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VOLUME

IMPACT

HOW TO NEGOTIATE
WITH SPONSORS

WHY ?

U.S ECONOMY CAN
SOFT LAND

MILESTONE

SWIGGY'S IPO
GENERATES HEAT



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THE ART OF NEGOTIATING SPONSORSHIP DEALS - 1

INTRODUCTION

Sponsorships! Sponsorships are an important aspect of the smooth functioning of an event, let it be a sports event or a college event. Sponsorships help an individual to dwell in the real economic zone and gain valuable insights. Sponsorships also require lots and lots of negotiations with the client and such negotiations hold immense importance in the fundamentals too. Negotiating sponsorship deals is a delicate dance that requires finesse, strategic thinking, and effective communication. Let's dive into some easy-to-follow tips to help you navigate this artful process.



Know Your Worth

Figuring out what you're worth is the first step in the negotiation process. Research and collect data about your target audience, engagement KPIs, and the kind of impact you, or your event, can make. This data is the basis of your bargaining power. Trust is the key. It's the bright spot that grabs a sponsor's attention.

Identifying Mutually Benefits

Negotiation is a win-win situation. Make sure your sponsor's goals align with your event's goals through in-depth conversations. Showcase your unique offerings such as brand expansion and audience access as selling points. This is a strategic approach that goes beyond the obvious and ensures your pitch is short and to the point.

Personalizing Your Approach

Giving a personalized touch to anything adds immense value to that thing. The uniqueness and personal touch of the offeror should be reflected while negotiating the terms and conditions with the sponsor. Giving a personalized touch doesn't mean deviating from the sponsor's goals, values, and target audience. Personalized touch holds value during negotiation because it adds depth and sincerity to the proposal.

THE ART OF NEGOTIATING SPONSORSHIP DEALS - 2

Flexible Negotiations

It's a dance, negotiation demands flexibility and adaptability. It is acceptable for us to talk and compromise, where necessary. It's not only about the amount you get, but also about building a lasting relationship. A more robust partnership is built upon the search for shared ground.



Documentation is Must

Ensure the documentation of all agreements and terms as negotiations move forward. For the sake of avoiding any misunderstanding or contradiction, look at these documents closely. Both parties are protected and a solid foundation for a partnership is established by a clear record of the terms of the negotiations.



Stay Positive and persistent

It is through determination that challenges are dealt with during negotiations. It takes optimism, persistence, and a genuine desire to work together to secure sponsorship. With unshakable determination, navigate the complexities and transform setbacks into steppingstones.

Follow Up and Professionalism

Immediately follow up with professionalism during the negotiation process. To make a commitment without appearing aggressive, demonstrating an enthusiasm for cooperation. This approach builds trust, and reliability, and is pivotal for forging enduring partnerships and cementing the success of negotiated terms.

CONCLUSION

In conclusion, the art of negotiating sponsorship deals is a nuanced dance that combines strategic preparation, effective communication, patience, politeness along with holding a flexible approach. By mastering these elements, one can not only secure valuable sponsorships but also pave the way for enduring partnerships that benefit both parties in the marketing and brand. Negotiations are an important element of sponsorship without which it becomes hard to land a fruitful deal.

Credits- Aman Garg, Anubhav Pareek, Divyam Jain, Tanishq Agarwal, Hardik Grover

GUERRILLA MARKETING: INNOVATIVE TACTIC OR UNWANTED INTRUSION - 1

INTRODUCTION

In the dynamic realm of marketing, where standing out is both an art and a necessity, guerrilla marketing has emerged as a captivating strategy. It's a realm where innovation dances on the edge, but the question remains: Is it an innovative tactic or an unwanted intrusion?

The Innovation Factor:

Guerrilla marketing is the maverick of the advertising world, breaking free from traditional norms. It thrives on surprise, creativity, and an unexpected approach. From flash mobs to unconventional street art campaigns, the goal is to create a lasting impression that traditional methods might struggle to achieve. This element of surprise and freshness can engage audiences in ways that conventional advertising often falls short.

