

# The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NACC 'A' GRADE Accredited  
ISO 9001-2008 Certified

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

May 2013  
Volume 2 Issue 02



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**Cause Marketing**

**Marketing Quiz**

**Business Personality- Deep Kalra**

**Newly Launched Product**

**Career Plus**

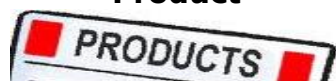
**Star Product of the Month**

**Readers Point**

**Shelf Space**



**Next Generation Product**



**Spray Fabrics**



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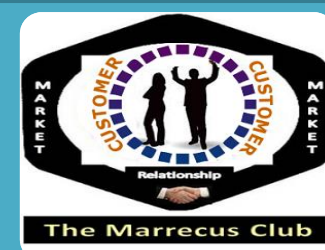
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In this new era of social responsibility, what you don't do can cost you. "Cause marketing" is now the norm, and customers who visit your website and see your advertising want to know that you share their desire to make the world a better place by supporting an important cause.

If your business or brand doesn't stand for a cause, consumers may turn to your competitors. The number of consumers who say they would switch from one brand to another if the other brand were associated with a good cause has climbed to 87 percent, a dramatic increase in recent years, according to a Cone Cause Evolution Survey.

Even niche markets, such as the nation's college students, now show a striking preference for brands they believe to be socially responsible. According to a newly released College Explorer study from Alloy Media, nearly 95 percent of students say they are less likely to ignore an ad that promotes a brand's partnership with a cause.

There's a strong connection between entrepreneurship and giving. The challenge is to make your socially responsible efforts a winning proposition for the nonprofit group you support, the community and your business. You can master this marketing challenge by following these five important steps:

#### **Step 1.** *Give from the heart.*

Cause marketing works best when you and your employees feel great about the help you're providing to a nonprofit group. So work with an organization you and your team believe in, whether that means supporting the fight on behalf of a national health issue or rescuing homeless pets. What matters most to you, your team and your customers? You'll work hard to make a difference when you give from the heart.

#### **Step 2.** *Choose a related cause.*

A solid cause-marketing campaign often starts with the right affiliation. So as you go through the nonprofit selection process, look for a cause that relates to your company or its products. For example, when Procter & Gamble's Olay brand skin-care line partnered with the American Society for Dermatologic Surgery, its campaign goal was to inspire women to protect their skin from the sun.. PR support yielded widespread broadcast, print and online coverage, helping the program attract more than 9,000 individuals for free skin-cancer screenings.

#### **Step 3.** *Contribute more than dollars.*

For many types of businesses, cause marketing involves donating products or services and not simply writing a check. This can help form even stronger consumer associations between what you offer and the good work you do. My own firm, for instance, works hard to support two local groups--a shelter for homeless women and children, and an organization that helps cancer patients pay their rent and other bills while undergoing treatment. As a marketing expert, I contribute services that include producing an annual Woman's Hope benefit concert and direct-mail and public relations campaigns that in the past eight months have netted approximately \$250,000 for these nonprofits.

#### **Step 4.** *Formalize your affiliation.*

To make your affiliation a win-win for everyone, work with the nonprofit you choose to define how it will help your business increase its visibility, brand or company awareness. If the organization has a newsletter or other communications with its constituents, negotiate for opportunities to do joint promotions. Discuss how you will use the organization's logo and name in your marketing campaigns, and how it, in turn, will use your company logo and name in its press releases, on the organization's website and in other materials.

#### **Step 5.** *Mount a marketing campaign.*

Success in cause marketing often means motivating an audience to take action, such as making a donation or participating in an event.. Using a dedicated marketing campaign, you can reach and persuade the target group while also raising awareness for your business and its commitment to social responsibility. For example, to enhance its relationship with the black community, State Farm created the 50 Million Pound Challenge to educate blacks about the risks associated with being overweight. A special Challenge website was created to provide ongoing advice and support, and has helped hundreds of thousands of people lose weight.

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## Name – Deep Kalra

Founder & CEO of “MakeMyTrip India Pvt. Ltd.”



