

Together

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SUPPLY CHAIN
DISRUPTIONS & RESILIENCE
Special Issue

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THIS ISSUE

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When it comes to running a business, disruptions in the supply chain can be a real curse. Supply chain disruptions due to natural disasters, regional conflicts, price fluctuations, pandemics etc. can have a huge impact on a business, from delays in shipping to complete stoppages of production, sale or distribution of products. Supply chain disruptions can also lead to product quality issues, increased customer complaints, lost revenue & inability to gain first-mover advantages. In 2020-21, as a consequence of the COVID-19 pandemic & later, the ongoing 2022 Russian invasion of Ukraine & other regional conflicts, global supply chains and shipments slowed, causing worldwide shortages and affecting consumer patterns.

Some of real-life supply chain disruptions over the recent past are cases like- **China–United States Trade War**, a series of escalating trade tensions and tariffs imposed between the US and China, two of the world's largest economies. The **North American Blizzard**, a significant winter storm that affected parts of the eastern US and Canada in early January 2018. This big cyclone caused widespread travel disruptions, including flight cancellations, road closures, and hazardous driving conditions. The **Covid - 19 Pandemic**, caused a range of supply chain issues and disruptions like, factory closures, production & transportation disruptions, international trade restrictions, uncertainty and demand volatility. **Suez Canal obstruction**, in March 2021 resulted in the blockage of the Suez Canal for nearly a week, disrupting global trade and causing significant economic and logistical impacts. **Russia-Ukraine War**, the conflict which constrained the availability of crucial metals like, platinum, titanium & nickel, formerly sourced from Russia, all were no longer accessible. **Panama Canal Drought**, induced extreme weather events placed significant stress on major shipping routes. Adding to that was the onset of El Niño to aggravate this situation. The Panama Canal till date continues to grapple with water shortages supply chains. The **Suez Canal Crisis & Red Sea Attacks**, disrupted global trade in the first two months of 2024. Suez Canal trade dropped by 50% from a year earlier while trade through the Panama Canal fell by 32%, disrupting supply chains and distorting key macroeconomic indicators.

The **2023 Hubs Supply Chain Resilience Report** mentioned that, raw materials shortages were the most cited supply chain challenge, with 61% of the 334 respondents choosing it as a top supply chain disruption. Shortages can increase costs for supplies, cutting into profits and often leads to higher prices for customers. Companies believe increasing local sourcing will help strengthen supply chains. Creating autonomy, developing flexibility, geographical diversification, can help minimize the impact of supply chain disruptions.

Keeping in view such cases of supply chain disruptions, addressing such supply chain delays has become an essential requirement. Have a system a place to enable real-time communication, conduct a supply chain risk assessment & build up a contingency stock can help. Automation is the key to controlling inventory and avoiding supply chain delays. Inventory management software provides tools to optimize inventory levels and make more informed purchasing decisions. Inventory management software can help mitigate the risks of supply chain disruptions through: Real-time inventory tracking, demand forecasting, Omni channel order automation & more. By leveraging these capabilities, businesses can minimize the impact of disruptions and ensure that products are available when and where required.



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1. Reliance & Disney are merging their media business in India. Which group will have the controlling stake and how much %?
2. Which tech major has abandoned the decade long Project Titan and thereby withdrawn its EV plans, after seeing the sluggish growth & other challenges?
3. Which toothpaste is available in Saunf, Dalchini and Sugar-free flavours?
4. Which niche in the cosmetics industry is being addressed by the JV between Kareena Kapoor and Vellvette Lifestyle Pvt Ltd, the parent of Sugar Cosmetics?
5. Which product from the Google's stable is being positioned as a competitor for Whatsapp in Enterprise Messaging?
6. Name the world's top bottled water seller that has brands like Perrier, Vittel, Hepar etc. in its portfolio.
7. Gillette has launched a new razor where it is giving a lifetime warranty on its handle. What is this variant called?
8. Which brand used the yesteryear's Bollywood actress Zeenat Aman on Instagram during the Valentine's Day?
9. What approval by SEC of US is seen as a monumental moment in the development of the cryptocurrency market?
10. Apple's contract manufacturers in India have produced over 10 bln. \$ worth of output in first 10 months of this fiscal. Which are the 3 contract mfrs of Apple in India?

