

DEPARTMENT OF COMMERCE, LSR

NEWSLETTER

WISSEN

VOLUME 7, 22.11.2024



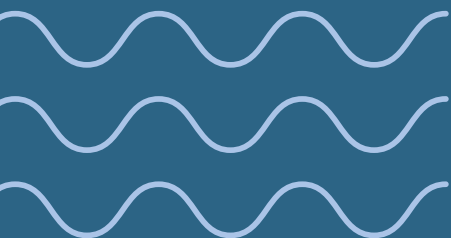
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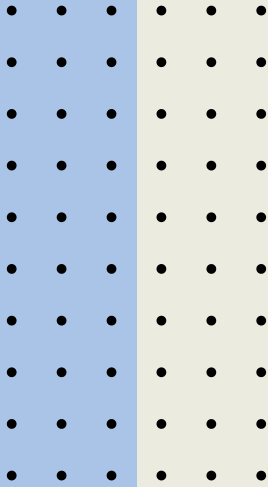
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ECON ENIGMA



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GOVT PREPARES CITY LOGISTICS PLAN FOR DELHI AND BENGALURU TO TACKLE POLLUTION

The Centre has prepared a 'City Logistics Plan' for metros such as Delhi and Bengaluru for efficient freight and logistics movement within the city, a senior official of the Department for Promotion of Industry and Internal Trade (DPIIT) said on Wednesday.

Efficient freight and logistics movement in turn will decongest large cities, and reduce pollution, and logistics costs while improving the overall quality of life in cities, DPIIT Additional Secretary Rajeev Singh Thakur said.

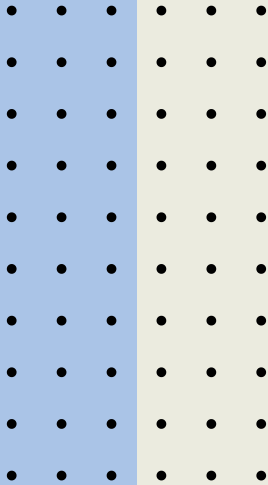
Thakur said that the plan will help advance the government's agenda towards Ease of Doing Business (EoDB) and fulfil India's aim of achieving carbon NetZero by 2070.

In 2022, the government launched the National Logistics Policy which includes the support for the development of city-level logistics plans. This City Logistics Plan initiative aims to reduce logistics costs and improve the efficiency and sustainability of urban freight transport.

The officials further said that several countries have adopted city logistics plans to improve the efficiency and sustainability of urban freight transport. For instance, Japan has been a pioneer in city logistics, implementing consolidation centres and other innovative solutions to manage freight effectively in densely populated urban areas. Many European countries, including Germany, France and the Netherlands have developed comprehensive city logistics plans.

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BIZZ
BUZZ
CORNER



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BLOX PICKS UP 11% STAKE IN GUARDIANS REAL ESTATE ADVISORY FOR \$12 MN

Digital real estate brokerage firm Blox has announced that it has acquired an 11 percent stake in peer firm The Guardians Real Estate Advisory for \$12 million to create what it called the country's largest realty platform.

As part of the deal, Blox founder Aditya Jhaveri will join the board of Guardians, according to a release, with Blox planning to raise its stake to 50 percent over the next three years.

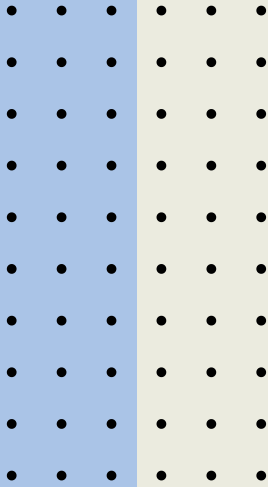
Blox and Guardians said that the synergies between the two companies will combine Blox's direct-to-consumer approach with Guardians' extensive network of channel partners and list of clients, including many listed and large developers.

Blox, founded in 2020, has been backed to the tune of around \$35 million by investors such as Kunal Shah, the founder of fintech firm CRED, as well as Justin Mateen, co-founder of the dating app Tinder. The release added that Blox is aiming to grow its gross transaction value (GTV) to around \$10 billion, helped by strategic investments such as the one in Guardians.



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WEALTH WHISPERS



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ADANI SHARES TUMBLE AFTER GAUTAM ADANI'S INDICTMENT

Following the indictment of Gautam Adani, nephew Sagar Adani among others in the United States regarding a multi-billion dollar bribery and fraud scheme. According to the US authorities, the group allegedly bribed Indian officials for securing solar energy contracts.