Mr. Deep Kalra Co-founded MakeMyTrip India Pvt. Ltd. in 2000 and serves as its Chief Executive Officer. Mr. Kalra is the Founder and Chief Executive Officer at Makemytrip.com Inc. Mr. Kalra founded MakeMyTrip Limited in April 2000 and serves as its Group Chairman and Chief Executive Officer. Mr. Kalra has over 18 years of experience in e-commerce, sales, corporate finance and financial analysis. He has established and built up India's most successful online travel company. He has been associated with One97 Communications Limited since January 2010.

Prior to MakeMyTrip, he worked with leading multinational companies in India in senior capacities. He served with General Electric Company's subsidiary, GE Capital as Vice President, Business Development. After starting his career with ABN AMRO Bank in the corporate banking division, he established and managed AMF Bowling Inc.'s South Asian operations.

Mr. Kalra has been a Director of MakeMyTrip Limited since October 9, 2001. He serves as a Director of Travogue Electronic Travel Private Limited, International Web Travel Private Limited and MakeMyTrip (India) Pvt.Ltd. He has been an Independent Director at One97 Communications Limited since January 15, 2010. He serves as a Director of IndiaMART InterMESH Limited. He serves as Chairman of Internet working group of the National Association of Software and Services Companies (NASSCOM) in India. He serves on the Board of TiE, Delhi. He is a Member of the executive council of the National Association of Software and Services Companies (NASSCOM) in India. He is a Charter Member of The Indus Entrepreneurs (TiE).

He is also a founding member of "I am Gurgaon", an NGO focused on the improving the quality of life in Gurgaon.

He holds a Bachelor's degree in Economics from St. Stephen's College, Delhi (1990), and a MBA (PGDM) degree from the Indian Institute of Management, Ahmedabad (1992). His interests include adventure sports, swimming, yoga, quizzing and travelling to places off the beaten path.

According to him to would-be entrepreneurs that you must first work for a professional and then turn into a businessman, reason being you get to know the value of someone who works for you. You learn to value professionals. That also changes the way you treat others.

### Fact Sheet

**Name of the Founder:** Deep Kalra

**Education:** Bachelor's Degree in Economics from St. Stephen's College, Delhi (1990) & MBA (PGDM) from IIM-A (1992)

**Company:** MakeMyTrip.com

**Year of Inception:** Launched in the US in 2000. Launched in India in September 2005

**Products/ Services:**

- International and Domestic Air Tickets, Holiday Packages, Hotels
- Domestic Bus and Rail Tickets
- Private Car and Taxi Rentals: MICE (Meetings, Incentives, Conferences, & Exhibitions)
- B2B and Affiliate Services

**Key Clients:** B2C brand

**Topline:** US \$ 465 Million

**Bottomline:** Revenue US \$ 40.23 Million, Net Loss of US \$ 6.21 Million

**YoY Growth:** In February 2011, revenue increased by 56.7% year over year to \$35.8 million. Revenue less service cost increased by \$6.4 million to \$17.3 million, representing a growth of 59.2% year over year

**Investors:** SAIF (SB Asia Investment Fund), Helion Venture Partners, Sierra Ventures, Tiger Fund

**IPO:** Listed on NASDAQ in August 2010

**Expansion Plans:** In Feb 2011 MakeMyTrip.com acquired Singapore-based travel firm Luxury Tours & Travel Pte Limited (LTT)

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

**Success mantra – “Hire People Better Than You....”**



## CERTIFICATE IN COMMODITIES TRADING

### Overview:-

The Commodities Course is designed to meet the ever-growing requirements and needs of the students, traders, corporate who are interested in learning about the commodities markets in depth. The commodities markets in India along with the exchange traded commodity derivatives have witnessed substantial growth over the past 4-5 years and it is expected that in coming years, the growth is likely to be even more spectacular. Commodities markets offer challenging and exciting opportunities for all the market participants, be it the corporate for Hedging and managing its risk, exporter / importer or the trader who is basing his trades on fundamentals or technical analysis.

This market intends to revolutionize the entire physical market of commodities in India and help India get its rightful place on the world stage.

This interactive course is tailored for students / finance professionals who need to understand the mechanics of and products in commodity markets. The course consists of an interactive lectures, case studies, and in-depth exercises.