Attention vs. Intrusion:

However, there's a thin line between capturing attention and overstepping boundaries. What is perceived as clever and innovative by some may be seen as intrusive and disruptive by others. The risk lies in potential alienation if the unconventional methods push too hard or invade personal space. It's a delicate balance that marketers must navigate carefully.



Respecting Boundaries:

The success of guerrilla marketing hinges on understanding and respecting the audience's comfort zone. While a bold move can make a brand memorable, it's crucial not to cross into the territory of annoyance. Consent and relevance are key—ensuring that the surprise factor enhances the consumer experience rather than causing discomfort.

GUERRILLA MARKETING: INNOVATIVE TACTIC OR UNWANTED INTRUSION - 2

CASE STUDIES:



Let's take a glance at successful guerrilla marketing campaigns that struck the right chord.

In a bold move that combined innovation with experiential marketing, Airbnb took to the River Thames in London with a floating house to promote its unique accommodation offerings. The house, designed to resemble a charming cottage, floated down the iconic river, turning heads and sparking curiosity.

This guerrilla marketing tactic wasn't just about catching attention—it was a strategic move to showcase the diversity of Airbnb listings. The campaign was well-received due to its creativity, but more importantly, it aligned with the brand's ethos of offering distinctive and memorable experiences.

While unconventional, Airbnb's "Floating House" adventure respected boundaries by not disrupting daily activities on the river. The campaign successfully blended surprise with relevance, leaving an indelible mark in the minds of onlookers and demonstrating how guerrilla marketing can be both innovative and well-received when carefully orchestrated

CONCLUSION

The question of whether guerrilla marketing is an innovative tactic or an unwanted intrusion depends on the execution. As we continue to explore new avenues in the marketing world, let's remember that capturing attention is an art, and the canvas should be respectful of the audience's preferences.

#TIDBIT : Do you know how guerrilla marketing got its name?

Guerrilla marketing gets its name from guerrilla warfare. This is an unconventional type of warfare where the participants form fast-moving small groups to use tactics such as ambush, sabotage, mobility, and hit-and-run techniques, unlike traditional police or military forces.

Credits- Rahul Aggarwal, Ananya Kohli, Prabhmehar, Manan Saxena, Kannan Raina

THE ECONOMIC COST OF HAZARDOUS AQI IN DELHI- 1

INTRODUCTION

Delhi, synonymous with hustle-bustle, yet the most vibrant and lively capital city of India, has long been cursed under the spell of air pollution. The air quality is measured by the Air Quality Index (AQI), a numerical scale that quantifies the concentration of pollutants in the air. Unfortunately, Delhi's AQI turns 'Hazardous', especially during this time of the year. This not only has severe health implications for its residents, but there is also a significant economic cost associated with the hazardous AQI levels in Delhi.



Burden on Healthcare Infrastructure:

Certainly, the most immediate and visible economic impacts of hazardous air quality are on the financial and economic aspect of the healthcare system. As per a report by DD News, there has been a 30% increase in respiratory illnesses and a 10% increase in patients with respiratory issues at hospitals. This results in significant financial burdens, including costs for medical treatments, medications, and hospital stays, affecting both individuals and healthcare infrastructure.

Detrimental Impact on Education:

The repercussions of hazardous AQI extend to educational institutions as well. Schools and colleges are ordered to either remain shut or curtail outdoor activities when pollution levels soar, thereby disrupting the regular academic calendar. This irregularity negatively affects students' learning curves. The social skills, helpful to build a healthy and skilled workforce in the long run, remain unlearned.

Economic Downfall in Tourism and Business Sector:

"Let Delhi Breathe." "Delhi is the most polluted city in the world." These sentences are enough to tarnish the global image of Delhi. No international or domestic visitor wants to be welcomed by the thick haze of toxic, poisonous air. This dissuades potential tourists, travellers, and investors, thus leading to economic turmoil.

