seven-year gap** in India.

While fans ultimately seek the unforgettable experience of seeing their favorite band live, the trend of rising ticket prices raises broader concerns about *accessibility*. Concerts, once an affordable pastime for many, are now becoming exclusive events for those who can afford the splurge. This scenario raises questions about the future of live entertainment, where more affordable access for genuine fans may be overshadowed by commercial gains.

CASE OF THE WEEK

SIP, SCAN, SHARE: COCA-COLA'S AR ADVENTURE GOES VIRAL

Campaign Description

Coca-Cola launched its "Sip & Share" campaign in September 2024, following up the iconic "Share a Coke" campaign. This campaign was made in an effort to rebuild brand relationships with a new generation of consumers around the world. For that, Coca-Cola applied multiple-channel engagement based on personalized products, social media, and AR experiences.

Goals

- Connect Gen Z and millennial consumers through a personalized brand connection.
- Apply an engaging AR campaign to increase sales and strengthen the global profile of the brand.
- Amplify through influencer marketing and user-generated content.

Key Elements

Personalization: Just like in the previous example, Coca-Cola used the classic logo on bottles with common names this time using personalized QR codes which led to AR filters.

AR Experiences: Scans would enable users to unlock AR filters and games while promoting sharing on their social media platforms.

Social Media Integration: The campaign utilizes Instagram and TikTok to create hashtag challenges, asking users to make videos featuring their personalized Coke bottles.

Influencer Marketing: By partnering with influencer leaders, this campaign was made to spread throughout the influential people and helped them create high user participation.

Performance of the Campaign

Sales Impact: There has been a **7%** uptick in global sales compared to the last quarter reported by Coca-Cola.

Social Media Engagement: On both Instagram and TikTok, the hashtag *#SipAndShare* started trending with over **200 million views** in the first two weeks of the campaign running.

AR Interaction: Over **3 million users** interacted with the global AR experience and spent an average session time of **4 minutes**.

Brand Sentiment: Positive social media conversations regarding Coca-Cola increased by **18%**. This was particularly true for Gen Z consumers.



DID YOU HEAR?



Anna's story has become a symbol of the wider issue of "hustle culture," where relentless work is glorified, often at the cost of employee well-being. Many employees shared their struggles, from being forced to work 20-hour days to being shamed for leaving on time.

BURNOUT AND BROKEN DREAMS: THE DARK SIDE OF INDIA'S HUSTLE CULTURE

The tragic death of Anna Sebastian Perayil, a 26-year-old chartered accountant at Ernst & Young (EY), has reignited the conversation about toxic work culture in India's corporate world. Four months into her new role, Anna's parents claimed that overwhelming work pressure contributed to her death. While EY denied these allegations, her mother's letter, which went viral, highlighted the late nights, weekend work, and anxiety her daughter endured.



This isn't the first time Indian workplaces have come under fire. In the past, leaders like Infosys' Narayana Murthy advocated for 70-hour work weeks to spur economic growth, while others dismissed work-life balance as irrelevant. Critics argue that such attitudes have institutionalized toxic work environments in India, leading to widespread burnout and mental health issues.

Experts say the change will only come with a shift in mindset, where productivity is measured by quality, not just long hours. Some call for India to learn from more balanced work cultures like Scandinavian countries. But until this shift happens, gestures like mental health partnerships will remain symbolic.



Thank you for reading!