**Send answers of Management Quiz No. 59
latest by 27th April. 2024, Email: usha@imis.ac.in.**

MANAGEMENT QUIZ NO. 58 (Answers)

Together, Jan. - Feb. 2024, Vol.12, No. 119

1. Lemon-Dou
2. Restrict access to content, services, or products based on a user's age.
3. Bajaj Auto
4. 800 pesos per \$
5. India Abroad News Service
6. US Steel
7. IndiGo
8. Zoom
9. A Mechanical Clock
10. Mufti

A Look At Supply Chain Disruptions: Building Resilience Through Strategic Operations



Supply chain is one of the most essential aspects of conducting business. Recall the times when the item that you wanted was not available in your favorite garments or grocery store.

Recall how many times you got a great ‘deal’ at the end of the season.

Recall the sudden increases in gas prices due to shortages.

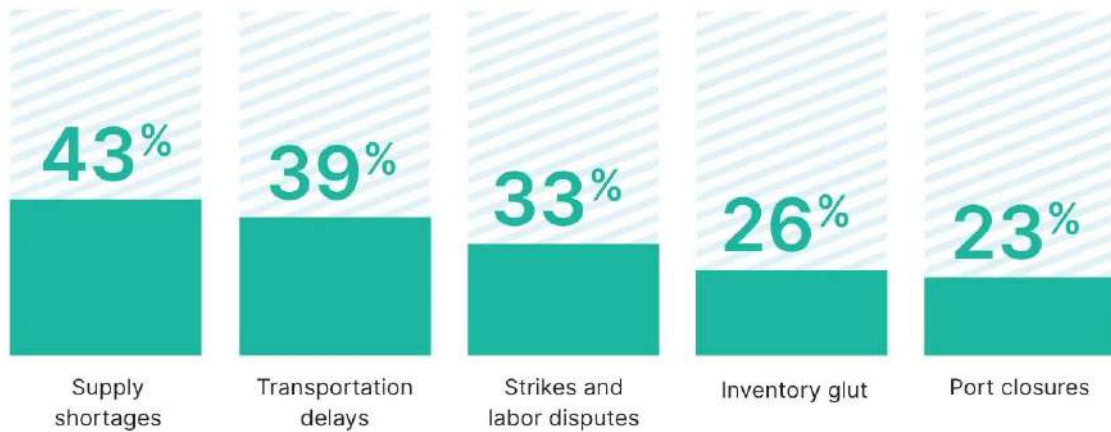
Recall the times when your e-commerce site promised availability but later could not send the required product or sent you the wrong product or recall the times when your customized product (like a personal computer or kitchen cabinet) was delayed to a great extent. As opposed to business-to-consumer transactions, supply chain practices have

A supply chain is the set of entities that are involved in the design of new products and services, procuring raw materials, transforming them into semifinished and finished products and delivering them to the end customers (Swaminathan 2001). Supply chain management is efficient management of the end-to-end process starting from the design of the product or service to the time when it has been sold, consumed, and finally disposed of by the consumer. This complete process includes product design, procurement, planning and forecasting, production, distribution, fulfilment, and after-sales support.



Statistical Overview

Top Supply Chain Disruptions Predicted for 2024



HOW ORGANIZATIONS SUFFER WHEN IT COMES TO DISRUPTIONS TO THEIR SUPPLY CHAIN



The predicted supply chain disruptions in 2024 are likely to have significant consequences for the global economy and supply chain system. Supply shortages, transportation delays, labor disputes, inventory imbalances, and port closures could all contribute to product scarcity, delayed deliveries, higher prices, and reduced business profitability. These challenges could slow economic growth, increase inflation, and create greater uncertainty for both companies and consumers. Addressing these disruptions will require investments in supply chain resilience, diversification, and advanced planning by businesses, as well as infrastructure and regulatory support from governments to build a more robust global supply chain ecosystem.