### Course Details:-

This course covers the basics of the commodities markets, the overall workings and dynamics of the commodities markets and also a brief about derivative instruments. Later on in the course, details with regard to various commodities traded, the World's major exchanges along with the trading are covered in subsequent sessions. This course is aimed at providing both a theoretical as well as real-world scenarios training to the student of this. On completion of the course, the student is expected to develop a very sound and updated understanding of the commodities markets, which shall enable him / her to take advantage of the ever-growing opportunities in the commodities world.

### GOLS eLearning course on commodities explains on following course outlines:

- What are Commodity Markets and their Use?
- Key Factors Influencing Commodities Pricing
- Commodities Trading
- Commodity Derivatives Pricing

The course will provide the blend of theory and practical application of strategies, with focus on application key strategies based on fundamental and technical analysis. The online course on commodities market describe the key features of precious metals and the participants in the precious metals market and explains the process of hedging and trading on major commodities exchange like MCX, NCDEX and other regional exchanges.

### Career scope:

As a Commodities Analyst / Trader/ Relationship Manager- Commodities, in

- Distribution houses - commodities Desk
- Commodities Trading Houses
- Knowledge Process outsourcing - Research Analyst
- Banks - Derivatives/ Commodities Trader
- As a Trading Member\*

For Further Details Visit:-

[www.fmc.gov.in](http://www.fmc.gov.in)

### Fees:-

₹ 995/-

### Inbound Marketing:-

It is advertising a company through blogs, podcasts, video, eBooks, E-newsletters, whitepapers, SEO, social media marketing, and other forms of content marketing. In contrast, buying attention, cold-calling, direct paper mail, radio, TV advertisements, sales flyers, spam, email marketing, telemarketing and traditional advertising are considered "outbound marketing". Inbound marketing earns the attention of customers, makes the company easy to be found and draws customers to the website by producing interesting content.

### Share Of Wallet (SOW):-

It is a survey method used in performance management that helps managers understand the amount of business a company gets from specific customers.

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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"  
-David Ogilvy

# Newly Launched Products

## Acer Iconia Tab B1-A71

Taiwanese computing giant, Acer has announced the launch of its new affordable Iconia Tab B1-A71 tablet in the Indian market with a price tag of just ₹ 7,999/- aiming to expand its presence in the crucial Asian market. The Acer Iconia Tab B1-A71 tablet comes with a 7-inch (diagonal) WSVGA capacitive multi-touch screen with a resolution of 1024x600 pixels. It runs on Google's Android 4.1.2 or Jelly Bean and is powered by a 1.2 GHz dual-core CPU with Cortex A9 cores from MediaTek, supported by a PowerVR SX531 graphics chip from Imagination. It has a 512 MB RAM and 8 GB internal memory, which can be expanded using a microSD card slot. It supports 3G data via SIM card or dongles and Wi-Fi.



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leadership  
inclusiveness  
caring

character  
building

## General Motors- MPV

The Indian unit of automotive giant, General Motors has announced the launch of its multi utility vehicle (MUV) Chevrolet Enjoy in the Indian market.

The new Chevrolet Enjoy will be available in both petrol and diesel options in the country. The petrol version will be powered by a 1.4 litre engine and on the other hand the diesel variant will have a 1.3 litre engine. The buyers will have a 7-seater and 8-seater options for the vehicle. The company said that the vehicle has been specially re-engineered and re-designed to meet Indian conditions.



## Vertu TI Mobile

Luxury phone maker, Vertu has announced the launch of its new unique offering, Vertu TI with attractive features in the India market.

The new Vertu TI will come with a price tag of a whopping ₹ 6,49,990. The company's devices are popular with celebrities like Madonna and David Beckham. It launched the new TI in February this year. The Vertu TI is packed with titanium and has a ruby key for access to concierge services. The device's outer casing is created from grade 5 titanium so that to make it lightweight and durable for the customers.



## Panasonic P51 smartphone

In a move which marks the re-entry of Panasonic into the mobile handset market, the Japanese handset maker announced the launch of its first smartphone - the P51 - on Thursday.

Powered by a 1.2 GHz quad-core processor, the Panasonic P51 handset features a 5-inch screen; 1 GB RAM; and 8-megapixel back-side camera; a 1.3-megapixel front-facing camera; the Android 4.2 'Jelly Bean' operating system; and 4 GB of onboard storage capacity, which can be expanded via the microSD card slot.