According to the indictment, Adani and associates paid approximately \$265 million in bribes, anticipating \$2 billion in profits over a period of 20 years. The charges include securities fraud, securities fraud conspiracy, wire fraud conspiracy, and a civil lawsuit by the US Securities Exchange Commission.

The shares of Adani group companies fell sharply, some of them even touching their lower circuits. Adani Enterprises and Adani Energy experienced drops of around 20%. Adani Ports registered a decline of 15%, Adani Total Gas by 18.14%, Adani Power 17.17% and Adani Green Energy 19.17%.

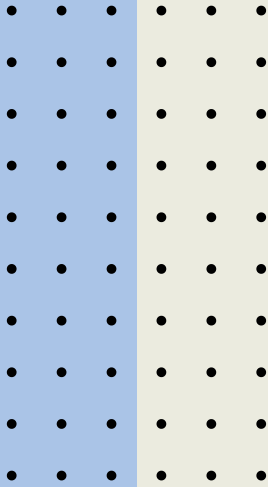
Shares of affiliated companies fell too with NDTV registering a drop of around 14%, Ambuja Cements by 15% approximately and ACC by 14.5%. Adani Wilmar observed a 10% fall as well.

This is the company's poorest performance on the market since the Hindenburg crash in early 2023. The value of all 11 Adani stocks decreased by Rs 2 lakh crore.

These ratings negatively affect Adani Group's credit worthiness as well. The indictment has led to the scrapping of a \$600 million bond offering in the US. The group's existing US notes plunged in Asian trading.

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MARKET
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JAGUAR LEAP INTO NEW ERA WITH BOLD LOGO REDESIGN

The British luxury brand of Jaguar presented their new impressive logo which glasses the company's vision of a shift to all-electric engineering. The visual identity of the hundred-year-old brand indicated the innovative vision of modernity and the willingness to come to the forefront in the electric vehicle (EV) industry that Jaguar has.

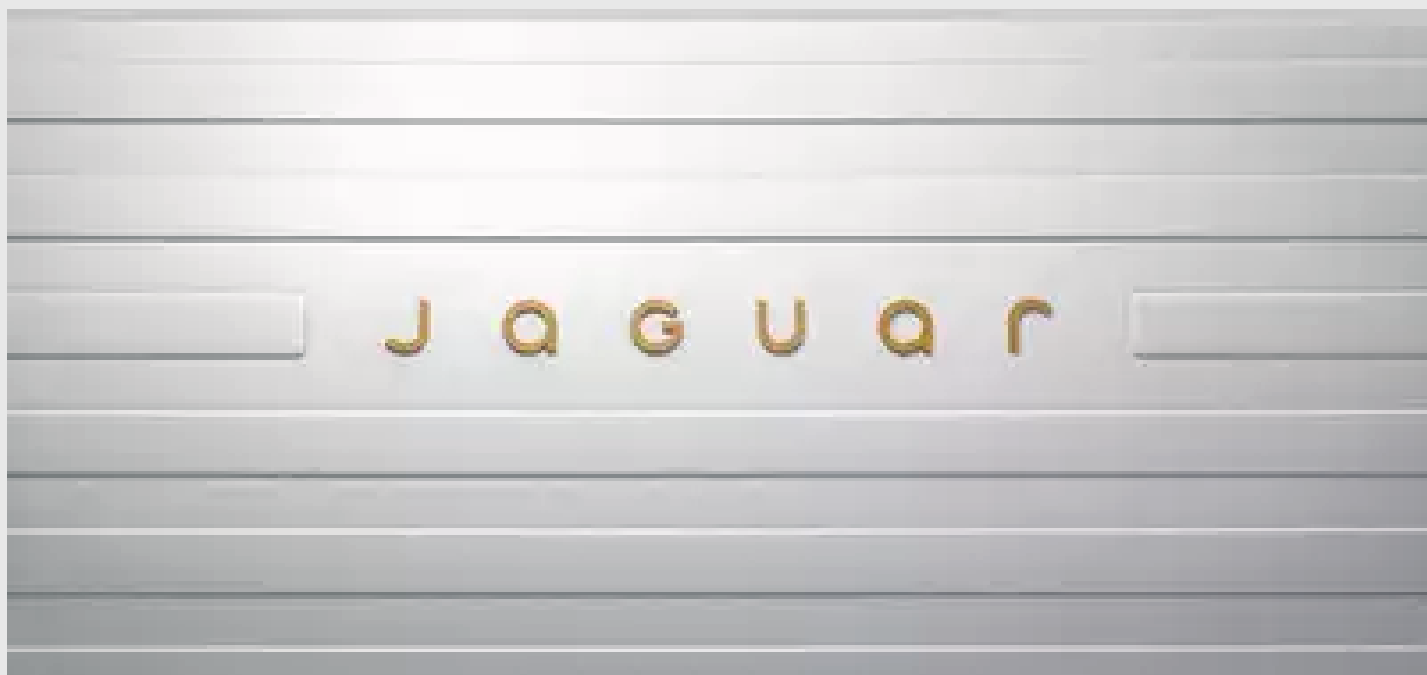
The new logo comes with gold lettering appeared in a custom font which comprises both lowercase and the capital style together that Jaguar, then, said it is a “visual harmony” of geometrical simplicity. Apart from this, there is a new aspect to the old and famous emblem of its leaping cat, the ‘leaper,’ which the company says is its “heavenly trace of origin” which is the vivid metaphor of perfection and constant change.