THE ECONOMIC COST OF HAZARDOUS AQI IN DELHI - 2

Costs Borne for Remedies and Solutions:

To overcome the grappling outcomes of hazardous air quality, the government and private entities invest in various environmental remediation measures, such as implementing stricter curbs under GRAP Stage 4, spraying water at several hotspots using anti-smog guns, and the most-talked-about solution – “Artificial Rain and Cloud Seeding”. These economic resources could have been otherwise allocated to other developmental projects, further exemplifying the economic cost of hazardous AQI in Delhi.

Industrial Downside:

Industries are ordered to halt their production and manufacturing while also investing in and contributing towards pollution-control measures. These interruptions trigger financial and economic setbacks.

Transportation Disruption:

Transportation is an economic artery, and measures like Odd-Even Traffic Scheme or restrictions on diesel vehicles disrupt the logistics and transport industries. This negatively impacts the movement of goods and services, supply chains and prices.

#TIDBIT: Air pollution in India is estimated to kill about 2 million people every year

India has some of the world's most polluted cities. The economic cost of air pollution to the country is \$150 million a year, according to Swiss technology company IQAir

CONCLUSION

Delhi faces an ongoing battle against severe air pollution, which has significant economic and health consequences. Collaborative efforts among policymakers, businesses, and residents are crucial to find sustainable solutions. Implementing measures to address stubble burning, investing in clean energy, promoting eco-friendly practices in industries, strengthening public transportation, and adopting stringent emission norms for vehicles are essential. Clean air is not only a necessity for health but also an economic asset for Delhi's future prosperity.



Credits- Tejasvi Sood, Divyansh Mishra, Kushagra Shankydhara, Gursirat Kaur

EVOLVING TRENDS IN FINTECH: WHAT TO EXPECT IN 2024 - 1

INTRODUCTION:

Fintech, a combination of finance and technology that uses digital platforms to replace traditional banking mechanisms to improve financial services. Trends in fintech reflect growing trends, such as mobile payments, reshaping how people handle money, with an emphasis on accessibility, efficiency, and convenience.

Buy Now, Pay Later (BNPL) is a short-term financing program that allows customers to buy goods at no interest and pay a flat fee. Powered by apps, cards, and browser extensions, it offers faster credit decisions, supports retail, optimizes payment processing, and reduces traditional credit processing.

Embedded finance includes non-financial institutions that provide financial instruments or services such as insurance at the point of sale. This growing trend leads banks to become providers of services to non-financial organizations, expanding into underdeveloped areas. Investors are targeting regions such as Africa, Southeast Asia, Latin America, and the Middle East for increased connectivity.

Fintech integrates diverse biometric methods for heightened security and improved user experiences. Mobile banking apps deploy fingerprint and facial recognition, while voice recognition enhances phone-based services

Behavioural biometrics analyse typing patterns for continuous authentication. Mobile device features like touch and face ID contribute to secure financial transactions. Biometric cards add an extra layer of security, especially for card-based transactions. Fintech also utilizes biometrics in KYC processes and fraud detection, creating a seamless and password-free customer experience



EVOLVING TRENDS IN FINTECH: WHAT TO EXPECT IN 2024 - 2

In 2023, fintech companies emphasize cybersecurity in response to technology's growing role in finance. Utilizing AI and machine learning, they proactively identify and prevent fraud by analyzing patterns and monitoring customer behaviour. The industry prioritizes continuous monitoring, real-time detection, and flagging of suspicious transactions to safeguard financial transactions in the digital landscape.



In conclusion, the dynamic fintech landscape is characterized by transformative developments, from increased biometric security to growing embedded finance and “buy now, pay later” models. As technology evolves, fintech continues to transform financial services, putting innovation, security, and user experience at the forefront.