## XOLO Q700 smartphone

XOLO has announced the launch of its Q700 smartphone that the company claims is the world's first multi profile Android smartphone with a Quad-core processor. The XOLO Q700 has a 4.5 inch qHD IPS display with One Glass Solution (OGS) Technology with a resolution of 960x540 with 245 PPI and can play 720p videos. It has Android Jelly bean v4.2 and powered by 1.2 GHz Quad-core processor with 1 GB of RAM. It comes with 4 GB of internal storage. It will come with a 2400 mAh battery for extended battery life.

The smartphone has a 5 MP rear camera with Back Side Illumination Sensor that allows users to click clear and crisp pictures even in low light environment and front VGA camera for video conferencing. The rear camera is also capable of recording 720p videos.



## Hedging:-

**A mechanism to avoid the risk of a decline in the future market of a commodity, usually by entering into futures markets.**

# Marketing Quiz

1. The way in which prices in a market are set by the forces of demand and supply is known as the?
  - a) Bartering System
  - b) Price fixing
  - c) Price mechanism
  - d) Free market
2. When following the five-step marketing research approach, developing the research plan is the \_\_\_\_\_ step?
  - a) First
  - b) Second
  - c) Third
  - d) Fourth
3. Pooja, a Chartered Accountant, reads an article that states that CAs receive the highest starting salary offers from consulting firms. The article also states that marketing majors start with lower salaries but surpass all other majors' salaries within ten years. Pooja doesn't remember reading this last part of the article, just the first part. This is an example of?
  - a) Selective exposure
  - b) Selective retention
  - c) Subliminal perception
  - d) Selective distortion
4. When the demand for soft drinks grew by 12 percent in one year, the demand for aluminum cans and glass bottles grew also. The aluminum and glass industries are enjoying the effects of?
  - a) Inelastic Demand
  - b) Derived Demand
  - c) Unitary Demand
  - d) Joint Demand
5. Sumit Khanna is a marketing manager faced with planning marketing strategies during times of inflation. He should be aware that inflation causes consumers to?
  - a) Purchase more goods and services to support their psychological wellbeing such as counseling and stress management training
  - b) Decrease their brand loyalty to products they have traditionally used
  - c) Buy in small quantities until inflation is over
  - d) Consume more meals away from home

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leadership  
inclusiveness

Business has only two  
functions - marketing  
and innovation.

-- Milan Kundera

caring

## Answer of Marketing Quiz April 2013

1. Cinemax
2. Axis bank
3. NYSE euronext
4. Azim prem ji
5. ONGC
6. Define the bussiness mission



## Congratulation!

**Manjeet Kaur**  
PGDM (2012-14)



*Note: Prize will be distributed in the next activity of Marrecus Club in the auditorium.*

Complete the Marketing Quiz and mail us along with your photo at [marrecusline@its.edu.in](mailto:marrecusline@its.edu.in) we will publish the winner name in next edition.

E-Tag Line "Time to make the doughnuts" related to Dunkin Donuts



MARRECUS LINE

## Google Nexus 4: A Killer Smartphone

After a long delay of six months, Google Nexus 4 has finally made its way to India. Though it is being sold by LG and remains unavailable on Google Play Store as of now, we are glad that the much-awaited flagship Nexus smartphone of Google is finally retailing in the domestic market.

It is widely known that Nexus 4 has top-notch hardware (at least as per last year's standards, when it was launched) and is priced much more competitively than rivals. We tested the device to see exactly how good it is and whether it is a better option than the likes of Samsung Galaxy S III, HTC One X etc, which fall in the same price band.

### Hardware:-

Google Nexus 4 is based on LG Optimus G - launched in India in January this year - and the two share most of the hardware specs. You get a 4.7-inch True HD Plus IPS screen that supports 1280x768p resolution and 318ppi pixel density. Nexus 4 review unit we received runs on Android 4.2 (Jelly Bean), the latest version of the free mobile OS.