This redesign aligns with Jaguar’s plan to roll out three electric vehicles by 2026, signaling a dramatic shift for the company, which has already ceased selling cars in the UK and now offers only the F-Pace SUV in the US. The new branding serves as a statement of intent as the automaker transforms into a fully electric luxury brand.

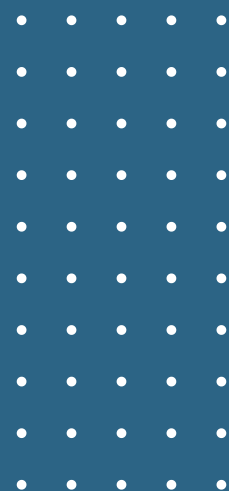
The launch sparked online debate, with Tesla CEO Elon Musk joining in. Responding to Jaguar’s tagline, “Copy nothing,” Musk quipped, “Do you sell cars?” Jaguar cheekily replied, “Yes. Join us for a cuppa in Miami on December 2nd?”

Reactions ranged from criticism over the campaign's lack of cars to curiosity about the redesigned leaper. To skeptics, Jaguar teased, "Think of this as a declaration of intent—welcome to the future."

The bold move has undeniably set tongues wagging, ensuring Jaguar stays in the spotlight as it leaps into its next chapter.



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CASE OF THE WEEK

NIKE LIFESTYLE SHIFT REDEFINES SPORTSWEAR

Nike's shift to lifestyle branding has been a strategic move to maintain relevance in an evolving market. In 2022, Nike's revenue reached \$46.71 billion, with a significant portion attributed to its focus on direct-to-consumer sales, which grew by 16% year-over-year, primarily driven by its digital platforms. The Nike app, with millions of active users, has become a central hub for engagement, offering personalized shopping experiences and exclusive product drops.

The athleisure market, where Nike has increasingly focused, is projected to reach \$662 billion globally by 2030, growing at a CAGR of 9.1%. Nike has capitalized on this trend by merging athletic functionality with casual fashion, releasing versatile products like the Nike Air Max, which appeals to both fitness enthusiasts and lifestyle consumers.

Inclusivity remains a cornerstone of Nike's strategy. The brand's campaigns, such as "You Can't Stop Us," garnered over 50 million views within weeks, celebrating athletes across all demographics. Nike's plus-size and maternity collections, along with its adaptive wear line for differently-abled individuals, reflect its commitment to representing all body types and abilities, which resonates with diverse consumer groups. This inclusivity has strengthened brand loyalty, particularly among Millennials and Gen Z, who value representation.

Nike's Move to Zero initiative underscores its sustainability commitment. The company aims to power all facilities with 100% renewable energy by 2025 and reduce carbon emissions by 30% across its global supply chain by 2030. Products like Flyknit shoes, which generate 60% less waste than traditional footwear, exemplify its innovative approach to eco-friendly design. In fiscal year 2022, Nike used over 50% recycled materials in its products, appealing to eco-conscious consumers.

Collaborations with high-fashion brands and cultural figures, such as its partnership with Off-White and the late Virgil Abloh, have elevated Nike's status beyond sportswear. The Off-White x Nike "The Ten" collection reportedly generated \$25 million in resale value, showcasing the impact of blending sports with streetwear and high fashion.

Through digital transformation, inclusivity, sustainability, and cultural integration, Nike has not only expanded its consumer base but also reinforced its position as a leader in the \$381 billion global sportswear market. The numbers and strategic initiatives underline its success in becoming a lifestyle brand that transcends sports.

DID YOU HEAR?