Geopolitical Uncertainty

Geopolitical uncertainty and supply chain risk go hand in hand, with global events and tensions significantly impacting supply chains. The COVID-19 pandemic has emphasized the need for businesses to prepare for unexpected disruptions, and ongoing geopolitical uncertainty adds to these challenges.

A recent report by KPMG highlights that growing geopolitical uncertainty and inflationary pressures will likely affect global economic growth. GDP growth projections for 2023 are forecasted at 1.9 percent, down from 2.7 percent in 2022, as various economic and political challenges persist. The report cautions that rising inflation is straining household finances and business margins, prompting central banks to tighten monetary policy, potentially leading to recessions in many economies.

Companies face several geopolitical challenges in managing their supply chains, including disruptions from conflicts, uncertain operating environments, increased costs, and complexity. These challenges stem from factors such as tariffs, sanctions, political or military crises impacting supply chains, and disruptions in accessing critical inputs, suppliers, and markets.

Case 1: - The Red Sea Crisis

The attacks launched by Yemen's Houthi group on cargo ships in the Bab al Mandeb Strait at the southern end of the Red Sea have caused several major global shipping and oil companies – including Maersk and British Petroleum (BP) – to suspend shipments and halt operations in the area. Now, ships are avoiding Egypt's Suez Canal, the shortest maritime route from Europe to Asia and one of the world's most important waterways, which accounts for about 12% of the world's shipping traffic. This is causing shipping delays and increased costs.



Case 2: - Israel-Hamas War

The Israel-Hamas war has posed a serious threat to the global supply chains. Ports in Israel, including the Port of Ashkelon, are strained, resulting in suspended operations and escalated ocean shipping premiums multiplied tenfold. If a prolonged shutdown occurs, it could squeeze the already tight global gas market. Additionally, the high-tech industry, one of Israel's top GDP contributors, faces serious concerns as close to 500 multinational companies operate in Israel, including Intel and Tower Semiconductor.

The Israel-Hamas war has caused significant disruptions to global supply chains, particularly in the high-tech industry.

Case 3:- US-China Tensions & Critical Minerals

US-China tensions have heightened and will continue to be a risk in 2024. The United States' export restrictions on China, particularly in the technology sector due to intellectual property concerns, has intensified trade tensions between the two economic giants. The trade of Liquefied Natural Gas (LNG) between the US and China has become a crucial factor influencing their relations. China has evolved as a major importer of US LNG, giving the country considerable leverage over the US energy sector. Notably as of December 2023, China mandates export permits for specific types of graphite, citing national security concerns. Graphite is crucial to electric vehicles and semiconductor manufacturing. China produced 61% of graphite globally, amplifying the impact of these export.



Case 3: - Russia-Ukraine War & Russia-NATO Tensions

The Russia-Ukraine conflict, now surpassing 700 days, has become a catalyst for global supply chain disruptions, aggravated by the imposition of sanctions affecting critical commodities like oil and natural gas. Nations, including the US, the UK, Canada, Ukraine, and the EU, have enacted sanctions against Russia and price caps on Russian oil products. Given Russia's pivotal role as a major exporter of energy and raw materials, these measures have reverberated across vital sectors such as energy, high tech, aerospace, defense, and transportation, amplifying the impact of the conflict on the global economy. The conflict has also led to an increase in commodity prices, contributing to rising inflation.



MANAGING DISRUPTION DUE TO GEOPOLITICAL UNCERTAINTIES

Conducting risk assessments helps identify vulnerabilities and assess potential impacts. Diversifying supply chains reduces dependence on single sources or regions, spreading risks across multiple suppliers and locations. Building strategic partnerships with suppliers establishes clear communication, coordinates plans, and sets expectations for risk mitigation. Implementing contingency plans ahead of time accelerates response time and mitigation, preventing disruption. Investing in digital technologies enhances visibility and control over supply chains, allowing for proactive monitoring of geopolitical risk indicators and preemptive action. Staying informed about geopolitical developments and their potential impact on supply chains is crucial, and companies should work with suppliers and partners to establish clear communication and coordinate plans.

