

DEPARTMENT OF COMMERCE, LSR

NEWSLETTER

# WISSEN

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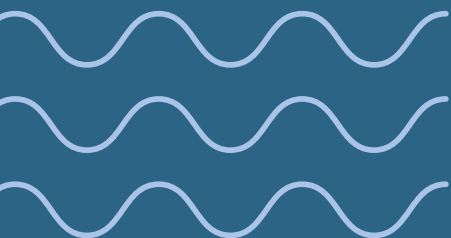
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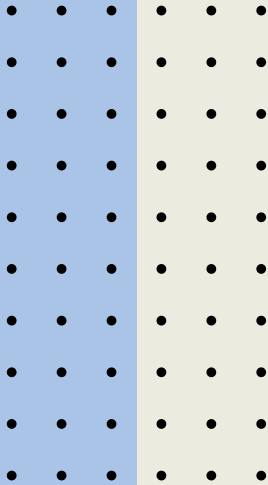
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## **FOLLOWING TRUMP'S RE-ELECTION, FEDERAL RESERVE CUTS KEY INTEREST RATE BY 25 BPS TO SUPPORT ECONOMY**

The Federal Reserve cut its benchmark lending rate by a quarter percentage point Thursday, extending efforts to keep the US economic expansion on solid footing.

Officials voted unanimously to lower the federal funds rate to a range of 4.5% to 4.75%. The adjustment follows a larger, half-point cut in September.

Policymakers no longer included a line about achieving “greater confidence” that inflation is moving sustainably toward 2%, though they noted inflation has “made progress” toward the central bank’s goal. The committee modified its language around the job market slightly as well.

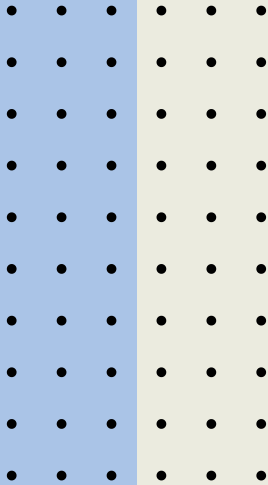
The decision follows the re-election this week of Donald Trump, who has promised to deploy more aggressive tariffs, crack down on immigration and extend tax cuts. Those policies could put upward pressure on prices and long-term interest rates and prompt the Fed to scale back rate reductions in the months ahead.

Fed officials may also find their decisions under increased scrutiny, given Trump’s history of publicly criticizing Fed Chair Jerome Powell.

[https://www.business-standard.com/economy/news/federal-reserve-cuts-rates-for-second-straight-meeting-to-support-economy-124110800032\\_1.html](https://www.business-standard.com/economy/news/federal-reserve-cuts-rates-for-second-straight-meeting-to-support-economy-124110800032_1.html)

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# CCI APPROVES FORTIS HEALTHCARE'S ACQUISITION OF ADDITIONAL 31.52% STAKE IN AGILUS DIAGNOSTICS



After the proposed combination, Fortis Healthcare Limited (FHL)'s shareholding in Agilus will increase from 57.68 per cent to 89.2 per cent.

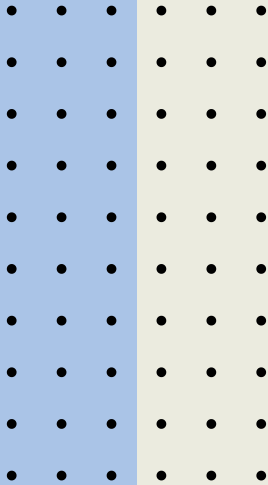
FHL primarily provides integrated healthcare delivery services such as medicare, healthcare, and diagnostics. Its businesses include managing and operating a network of multi-speciality hospitals and providing preventive healthcare and diagnostics services.

The diagnostics services business of FHL is being undertaken primarily through Agilus.

The CCI has also approved the combination involving the merger of Diligent Power Private Limited (DPPL) into its wholly owned subsidiary viz., DB Power Limited (DBPL), and the reorganization of Decore Thermal Power Private Limited (DTPPL) under the buyback of certain securities.

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# WEALTH WHISPERS



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# US FED CUTS RATE BY A QUARTER POINT

The Federal Reserve on Thursday cut its benchmark rate by 25 basis points following a half point rate cut in its September meeting. The move reduced the rates to 4.6% down from 5.3% before the September meeting. US stocks rose following the announcement.

The inflation rate in the US has fallen to 2.4%, the lowest in 3 ½ years. In a statement after the meeting, the Fed said that “unemployment has risen but remains low” while inflation being closer to Fed’s target remains slightly elevated.

