

From: TradeBriefs <newsletter@indiaretailnews.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
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Subject: November 26, 2015 - Aamir speaks, Snapdeal faces flak from netizens, and rival Flipkart comes out in support

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Sree

From the Editor's Desk

Blog

Vijaykumar Here's a classic 'gaffe turned into opportunity' story I was reminded of yesterday. This was a Chevy representative talking about a truck at the World Series during the presentation ceremony. In front of millions of viewers, he became a bundle of nerves and explained how the new vehicle had 'technology and stuff'. This led to a severe backlash on Twitter. The response from Chevy was wonderful and a lesson for so many brands (Are Snapdeal and Aamir Khan listening?). Here's the 2 minute [case video](#). - [Comment](#)

**Aamir speaks, Snapdeal faces flak from netizens,
and rival Flipkart comes out in support**

Digital

Looking for like-minded folks?

Coming Soon

All Signal, No Noise!

Get Priority Access

Advt: Get qualified leads for your business

TradeBriefs introduces automated mobile number verification, progressive qualification and other API-based verification. Save time and money!

Digital

Hyderabad based i-lend partners with US-based Jocata for KYC verification

Hyderabad based i-lend, which helps connect borrowers and lenders ready to provide mon

Digital

US-based digital marketing firm Cox Automotive buys stake in Mahindra First Choice

Digital

Bus aggregator Trevo shuts operations after operating for barely a month

Nikhil Vij and Raghav Jain, two of Trevo's co-founders, said the company has stopped operations but refused to disclose more information.

Digital

Govt working on e-commerce definition for clarity: Nirmala Sitharaman

Retail

SoftBank leads Rs 780 crore funding in Grofers

Grofers, a hyperlocal express delivery startup, has raised \$120 million, or Rs 780 crore, in a new funding round which is being led by Japan's SoftBank Corp.

Retail

Most Trusted Brands 2015: Here's what Tata Salt did right to get to the second spot

Helping it along is first mover edge: it pioneered branded salt in India when it launched in 1983 and today occupies more than half of the market.

Reliance Digital races ahead of Tata's Croma in electronics retail

Retail

"Reliance Retail overtook Croma after opening more stores, especially its smaller size neighbourhood format known as Digital Express Mini."

NCDRC reserves order on further testing of Maggi samples

Retail

NCDRC asks govt to submit a list of accredited and recognised laboratories to conduct the tests on Wednesday

'Spam filters' for phones exist, so why aren't big telcos using them to stop spam

Telecom

Robocalls from illegal telemarketing operations are more than just annoying, they're often scams that bilk Canadians out of tens of millions of dollars every year. Consumer advocates say phone companies could use "spam filters for the phone" to prevent these calls from getting through.

Tell Us About Your Last Call From a Phone Booth

Telecom

Phone booths are disappearing. Kids nowadays don't even know what it is when they are looking at one. But this booth in Prairie Grove, Arkansas is one of the

4G demand fuels 21% rise in India's smartphone shipments

Telecom

According to the latest report released by the International Data Corporation, the Indian smartphone market has seen a sharp 21.4 percent increase in shipm

Call drop situation improving in Delhi: Telecom minister Ravi Shankar Prasad

Telecom

Incidence of call drops has come down in Delhi between July and October, but telecom companies still have to work hard to meet the quality benchmark set for mobile services, telecom minister Ravi Shankar Prasad said on

Shareholders accuse NSE of trying to delay public listing

The NSE management is trying to further delay a public sale of its own shares by setting preconditions to the process

Finance

Govt readies new policy on start-ups

Policy will focus on manufacturing, seek to promote innovation, will offer tax sops to small unlisted start-ups

Finance

Vijay Mallya ready to pay principal amount Kingfisher owes to banks

Businessman who turns 60 next month says people think of retiring and enjoying life at that age

Finance

Should RBI worry about the fall in value of its gold holdings?