Navigating the Supply Chain Amidst the **Cost-of-Living Crisis**

The cost-of-living crisis in the UK stems from a convergence of factors including the lingering impacts of COVID-19, the lift of the energy price cap, national and personal debt, inflation, rising taxes, and the ongoing war in Ukraine.



Consumers will buy less:

UK citizens face a challenging economic situation with increased expenses and prices. With rising taxes and reduced benefits, people have less disposable income. Consequently, they are expected to cut back on spending, opting for essential items and economizing on energy usage, travel, and non-essential purchases both in-store and online.

Costs for transport and logistics will continue to increase: -

Despite a 5p reduction in fuel duty, petrol and diesel prices persist in their upward trend. The AA's reports highlight soaring costs, with the South East experiencing the highest prices. These escalating fuel expenses are anticipated to contribute to ongoing increases in transport and logistics costs, adding pressure to supply chain operations.

Rising energy prices will affect both consumers and businesses: -

Rising global gas prices prompted Ofgem to increase the energy Price Cap by 54% from April 1st, 2022, affecting both consumers and businesses. While intended to shield consumers, it has led energy suppliers to raise costs for businesses, impacting internal operations and the broader supply chain. Adaptation and support measures are crucial amidst these challenging times.



MANAGING DISRUPTION DUE TO RISING COST OF LIVING

Consolidate your expenses: -

Paying the same expense twice can drain your finances. For instance, bank fees accumulate if you bank with multiple institutions. Similarly, subscribing to numerous streaming services leads to unnecessary expenses. Streamline your finances to one bank and prioritize subscriptions to save money. As Benjamin Franklin advised, watch out for small leaks sinking your financial ship.

Clear debt: -

As the cost-of-living crisis worsens in South Africa and Nigeria, many turn to debt for daily expenses. However, accumulating debt exacerbates financial woes. Consider debt repayment strategies like the snowball or avalanche method. Seek guidance from a financial advisor to regain control over your finances and avoid sinking deeper into debt.

Compartmentalize your savings: -

Saving is crucial for financial security, yet intermittent income household's struggle. Cost-saving measures like opting for cheaper brands or refills help. Organize savings by goals to track progress effectively, using spreadsheets or budgeting apps like 22seven. These apps offer personalized budgets and spending alerts, fostering discipline to avoid overspending.

Supply Chain Disruption due to Energy Crisis

An energy crisis arises when demand for energy outstrips available supply, driven by factors like population growth, environmental issues, or geopolitical conflicts. The Russia-Ukraine war, which started on February 24, 2022, exacerbates this situation, risking severe disruptions to global supply chains and economies.



Metals & Chemicals: -

The Russia-Ukraine war disrupts metal and chemical exports, impacting industries such as automotive and packaging with shortages and higher costs. Closure of key alumina suppliers in Ukraine and export restrictions from Australia worsen the shortage, notably affecting aluminum production and related sectors.

Agro-Supply Chain: -

Europe's agriculture sector, reliant on greenhouse energy, faces crisis with surging costs, deterring crop production and affecting global supplies of key crops. The Russia-Ukraine conflict worsens, disrupting supply chains and related industries like bakery and dairy farming, with uncertain prospects.

Endangered food security: -

Ukraine war intensifies global food insecurity by disrupting food and energy supply chains. As major wheat and fertilizer exporters, Russia and Ukraine's conflict inflates food prices and energy costs, affecting global production. Ripple effects underscore market interconnectedness, worsening food security concerns.

Auto-Parts Supplies: -

Auto sector faces rising costs, metal scarcity amid Russia-Ukraine tensions. J.P. Morgan revises forecasts due to supply chain complexities. Recovery hinges on regional stability, China's pandemic control. War affects metal supplies, shaping global production projections.



MANAGING DISRUPTION DUE TO ENERGY CRISIS

Diplomatic efforts and conflict resolution: -

Engage in diplomatic efforts to de-escalate tensions and resolve the Russia-Ukraine conflict to alleviate disruptions in global supply chains. International cooperation and mediation can help mitigate the adverse impacts on various sectors, including agriculture and automotive.