#TIDBIT : VISA is the largest fintech company with a valuation of almost half a trillion USD

Credits- Akshita Bhatt, Anushka Jain, Gurmanpreet Singh, Bhumika, Saumil Joshi

NEWS SECTION



SWIGGY IPO HEATS UP: TOP INVESTMENT BANKS SHORTLISTED

Great news for Swiggy fans! The food delivery giant is gearing up for its IPO in 2024, and it has shortlisted seven top investment banks for senior roles in the deal.

The banks are Kotak Mahindra Capital, Citigroup, JP Morgan, BofA Securities, Jefferies, ICICI Securities, and Avendus Capital. These are some of the biggest and most experienced investment banks in the world, so it's a clear sign that Swiggy is taking its IPO very seriously.

Swiggy is expected to raise around \$1 billion in its IPO, which would make it one of the biggest IPOs in India in recent years. The company is currently valued at \$10.7 billion, and it has a strong track record of growth.

Swiggy's IPO is a major event for the Indian startup ecosystem. It shows that the country's tech start-ups are maturing and becoming more attractive to investors.

Extension of the Free Ration Scheme

Introduced in March 2020, the aim of Pradhan Mantri Garib Kalyan Yojana (PMGKAY) was to provide 5 kg of rice or wheat per person and 1 kg of preferred pulses per household every month at a highly subsidised price of Rs 1-3 per kilogram to people BPL. Currently, it has approximately 80 crore beneficiaries, or almost 2/3rd of India's population. PM Modi has now extended this scheme for the next 5 years, and beneficiaries will receive complimentary foodgrains without making any payment. As per estimates, this will cost the government Rs 2 lakh crores annually. Is this another stunt to woo the voters before the elections or a necessity, only time will tell.



NEWS SECTION

Uncle Sam is poised for a Soft Landing!



Remarkable resilience is being displayed by the US economy. The world's largest economy might achieve a 'soft landing' whose trajectory may be dependent on factors like the autoworker strike, possible government shutdown, resumption of student loan repayments, higher energy prices, and higher long-term borrowing costs. With equities rising, treasuries rallying, and credit markets tightening, financial markets are experiencing an uptick with mixed results in earnings. In a recent report by JP Morgan, despite experiencing strong GDP growth of nearly 5% in the third quarter, the US economy may experience a slowdown and end up around 0.7% in 2024.

South Korea Slams the Brakes on Short Selling Once Again!

South Korea is slapping a ban on short-selling shares AGAIN, and this time they're keeping locked down until at least June 2024. Why? Well, they want to create a "level playing field" for both the bigwig institutional investors and regular investors. The financial market has been a bit of a circus, with foreign banks doing some sketchy trades. Financial Services Commission(FSC) chairman Kim Joo Hyun is saying they can't keep the trading game fair if everyone's not playing by the rules. So, they're slapping a timeout on short-selling to maintain some market sanity. And get this, they're not messing around—they're beefing up punishments for anyone trying to sneak in some illegal short-selling action. The FSC will check out the market in June to see if it's time to unban and set the market free. Time to keep it clean in the stock market playground!



SEBI's Extended Ban on Agricultural Futures!

SEBI has extended the ban on futures trading in wheat, chana, and soybean for another year, aiming to curb speculation and stabilize commodity prices to combat inflation. Critics argue the ban may not effectively address speculation issues. Despite inconclusive evidence in past studies, SEBI implemented the ban in 2021, which reportedly may not have had the intended impact. Adverse effects on farmers are evident, such as the surge in wheat prices in 2022 due to geopolitical events. Continued imposition sparks questions, with political considerations possibly influencing the decision. Retail prices for certain commodities rose despite the ban, fueling debate over its efficiency.

Entrepreneur success story

From Vision to Victory: The Journey of Inspiring Entrepreneurs



Prafull Billore

27 Years

Owner & Founder :
MBA Chai Wala

Prafull's journey was not easy. He had to contend with traditional tea vendors, a lack of initial funding, resistant parents and the struggle to introduce a new concept in an entirely conventional industry.

Yet, his success is testament of determination and a passion to do things differently, to prove to every young person from middle-class background that one can do extraordinary things if one puts their mind to it. To capture his own words, "When there is will, there is a way."