The fall in valuation has brought down the share of gold reserves in RBI's overall forex reserves to 5.3% from 9.2% in 2011

Finance

Vague guidelines help liquor cos promote brands via Facebook, Twitter and other digital platform

Indian alcohol companies have been using Twitter and Facebook for a while now and have now graduated to branded content on the digital platform.

Software

Sony's PlayStation 4 sales top 30 million consoles

The PlayStation 4, which went on sale in late 2013, has been Sony's fastest-selling game console, the Japanese electronics manufacturer said.

Software

Amazon to make Maharashtra its anchor investment state; opens 21st centre

Global e-commerce major Amazon, which today opened its seventh fulfilment centre in Maharashtra, has agreed to consider the state as its anchor investment destination.

Software

CCI dismisses complaint against Symantec Corp

Fair trade regulator CCI has rejected allegations of anti-competitive business practices made against anti-virus software maker Symantec Corp.

Software

Snapdeal mum on Aamir, but Flipkart comes in support

New Delhi: Popular e-tailing website Snapdeal has left Aamir Khan in cold, saying the company had nothing to do with his comments.

Ecommerce

Amazon to make Maharashtra its anchor investment state; opens 21st fulfilment centre

The company refused to share any financial details of the Bhiwandi FC, which is spread over 2.3 lakh sq ft with over 1 million cubic feet storage space.

Ecommerce

Report: Mobile Payments Won't Be a Thing This Holiday Season

Today almost every customer is a digital customer who is always connected, and who discovers new products faster than before, says AnIndya Basu and Pr..

Ecommerce

Insurance eligibility for Rupay users eased

Holders of Rupay cards, which have been issued to all accountholders under the Jan-Dhan Yojana scheme, will be eligible for insurance cover if the cards are used once in three months as against once in 45 days earlier.

Ecommerce

Franchisee Journey: From working at envy-inducing job with international assignments to settling down as Gigi's Cupcakes franchisee with multiple locations

Marina Lee traveled the world for Cisco before settling in North Carolina to open her own mini-chain of Gigi's Cupcakes bakeries.

Franchise

Do you have these 10 entrepreneurial tendencies that are innate in natural business leaders?

Here are the 10 signs that you are a natural born business leader, from The Franchise King Blog and Kiddie Academy franchising.

Dish TV India appoints Arun Kapoor as CEO

HR

Mahindras to select 32 from group to groom them into new leaders

Mahindra Group will select 32 high performers to hone them into new age leaders to take over its existing and new businesses within a decade.

HR

Saudi Arabia to recruit nurses from India through government agencies

As per the agreement, health institutions in the kingdom will get the nurses they require recruited through Norka-Roots, a field agency of the Norka, Ov...

HR

XLRI hosts 24th JRD Tata oration

XLRI School of Business and Human Resources organized its 24th annual JRD Tata Oration on Business Ethics on Tuesday.

HR

Finally in today's winter session, Govt warms up to Oppn: Will discuss intolerance, GST

PM Modi wants Opposition briefed on Paris meet; Congress narrows down GST to 3 issues

Logistics

Support for lower Indian GST rate gaining traction; blanket rate of 18% may be likely with scrapping of inter state levy

The Narendra Modi-government has softened its hardline stand on the goods and services tax (GST) and has started to reach out to the Opposition parties to broker a last-minute deal to push a tax reform that aims to create a pan-

Logistics

Airline stocks around the world gain 100-300%; SpiceJet top performer

SpiceJet's market capitalization of about Rs4,100 crore is too low given the \$5.7 billion valuation for the operator of IndiGo, says chairman Ajay Singh

Logistics

Here's the First Airport to Run 100% on Solar Power

Cochin International in southern India is the world's first airport to be run solely on power from the sun. It became totally energy self-sufficient in

Logistics

New office district with over 20 million sq ft IT SEZ space coming up in Gurgaon

IREO and a joint venture of Singaporean IT park specialist Ascendas and sovereign fund GIC are separately planning to build IT SEZ space.

Construction

Super-luxury duplex apartment sold for Rs 160 crore in Mumbai by Lodha Group

Lodha Group has sold a super-luxury duplex apartment in South Mumbai's tony Altamount Road locality at Rs 1.60 lakh per sq ft or Rs 160 crore.