Diversification of supply chains: -

Reduce dependence on regions affected by the conflict by diversifying sources of key materials like metals and chemicals. Encourage partnerships with alternative suppliers to ensure resilience in the face of disruptions.

Promote energy transition: -

Accelerate efforts towards renewable energy sources and energy efficiency measures to reduce reliance on fossil fuels and mitigate the impacts of the energy crisis. Invest in research and development of alternative energy technologies to diversify energy sources and enhance resilience to geopolitical conflicts.

Supply Chain Disruption due to **Extreme Weather**

Extreme weather events pose significant challenges to supply chain management, disrupting operations, and impacting the movement of goods and services. It impact can disrupt every stage of the supply chain, from sourcing raw materials to delivering finished products to customers. For example, hurricanes and floods can damage transportation infrastructure, delay shipments, and cause inventory shortages.

Winter storms in Texas disrupt supply chains

In February 2021, Winter storms Shirley and Uri wreaked havoc across Canada, the USA, and Northern Mexico. Shirley brought sleet and ice to the East Coast and Ohio Valley, causing treacherous driving conditions and a tragic 130-vehicle pileup in Fort Worth, Texas, claiming 6 lives. These storms particularly impacted typically warmer US states like Georgia, Tennessee, Louisiana, Arkansas, and Texas, disrupting supply chains nationwide.

Food, water, and power shortages: -

The situation was compounded by disruptions in the supply chain, particularly for dairy and poultry products. Residents faced challenges finding basic supplies, and grocery stores struggled to maintain inventories without electricity.

Impact on Transportation: -

The ongoing driver shortage and increased demand for e-commerce freight worsened the situation, with load-to-truck ratios soaring and rates climbing. LTL, small parcel, and final mile shippers also faced backlogs and office closures. Despite Texas returning to normal conditions, the demand for freight is expected to remain high due to restocking efforts and depleted inventories.

Road Conditions: -

The Western and Northern regions of the state experience the highest snow falls including Amarillo, Lubbock, Wichita Falls, and El Paso; however, what would amount to one snowfall in many states is what these regions will get in an entire season.



Managing Disruption due to Extreme Weather

When winter storms like Uri and Shirley hit, companies face challenges in their supply chains. They had experience delays in transportation, power outages, or damage to infrastructure. To handle these situations, companies offer prioritize safety, assess the impact on their operations, and communicate with suppliers and customers. They may also stockpile inventory in advance or collaborate with other companies to ensure continuity. It's a complex process, but companies do their best to adapt and recover smoothly.

News Analysis: Reserve Bank of India leads surge in gold reserves
Amid global central bank slowdown

The Reserve Bank of India (RBI) stood out with its continued accumulation of gold reserves. Weekly data from the RBI revealed a 6-tonne increase in gold holdings in February alone. This brings the total year-to-date buying by the RBI to over 13 tonnes, with total gold reserves now reaching 817 tonnes.



DIVERSIFICATION STRATEGY

India's consistent efforts to bolster gold reserves reflect a strategic move to diversify its foreign exchange reserves. By holding significant amounts of gold, India aims to mitigate risks associated with currency fluctuations and economic uncertainties.

GLOBAL CENTRAL BANK TRENDS

While India stands out for its continuous gold accumulation, other central banks also contributed to the trend. Globally, central banks increased their gold reserves by a net of 19 tonnes in February. However, this represents a slowdown compared to previous months, with a 58% decrease in net purchases.

EMERGING MARKETS LEADING

Emerging market banks, particularly those in India and China, drove the trend of gold accumulation in February. The People's Bank of China (PBoC) emerged as the largest buyer during the month, adding 12 tonnes to its reserves.

OVERALL CENTRAL BANK BUYING TREND

Despite the slowdown in February, the broader trend of central bank buying remains intact. Year-to-date data for January and February shows a significant increase in gold reserves compared to the same period in 2022, although lower than 2023.



OPTIMISTIC ANALYST OUTLOOK

Analysts remain optimistic about the outlook for central bank demand for gold despite the slower pace witnessed in February. The trend indicates continued interest among central banks in diversifying their reserve assets amidst geopolitical uncertainties and economic.