He is a college dropout, an ex-McDonald's employee but now, an immensely successful young businessman. He is **Prafull Billore, founder of MBA Chaiwala**- a cognomen for creativity, passion and a lot of chai. Prafull was 21 when in 2016, he begrudgingly settled down in Ahmedabad due to his parents' pressure to join a full-time college for pursuing his studies and to earn a stable living.

But he soon saw the realities of the corporate system and decided to quit his degree mid-way to open a chai thela on SG Highway in Ahmedabad. An English speaking tea vendor did catch quite a tea-loving crowd. But he soon saw the realities of the corporate system and decided to quit his degree mid-way to open a chai thela on SG Highway in Ahmedabad. They might not have loved his tea-making skills in the beginning but that improved as quickly as his success.

He turned the meagre 8000 in his pockets into a 30 crores annual turnover tea shop chain with over a 100 branches. Prafull tried various things to keep customers flocking to his shop. He organized cricket matches, ludo games, and also put up a whiteboard where people could leave messages for their dear ones, this gave people something new to look forward to every time they visited his tea stall and he built himself a loyal clientele.

Credits- Jasdish Kaur, Sambhav Jain, Ishaan Agarwal, Jhanavi Das, Gurrasna Kohli

P/E RATIO

JARGON OF THE MONTH

The PE ratio, or Price-to-Earnings ratio, is a financial metric that shows the relationship between a company's stock price and its earnings per share (EPS). The PE ratio helps investors assess how much they are paying for each dollar of a company's earnings and can indicate whether a stock is relatively expensive or inexpensive.

What is a Good P/E Ratio?

There is no straightforward rule for a P/E ratio to be classified as good or bad, as it can vary depending on the industry, economic conditions, and investors' preferences.

Generally, a lower P/E ratio is considered good, while a higher P/E ratio is considered bad.

Normally, the average P/E ratio falls between 20 to 25. A ratio lower than this range is generally considered favorable regarding price-to-earnings, while a ratio exceeding this range is considered unfavorable.



Easy example

The PE ratio is like figuring out how many years it would take to eat a pizza if you could only eat one slice per year. If the pizza is \$10, and you get \$1 worth of satisfaction from each slice, then the PE ratio is 10. It helps you understand how long it would take to enjoy the whole pizza at the current satisfaction rate.