Construction

Tata Housing to develop Rs 200 crore project in Mumbai

Realty firm Tata Housing has tied up with another realtor Neptune group to develop a housing project in Mumbai at an estimated cost of Rs 200 crore.

Construction

IT companies are the largest office space occupiers in low-cost markets in Navi Mumbai

Banking, financial services & insurance sector and manufacturing & industrial sectors each occupy 8% of commercial spaces leased in Navi Mumbai.

Construction

After Paying For Aamir Khan's Statement Snapdeal Fights #BootOutSnapdeal With #SnapdealForIndia : Report

Marketing

HUL, LG, Airtel ads misleading, says ASCI : Report

Advertising industry watchdog ASCI upheld complaints against 87 advertisements in August including those of HUL, Airtel and LG terming them 'misleading'.

Marketing

Publishing company S Chand raises \$27 million : push for digital services

S Chand, the publisher of textbooks and competitive exam material, has raised \$27 million (Rs 179.2 crore) led by International Finance Corp (Rs 110 crore) and existing investor Everstone Capital (Rs 60 crore), reports ET. It will use the funds for scaling up operations in education publishing,

Marketing

Digital marketing in 2016 : Trends, tips and the new role of content

Here is our list of trends and tips for blogging, producing video, running social media, designing graphics and writing longform pieces in 2016.

Politics

Winter Session starts today: Prime Minister Modi bats for debate, dubs it as 'soul of Parliament'

With the Winter Session of the Parliament beginning on Thursday, the first Constitution Day, Narendra Modi spoke about his hopes from the legislative process and the need to spread awareness about the Constitution.

Politics

Winter Session: Failure to pass GST Bill will cost India dear; BJP shouldn't let that happen

It will send a bad signal to the global investors about India's reform course and thus future investment prospects

Sonia Gandhi lashes out at BJP, says it's a 'joke' that party leaders are swearing by Constitution

Congress President Sonia Gandhi on Thursday targeted the government on issue of intolerance alleging that ideals and principles of the Constitution were under threat and being attacked deliberately.

Politics

As BJP, Opposition arm themselves for the Winter Session, are we in for another washout?

If you thought that the acrimony between the government and the opposition witnessed during the monsoon session of Parliament and the subsequent Bihar elections would have abated by now, you are in for a disappointment.

Sports

Live Cricket Score, India vs South Africa, 3rd Test, Day 2, Nagpur: South Africa chase 310 to level series against India

Catch the live score of India vs South Africa here. Ind vs SA scorecard: At Stumps, South Africa are clearly in trouble after being two down in chase of 310 runs.

Sports

Pakistan PM Nawaz Sharif gives PCB go ahead to play India in Sri Lanka: Report

Pakistan channel Geo News says PM Nawaz Sharif told Pakistan Cricket Board that it could play against India at a neutral venue.

Sports

Indian Super League: Zico

Indian Super League: The Brazilian was disappointed that the big screen inside the stadium showed the replay of Nicolas Velez's goal being wrongly adjudged to have been offside...

Sports

I-League scraps marquee player rule

I-League: The winners of the I-League will now earn a prize money of Rs.1 crore from the 2015-16 season...

Taapsee Pannu takes inspiration from grandparents for 'Ghazi'

Taapsee Pannu who is currently shooting for 'Ghazi', is drawing inspiration from her grandparents' experiences for her film.

Entertainment

I'm not fan of censorship: Vivek Oberoi

Vivek Oberoi says he does not believe in censorship and feels people have to be liberal with content.

Entertainment

Salman Khan's 'Prem Ratan Dhan Payo' crosses Rs 200 crore mark

'Prem Ratan Dhan Payo' starring Salman Khan and Sonam Kapoor has earned Rs 201.52 crores at box office in 14 days of its release.

Entertainment

Chrissy Teigen 'can't wait to be a mom'

Chrissy Teigen is enjoying her pregnancy and is incredibly happy with the thought of being a mother.

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