STRATEGIC HEDGE

The underlying trend suggests that central banks, including India's RBI, remain committed to bolstering their gold reserves as a strategic hedge against global economic uncertainties. This reaffirms the importance of gold as a reserve asset in times of economic instability.

News Analysis: SUPREME COURT ORDERS 'COMPLETE DISCLOSURE' ON ELECTORAL BONDS FROM SBI

The Supreme Court directed the State Bank of India to fully disclose details of electoral bonds, including alphanumeric codes linking donors to political parties, emphasizing transparency. The Court also instructed the bank to file an affidavit confirming no information suppression. The Central government defended the bonds as a measure to counter black money.



Supreme court's emphasis on transparency

The Supreme Court's order to SBI highlights the necessity for transparency in political financing, especially regarding electoral bonds. Requiring the revelation of alphanumeric codes connecting donors to political parties enhances understanding of funding origins, fostering electoral accountability and integrity.

Affidavit requirement for compliance

The court's instruction for SBI Chairman Dinesh Khara to file an affidavit serves as a mechanism to ensure compliance with the disclosure order. By requiring an official affirmation that all relevant details regarding electoral bonds have been divulged without suppression, the court seeks to hold the bank accountable for complete transparency.

Court's reminder of previous order

The reiteration of the court's earlier directive from February highlights the judiciary's commitment to upholding its rulings. By reminding SBI of its obligation to disclose all electoral bond details without further delay, the court emphasizes the importance of timely compliance with judicial decisions.



Central government's justification for electoral bonds

The defense of electoral bonds by the Central government, particularly the argument that they are aimed at curbing black money in political funding, provides context for the ongoing legal proceedings. Despite criticisms and challenges, the government maintains that electoral bonds serve a legitimate purpose in ensuring transparency and accountability in political finance.



Central Banking London selects RBI for Risk Manager Award

Mar 15, 2024

Reserve Bank wins Risk Manager Award at Central Banking Awards 2024 in London for implementing a new enterprise-wide risk management framework, overcoming challenges from 2012, and being acknowledged for large staff size.

Govt contemplating changes in SARFAESI, DRT laws; to provide legal sanctity to e-notices

Mar 19, 2024

The Finance Ministry has set up a panel to propose amendments to the SARFAESI and DRT Acts, aiming to expedite debt recovery. E-notices were to be granted legal sanctity for faster recovery. Meetings were held, discussing enhancements to DRTs for efficient debt recovery.

PE, VC investments fall to USD 2.2 bn in Feb as big-ticket deals dry up

Mar 21, 2024

Private equity and venture capital investments in February totaled USD 2.2 billion, down 39% from the previous year. The month saw 120 deals, surpassing January and February 2023, with notable investments in Byju's and iBus Network.

Balancing fintech regulation with innovation tricky: World Economic Forum official

Mar 24, 2024

Matthew Blake navigates the delicate balance between regulation and innovation in the rapidly evolving fintech landscape, emphasizing the need for proactive measures to combat fraud and ensure sustainable growth.

Forex reserves rise \$32.9 billion in April-December

Mar 27, 2024

The valuation gain, reflecting the depreciation of the US dollar against major currencies, lower bond yields and higher price of gold, amounted to \$11.1 billion during April-December 2023 as against a valuation loss of \$29.9 billion during April-December 2022, the RBI said.

MoRTH raises Rs 40,314 cr through asset monetization in FY24

Apr 2, 2024

MoRTH monetises its assets under three different modes -- toll-operate-transfer (TOT) model, Infrastructure Investment Trust (InvIT) and project-based financing, in order to provide all categories of investors an opportunity to invest in assets pertaining to highways and associated infrastructure.

PFC pays Rs 2,033 crore interim dividend to Govt for FY24

Apr 4, 2024

PFC paid ₹2,033 crore dividend to the government for FY23-24 in three instalments. Highest-ever interim dividend presented to RK Singh. Total interim dividends of ₹3,630 crore distributed. PTI reported the record dividend payments.