ZOMATO TACKLES FOOD WASTE WITH INNOVATIVE 'FOOD RESCUE' FEATURE

Zomato has launched its "Food Rescue" initiative to combat the significant issue of food waste caused by cancelled orders. This move aligns with its sustainability goals, aiming to reduce wastage, provide affordable food options, and support delivery partners. With millions of orders processed monthly, Zomato's effort addresses both environmental concerns and operational challenges.

1. Addressing Cancelled Orders

Zomato handles approximately 400,000 cancelled orders every month, often leading to the disposal of perfectly consumable food. The "Food Rescue" feature offers these cancelled orders at discounted rates to customers near the delivery location, helping minimize waste.

2. Enhancing Customer Access

Through the app, Zomato users within a 3-kilometer radius of the delivery partner carrying a cancelled order can purchase the food at reduced prices. This ensures that the food reaches consumers in need, providing an affordable option.

3. Supporting Delivery Workers

Cancelled orders often burden delivery workers, as they are left with unsellable food items. This initiative allows them to offload these meals efficiently, reducing waste while easing their operational tasks.

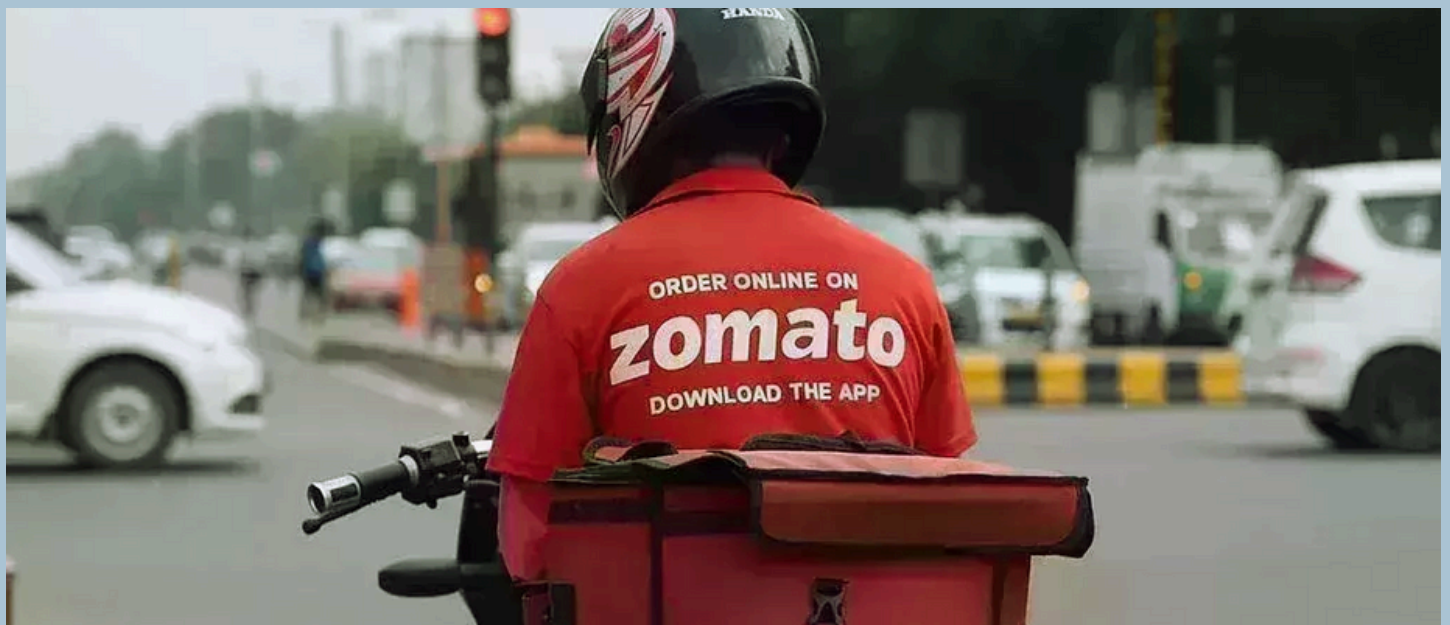
4. Strengthening Sustainability Goals

The Food Rescue initiative aligns with global sustainability efforts. By addressing food wastage, Zomato strengthens its position as a socially responsible company committed to reducing its environmental footprint.

5. A Positive Brand Message

This move resonates with eco-conscious consumers and restaurants, positioning Zomato as a leader in innovation and sustainability within the food delivery sector. The initiative bridges operational efficiency with social responsibility, benefiting all stakeholders.

This feature reflects Zomato's commitment to not only technological innovation but also meaningful action toward sustainability.



THANK YOU FOR READING!