Under the hood, it packs a 1.5GHz quad-core CPU with 2GB RAM and 16GB storage; the 8GB variant of the phone has not been launched in India. On the back of the phone is an 8MP camera with LED flash, while a 1.3MP unit graces the front (LG Optimus G in India comes with a 13MP rear camera).

### Software:-

Google Nexus 4 runs on the stock Android 4.2, giving you software devoid of any apps that clutter the OS (Samsung Galaxy S4's gimmicky apps come to mind). We were curious about the features that the latest version of Android brought to the phone and we are glad to say Google has not disappointed us. Though a minor update, it adds a few new functionalities to the software.

### Camera & Audio:-

An 8MP camera with LED flash is strapped to the back of Nexus 4. This snapper is not the best in its league and loses to Samsung Galaxy S III's shooter on all counts. While colour reproduction is good, the images are a little grainy for our taste, but not so much that you will not want to upload them on social sites. Contrast in the images we took was a little below par and details were a lot less as compared to the excellent camera of Galaxy S III and iPhone 4S. Lowlight photos of the phone were not good and the LED flash, though powerful, does not help its case much.

### Performance:-

Running on stock Android 4.2, Google Nexus 4 is extremely smooth and we did not experience the unit hanging even once, or lost frames in videos. Having discussed the software above, let's discuss the hardware of the phone here. It has an IPS display that offers wide viewing angles, but sunlight legibility of the screen is extremely poor. In fact, we had to keep brightness at least at 30% all the time, since it became nearly impossible to identify text at lower level.

Nexus 4 comes in only a 16GB storage variant in India, of which 13GB is user accessible. Many might consider the absence of a microSD card a deal-breaker, but 13GB should be sufficient for most purposes. With 1.4GB RAM (out of 2GB) at your disposal, you will not have to be worried about the phone hanging at all. Battery performance of the phone is good, delivering around 15 hours on a single charge.

**Price:- ₹ 25,999/-**

For more info, you can visit :- [www.google.com/nexus/4/](http://www.google.com/nexus/4/)



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01 – 03 June,  
2013



## India Intl. Beverages Fair

### Profile:

The Breweries Fair in New Delhi is a fair for the beverage industry. Exhibitors show specialties from home and abroad. Visitors can be inspired by the wide variety of products on display. It is also possible to obtain information in a direct conversation with the producers about the various products. For visitors, it is an excellent opportunity to network with colleagues and make new business contacts.

### Product Groups:

Milk, tea, coffee, Mineral Water, Herbal drink, Juices, Cocktail/ Mock tail/ Soups/ Calcium Fortified Drinks, Dairy based Drinks, Organic Drinks, Soda Drinks, Flavored Drinks, Home Made Drinks, Bars, Soft Drinks, Indian Traditional drinks, Materials, Probiotic Drinks, Sugar free Drinks, Energy Drinks, Health Drinks, Alcoholic Beverages and Raw Liquor.

### Organizer:

Theme Promotors,  
40A, DDA Flats(LIG),  
Rajouri Garden,  
New Delhi-110027  
Mobile-91-9717717170  
Email- [themepromotors@gmail.com](mailto:themepromotors@gmail.com)  
Website- [www.breweriesfair.com](http://www.breweriesfair.com)

Pragati Maidan, **Hall No.-**



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“Marketing is what  
you do when your  
product is no good”  
-Edwin Land



Odyssey Technologies, a public limited company located in South India, is a pioneer in Information Security in the Asia-Pacific region. With strong core competencies in Cryptography and Internetworking, Odyssey offers solutions built around Public Key Infrastructure, the framework that brings confidentiality, authentication, privacy, and non-repudiation into the omnipresent world of the Internet.

Odyssey has developed an entire range of software applications based on cryptographic algorithms and protocols. The development has been carried out in-house without any reliance on external libraries or licenses, making Odyssey the owner of all the Intellectual Property represented by the products. At the same time, Odyssey, through its strict adherence to International Standards governing cryptography and PKI, is able to offer completely inter-operable solutions to address most security needs.

Odyssey's products are targeted at addressing internal needs of enterprises as well as their interactions with each other, generally leveraging the Internet. In tune with existing market realities there is a strong leaning towards the financial segment though most of the products are domain-neutral and can be deployed for a wide variety of business requirements.

