

# NEWS ALERT

## DAILY NEWSLETTER



### INDIA SHARES BURDEN

India may contribute \$10-11 billion to International Monetary Fund to lend to crisis stricken countries.

### NTPC NET RISES BY 5.56% IN FY09

The country's largest power producer reported 5.56% growth in its net profit to Rs. 7827.40 crore for the financial year 2008-09. The low growth is mainly due to higher provisioning for a revision in wages.

## Wilbur Ross to acquire the troubled Cobra Beer

1. NANO BOOKINGS START TODAY
2. NOKIA SEEKS TO TAP RURAL MARKET TO SPUR GROWTH
3. GOLD SCRAP SUPPLY AT RECORD HIGH IN 2008
4. RUPEE WEAKENS AS GLOBAL EQUITIES SLIDE
5. CREDIT GROWTH SLIPS TO 17.27% DESPITE DISBURSAL OF Rs. 79500 CRORE
6. PE INVESTMENTS INTO INDIA DROP BY 87% IN MARCH QUARTER
7. STANDARD CHARTERED SEEKS INTEREST IN RBS ASIA ASSETS

### SHARE INDICES

BSE SENSITIVE	10742.34	207.5
SP CNX NIFTY	3342.95	86.35
DOW JONES	7836.87	47.31
FTSE	3931.72	1.2
NASDAQ	1584.58	22.9
NIKKIE	8595.01	237.8

### INTERBANK CLOSING

Rs/ US \$	50.19	0.13
Rs/ UK POUND	73.75	1.12
Rs/ EURO	66.35	1.29

### CRUDE OIL

Brent (\$/B bl)	50.41	3.85
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### BULLION

GOLD Std (Rs/10 Gm)	14650	240
SILVER (Rs/ Kg)	20900	200



IS IT POSSIBLE TO REPLACE THE STATUS OF DOLLAR FROM THE GLOBAL RESERVE CURRENCY?

### STRATEGIES FOR RURAL MARKETING (VIEWS FROM CORPORATES)

*Companies do not have the luxury to ignore rural markets. We have seen a reach based approach adopted by the cos towards these markets. From increasing reach, marketers have to move towards increasing engagement.*  
 –SHAILESH NAIK, Head– eChoupal Channel, ITC

*Rural marketing requires huge amount of time, money and perseverance on the part of the marketer. It has to be a strategic intent for the companies. A strip down version from urban to rural does not work.*– SUMIT SEHGAL, VP Marketing, Max New York Life

*India's rural population accounts for 12.5% of the world population. It is not any different from any other consumer elsewhere. Marketers have to have a campaign approach rather than a promotion kind of approach.*– SANDIP BANSAL, Country Head, Xpanse Asia

### MARKET OUTLOOK

Short covering helps Sensex gain 207 points despite weak global trend. Indian market rebounded sharply from its initial losses to end the day with handsome gains on strong buying during final trading hours. The market opened sharply lower on the back of weak cues from the global markets. The US stock markets on Tuesday ended lower for second successive day, ahead of earnings season and concerns about the banking industry. There are fears regarding the earnings for the March quarter and uncertainty about general elections may keep investor sentiment unresponsive. The market will hunt for some news to take further directions. Dealers in the markets also expect some rate cut from the Reserve Bank of India (RBI) in the coming days, as inflation is below 1% mark.