



NEWS ALERT

DECEMBER 29, 2009

VOLUME IV , ISSUE 37

NOW, YOU HAVE BECOME MOST-PRIZED ASSET FOR FIRMS

WHAT's common to Yahoo!, DoCoMo, Google and Lays? It's a latest ploy in their marketing strategy. These are all recent examples of brands that are boosting user involvement by allowing consumers to tweak the brand experience as per their tastes and preferences.

While Yahoo! has asked consumers to tweak its signature yodel, Google has a 'Doodle for Google' contest where it invites school-kids to get creative and make impressions of its logo under the My India theme, some of which it featured on its homepage. Telecom brand DoCoMo recently features a TV advertisement created by one of its users while Lays is running its 'Give Us Your Delicious Flavour' contest that invites flavour suggestions from consumers. It follows the campaign by Pepsico's subsidiary Walkers in the United Kingdom — 'Do us a Flavour' and promises the winner Rs 50 lacs each and 1% of the sales turnover. With constantly waning consumer attention spans, marketers are having to deploy such strategies for creating personalised experiences for consumers.

IRDA SOUNDS OUT INSURERS ON NUCLEAR ACCIDENT COVER

A YEAR after private nuclear plants became a possibility in India following the Indo-US nuclear deal, the insurance regulator is deliberating with companies to cover liabilities arising out of nuclear accidents, which is essential for such plants. The Indo-US nuclear treaty signed last year allows India to carry out nuclear trade, have options for nuclear power and access to sensitive technology used for nuclear weapons. But the absence of rules for insurance in the sector has proved to be an obstacle in the setting up of new plants. Currently, nuclear risks are not covered by any policy as insurers do not have the wherewithal to estimate liabilities.

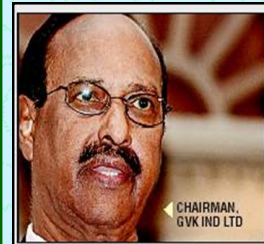
NO INTEREST RATE HIKE LIKELY IN SIX MONTHS: SBI

The country's largest lender, State Bank of India, has said that there will be no hike in lending



rates in the next six months as there is surplus liquidity in the market. Despite inflationary pressure, there will be no increase in the interest rate on loan in the next six months because of surplus liquidity in the market and rising deposits, SBI Chairman O P Bhatt told reporters here last night.

Bhatt said that there is a good amount of liquidity in the market and credit offtake is slowly picking up. Referring to the ongoing merger process of SBI associate banks, Bhatt said SBI is a major stakeholder in SBI associate banks like State Bank of Saurashtra and State Bank of Indore. The merger would improve SBI in terms of efficiency in operation, release of capital, economies of scale and avoiding waste and duplication. "More importantly, we are getting good quality people," he said



GV KRISHNA REDDY— ENTREPRENEUR OF THE YEAR