Reserve Bank of India leads surge in gold reserves amid global central bank slowdown

Apr 6, 2024

Despite a slower pace in February, central banks like India's RBI are dedicated to strengthening gold reserves as a hedge against economic uncertainties, with an eye on diversifying forex reserves.

India benefiting from growing interest from multinationals: UN report

Apr 10, 2024

India's manufacturing appeal to multinationals highlighted in the UN report amid strong investment. Urgency emphasized in achieving Sustainable Development Goals through mobilizing financing to address the 4.2 trillion dollars development gap.

Amended India-Mauritius tax treaty will not be applied retrospectively: Report

Apr 12, 2024

The new provisions in the treaty include a principle purpose test, which will be used to judge whether tax benefits under the treaty will apply to investments or not, according to the text of the treaty released by India's foreign ministry.

News Analysis: The Impact of IPL Sponsorships: A Game-Changer for

The Indian Premier League (IPL) has undeniably become a powerhouse in the world of cricket since its inception in 2008. Not only has it revolutionized sports marketing, but it has also set new benchmarks and captivated audiences worldwide. Over the years, the IPL's meteoric rise in viewership, from an average of 40 million viewers per match in 2008 to a staggering 400 million by 2023, has transformed cricket into a compelling brand proposition. This exponential growth has provided companies with unparalleled opportunities to engage with a vast audience base.

TATA'S STRATEGIC LEVERAGE:

Among the brands capitalizing on the IPL's massive platform is TATA. The sponsorship allows TATA to reach an astounding 458 million people in 2021, enhancing its brand presence and engaging with a broader audience. TATA's strategic moves in the new-age consumer space, including acquisitions of FMCG companies, investments in online pharmacy and grocery apps, and the launch of Tata Neu, align seamlessly with the IPL sponsorship.

Furthermore, TATA's consumer-facing companies have also leveraged the IPL brand effectively. For instance, Voltas, a consumer electronics company under TATA, witnessed a 20% increase in Google searches and a 39% uplift in brand recall during its IPL campaigns. Similarly, Tata Motors reported a significant jump in enquiries and bookings for its passenger cars like Harrier, Nexon, and Punch during the IPL season. Titan Company, renowned for its watches, utilized the IPL to promote its other watch and jewelry brands like Sonata and Mia by Tanishq, further expanding its market reach.



JIO CINEMA'S BOLD MOVE:

Another notable example is Jio Cinema, which is making waves by offering the IPL completely free to watch in 2024. This strategic move aims to attract a massive audience to its platform, transcending beyond Jio subscribers. By showcasing commercials during the games, Jio Cinema plans to generate revenue, capitalizing on the expected high viewership. Moreover, this initiative presents an opportunity to retain viewers beyond the IPL season, potentially converting them into paying subscribers for other content on Jio Cinema.



News Analysis: REVOLUTIONIZING E-COMMERCE: AI-POWERED CX AUTOMATION TAKES CENTER STAGE

AI-powered customer experience (CX) automation is making waves in revolutionizing e-commerce. With AI technology, companies can enhance their customer interactions, streamline processes, and provide personalized experiences. AI chatbots can handle customer inquiries, recommend products, and even process transactions. This automation not only improves efficiency but also allows businesses to deliver exceptional service around the clock. It's an exciting development that's transforming the way we shop online.

AI-driven CX automation is a field that is always evolving, and businesses need to continuously improve and adapt. They should regularly update their AI solutions based on customer feedback and emerging trends. Data privacy and security are also crucial considerations in AI-driven CX automation to comply with regulations and maintain customer trust.



AI-driven analytics can provide valuable insights into customer behavior and preferences. By identifying patterns and trends, businesses can tailor their offerings and marketing efforts to target customers more effectively, driving sales and improving customer satisfaction. It's an exciting time for e-commerce!



Selecting the right AI solutions is essential for businesses. They should choose solutions that align with their goals, customer base, and industry-specific requirements. By optimizing the e-commerce experience with AI-driven CX automation, businesses can revolutionize the industry by providing personalized and efficient shopping experiences.