Further rate cuts may become tricky following Donald Trump’s victory. The newly appointed president has proposed a tariff of 10% on all US imports and 60% on imports from China, affecting the whole American economy if implemented as the move is expected to push consumer prices higher.

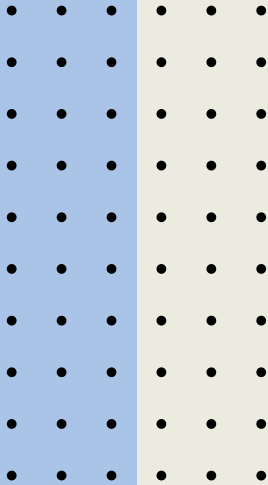
Trump’s policies if implemented will weigh heavily on the American economy especially on the purchasing power of the consumers. The market will therefore probably retrace expectations for Fed cuts next year due to increased inflation expectations.

Furthermore, Trump and Jerome Powell have previously been at odds with respect to monetary policies. Trump very clearly has expressed his intentions to be able to have a say in monetary policy. The markets can only hope for it to not happen.



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# JEEVANSATHI'S GENIUS MARKETING MOVE STEALS THE SHOW AT DILJIT DOSANJH'S DELHI CONCERT

Diljit Dosanjh's Dil-Luminati Tour brought not just music but a unique marketing twist as he lit up Delhi's Jawaharlal Nehru Stadium on October 27. Beyond the pulsating beats and a packed house of thousands of fans, one lighthearted initiative stole the spotlight: the "Singles Ko Paani Pilao Yojana" by Jeevansathi.com, a matrimonial site that has now gone viral for its clever outreach to the city's unattached concertgoers.

As fans eagerly queued outside the stadium, Jeevansathi volunteers stood ready, handing out free water bottles to single attendees. But these weren't just any water bottles—each came adorned with a humorous message: "Jeevansathi pe aa gaye hote toh aaj ye bottle nahi uska haath pakda hota," meaning, "If you'd joined Jeevansathi, you'd be holding a partner's hand, not a water bottle." The campaign quickly went viral, with snapshots flooding social media and giving users plenty to smile about.

Dressed in branded white T-shirts, the Jeevansathi team drew laughter and curiosity with their playful messaging. This marketing initiative not only provided much-needed hydration for the singles braving the crowd but also cleverly sparked conversations, underscoring the brand's mission to help people find companionship.

The charm of the campaign lay in its simplicity and relatability. With Diljit himself creating a memorable evening by waving the Indian flag on stage and sharing heartfelt sentiments with the crowd, Jeevansathi's cheeky initiative further amplified the night's emotional and cultural resonance. As the concert series progresses across cities like Hyderabad, Ahmedabad, and Bangalore, fans and singles alike are eager to see if Jeevansathi's "Singles Ko Paani Pilao Yojana" will make an encore.

This light-hearted marketing move from Jeevansathi was a brilliant reminder that sometimes, the simplest ideas resonate best, especially when paired with humor and cultural relevance. The campaign struck a chord with singles and fans, enhancing the concert experience and giving everyone a memorable, shareable moment to carry forward.



## CASE OF THE WEEK

# DOVE'S REVERSE SELFIE: THE ANATOMY OF A CAMPAIGN

By the age of 13, 80% of girls distort the way they look online. Together with the marketing agency Ogilvy, Dove set out to change this heartbreaking reality in a hard-hitting new campaign called 'Reverse Selfie'. The beauty brand has been working with Ogilvy since the 1950s, when the agency's founder, David Ogilvy, marketed Dove's soap as one that "creams your skin while you bathe". Since then, their relationship has resulted in a series of campaigns advocating for real beauty, including an award-winning film, 'Dove Real Beauty Sketches', as well as '#StopTheBeautyTest' and 'Courage is Beautiful'.

### *The concept of the reverse selfie*

With increasing pressures on girls as young as 13 to look their best online, Dove decided to renew its fight against unrealistic beauty standards with a modern sequel to their 2006 campaign, 'Evolution'. The 'reverse selfie' campaign video features a 13-year-old girl who drastically edited a picture of herself before posting it online. The film plays backwards, starting with the posted selfie, then reversing the various tweaks and staging to finally reveal the young girl behind the picture. It reveals the shocking reality behind many young women's selfies on social media and the harmful effects of heavily edited social media posts

Accompanying the film is a set of photographic posters. Each split in half, they depict natural faces of girls against heavily edited versions, in order to emphasise the impact of retouching apps. The posters include powerful statements such as "instant face apps, lasting damage" and "face editing removes blemishes, freckles and confidence".

Leveraging its power and influence, Dove is using this campaign to continue their fight for real beauty standards, aiming to drive a conversation and start a movement to change selfie culture.

**THANK YOU FOR READING!**