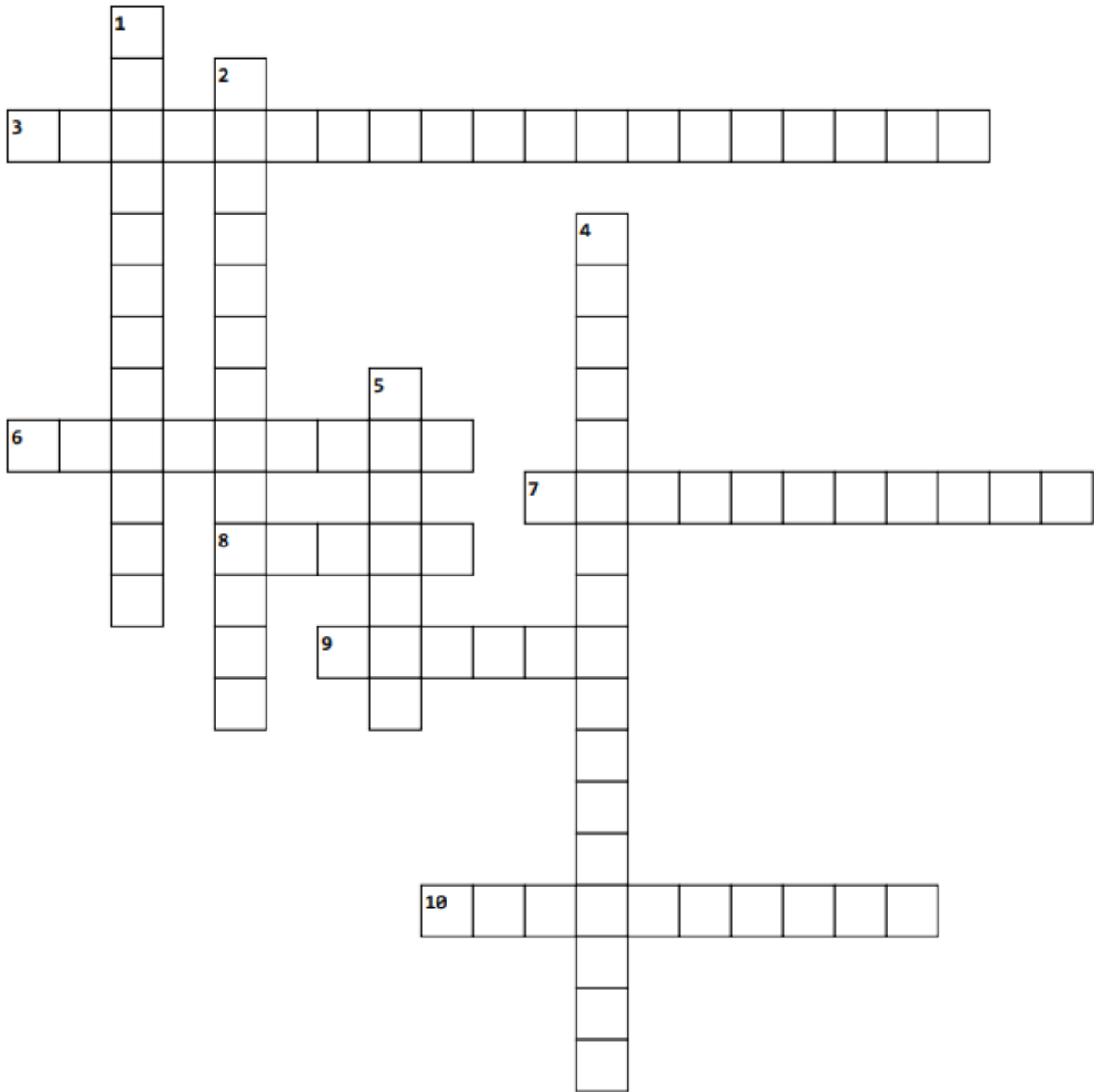
How to calculate :

P/E Ratio is calculated by dividing the market price of a share by the earnings per share. For instance, the market price of a share of the Company ABC is Rs 90 and the earnings per share are Rs 9 . $P/E = 90 / 9 = 10$. Now, it can be seen that the P/E ratio of ABC Ltd. is ten, which means that investors are willing to pay Rs 10 for every rupee of company earnings.

The diagram illustrates the formula for P/E Ratio. It shows 'Share Price' (represented by a magnifying glass over a dollar sign) divided by 'Earnings per Share' (represented by a bar chart with a dollar sign). The result is labeled as 'P/E Ratio'.