Odyssey's products have always been on the cutting edge. Product innovation with a customer focus has helped us in carrying out quick deployments, minimum customer pain and repeat revenue. The zero touch deployment of such high level of security has been pioneered by Odyssey.

Odyssey's continuing research into breaking new areas and their implications for security has led to multiple emerging products in the domains of mobile phones, large volume data handling and the ongoing work on cloud computing.

### Management

**Robert Raja**  
Chairman & M.D.

**S Ramya**  
Company Secretary

### Products

- **Altasigna:** AltaSigna is a fully automated document generation and dispatching product that incorporates authentication and privacy features. It enables the smooth transition of business from the real world to the digital world.
- **Snorkel- TX:** Snorkel TX is a Public Key Infrastructure (PKI) gateway to Internet applications that can be deployed with absolutely no change to the existing application set-up.
- **Snorkel- SX**
- **Snorkel- BX**
- **Certrix**

### Corporate Address

Arjayapex Centre, I I Floor, No. 51, College Road, Chennai-600006, Tamil Nadu  
Website:- [www.odysseytec.com](http://www.odysseytec.com)

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## Make Clothes Out of a Can With Spray-On Fabric



*Fabrican is offering a new approach to the application of fabrics throughout our everyday lives. Spray-on Fabric is a patented technology developed by Fabrican which involves the creation of a liquid suspension which is then sprayed by use of either a spray gun or an aerosol can. The fabric is formed by the cross-linking of fibres which adhere to create an instant non-woven fabric that can be easily sprayed on to any surface. Its properties can be tailored to meet the needs of the consumer. Intricate patterns can be created, in a number of colours leading to an aesthetically pleasing fabric. With our prototypes we have been able to use different types of fibres from natural to synthetic, incorporating scents and colours (from primary to fluorescent) that provide great flexibility for modern consumer and industrial needs.*

*The product was developed through interdisciplinary research, linking the subjects of engineering, material science and design. The commercial exploitation of robust prototypes is underway, potentially licensing the technology to industry within a number of identified commercial sectors.*

*Innovations in material science, such as smart fabrics incorporating nano-technology, Spray-on skin used by the medical and cosmetic industry, and the variety of substances able to be dispensed through today's aerosol technology, have informed and surrounded the development of Spray-on Fabric. As a non-woven material, Spray-on Fabric offers possibilities for binding, lining, repairing, layering, covering and molding in ways previously not imaginable.*

## Double Jeopardy- Shivani Jaiswal, MBA (2012-2014)

Double jeopardy is an empirical law in marketing where, with few exceptions, the lower market share brands in a market have both far fewer buyers in a time period and also lower brand loyalty.

The term was originally coined by social scientist William McPhee in 1963 who observed the phenomenon, first in awareness and liking scores for Hollywood actors, and later in behaviors (e.g. reading of comic strips and listening to radio presenters).



Shortly afterwards Andrew Ehrenberg discovered the Double Jeopardy law generalized to brand purchasing. Subsequently Double Jeopardy has been shown to apply across categories as diverse as laundry detergent to aviation fuel, across countries and time.

This empirical law-like phenomenon is due to a statistical selection effect that occurs if brands are broadly substitutable selling to much of the same types of people (often referred to as a lack of Product differentiation and market partitioning). The Double Jeopardy empirical generalization is explained and predicted by the NBD-Dirichlet theory of repeat purchase.

The main implication of Double Jeopardy is that market share growth depends substantially on growing the size of a brand's customer base.

So brand managers of a smaller market share brand should not be reprimanded for lower customer loyalty metrics. Also, they should not be expected to build customer loyalty to the brand without substantially increasing the brand's market penetration.

### 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



Vivek Jaiswal  
PGDM (2012-2014)

Send us your article not more than 400 words along with a photo at: [marrecusline@its.edu.in](mailto:marrecusline@its.edu.in)

We will publish in next volume, winning articles will get prizes.

We welcome your suggestions, feedback, stories etc.

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Ankit Kumar Singh  
Tussar Vivek  
Kundan Kumar  
Omprakash Singh



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Vivek Jaiswal- [vivekjaiswal@its.edu.in](mailto:vivekjaiswal@its.edu.in)

MARRECUS LINE