Numerous Swiss companies keen on investing in India: Helene Budliger

Mar 17, 2024

Swiss companies, including Barry Callebaut Group and Buhler, express interest in investing in India, with commitments reaching millions of dollars. The Trade and Economic Partnership Agreement (TEPA) between India and EFTA countries, including Switzerland, promises significant investment inflows, while trade relations show growth potential across various sectors.

Boeing, Boeing gone! Airbus scores big wins in Japan & South Korea

Mar 21, 2024

Japan Airlines said it's buying 21 Airbus 350-900 as well as 11 A321neos in a multibillion dollar deal, breaking Boeing's exclusive hold as the sole single-aisle jet supplier for the carrier. Boeing brought home a smaller deal, for 10 Boeing 787 widebody jets. Two hours later, Korean Air Lines announced the purchase of 33 Airbus A350 jets for \$14 billion in a winner-takes-all contest that left Boeing empty-handed

McDonald's stores close in Sri Lanka after deal with partner ended, lawyer says

Mar 25, 2024

McDonald's has terminated its partnership with a local franchisee in Sri Lanka, leading to the closure of all 12 outlets in the country, as confirmed by attorney Sanath Wijewardane on Sunday. "The parent company ended the agreement due to standard issues," stated Wijewardane. McDonald's is currently not operating in Sri Lanka but may consider a comeback with a new franchisee in the future.

Fast-fashion retailer H&M delayed some campaigns due to Red Sea crisis

Mar 27, 2024

H&M, the world's second-largest fashion retailer, has delayed some Spring/Summer campaigns due to shipping delays caused by the Red Sea crisis. CEO Daniel Erver stated that the impact on customer availability was minimal. The delays, around two weeks in some markets, are due to ships avoiding the Suez Canal. H&M is monitoring the situation and has taken measures to minimize the impact, including asking suppliers to ship.

India Inc warms up to the idea of product recalls as pharma, auto industries lead the charge

Mar 28, 2024

In FY23, 30 companies undertook voluntary product recalls, while 16 were forced to recall their products, shows data sourced from Prime Database. Product recall information forms part of the business responsibility and sustainability reporting (BRSR) framework that is mandatory disclosure for the top 1,000 listed companies from FY23. Since many companies have not disclosed data for FY22, a YoY comparison is not tenable.

Tata International appoints Rajeev Singhal as MD Apr 1, 2024

Rajeev Singhal appointed MD at Tata International, succeeding Anand Sen. With 36 years experience, Singhal aims to drive value for stakeholders. Transitioning from Tata Steel, he held VP roles in marketing and sales.

Vedanta Director Priya Agarwal to join WEF's Young Global Leaders Class of 2024

Apr 5, 2024

Priya Agarwal Hebbar, from Hindustan Zinc Limited and Vedanta Limited, is part of the WEF's Young Global Leaders 2024 cohort. She collaborates with global changemakers and Indian leaders for positive social impact.

Dr Ranjan Pai joins JSW One Platforms as independent director on its Board

Apr 8, 2024

JSW One Platforms, a division of JSW Group, has appointed Dr. Ranjan Pai as an independent director on its Board. Dr. Pai, known for his expertise in education, healthcare, entrepreneurship, and investment, aligns with the company's focus on driving innovation and value creation.

Unicorn Zyber 365 Group and CashKaro join hands to offer decentralised blockchain tech

Apr 10, 2024

Zyber 365 has announced that it has joined hands with CashKaro to integrate decentralised blockchain technologies into CashKaro's cashback services and online retail space. Zyber 365 Group was founded by Pearl Kapur, who recently became India's youngest billionaire at 27. Zyber 365, valued at \$1.2 billion currently, is an Indian cashback and coupon site.

Vistara operations have been stabilised: CEO to employees Apr 11, 2024

Vistara CEO Vinod Kannan addresses operational challenges, cites stretched pilot rosters as a key issue. The airline cancels 10% of April flights after facing disruption due to pilot availability and other factors. Kannan acknowledges customer frustration but expresses confidence in Vistara's ability to rebound and improve.