Credits- Kushagra, Naina Kaur, Harshit Aggarwal, Anmol Arora, Kawandeeep kaur

CROSSWORD



ACROSS

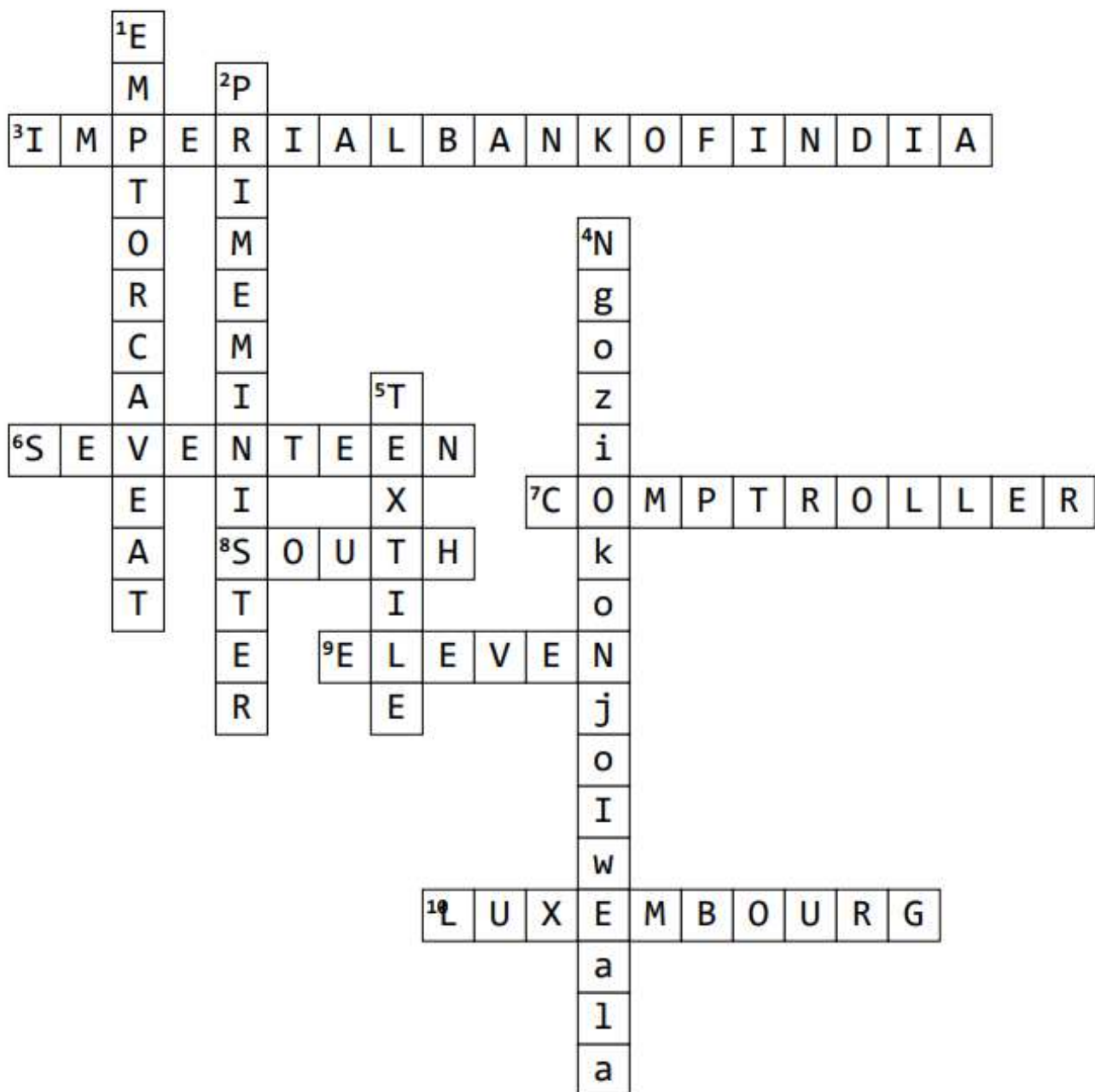
3. Bank of India, The Bank of Calcutta, Bank of Bombay and Bank of Madras were merged in 1921 to form which bank?
6. How many languages are used on a 10 rupee note?
7. What does 'C' stand for in the full form of CAG?
8. KOREA Which country launched the world's first nationwide 5G mobile network?
9. IFSC code consists of how many digits?
10. Which country ranks first on the basis of capita on GDP?

DOWN

1. What is the Latin phrase to let the buyer beware?
2. Who is the chairman of planning commission?
4. Who is the chief secretary of WTO?
5. Which sector is the second largest source of employment in India?

MISCELLANEOUS

CROSSWORD SOLUTION:



Credits- Priyansh, Amanjot Singh, Bhavishya Agarwal, Yash Sachdeva, Prachi



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Thank you for reading!

*Hope you enjoyed the content.
Stay tuned for the next edition!*

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