

Brands get creative with customer engagement

New services, new offers, new alliances and with a little help from technology, brands reimagine their relationship with consumers

TE NARASIMHAN
Chennai, 20 April

Be it app-based cab operators, hospitality chains or consumer goods, brands that have found themselves in the list of non-essentials are in a tight spot as the world around them shuts down for business. Missing from consumers’ lives, they also face the threat of oblivion as the consumers withdraw from earlier lifestyles into a more frugal existence.

To deal with the ensuing disruption in their businesses, a group of companies — from Uber and Ola to Swiggy, Zomato and the five-star hospitality chains—are stepping in with products and services that directly alleviate the ongoing crisis in consumers’ lives or are tying up with brands that do so. While all of this is helping the brands stay relevant amidst the crisis, a report by Nielsen India notes that this is also reflective of a growing worldwide trend to move towards a more tech-enabled consumption grid.

Consider for instance the manner in which Uber and Ola have found a way to be a part of essential services network. Uber Essential has been launched to facilitate essential travel for residents of Mumbai and the service is being extended to other cities too. Prabhjeet Singh, director, Operations and head of Cities, Uber India & South Asia, said, “Amidst the ongoing Covid-19 crisis, we are leveraging our technology and network of driver-partners to enable citizens to access essential medical services, while simultaneously also helping authorities contain the spread of Covid-19.”

Swiggy has revamped

RETHINKING RELATIONSHIPS

Brands are diversifying their fare, offering new touchpoints and expanding their web of associations, with other brands and customers

- **Swiggy** and **Zomato** supplying fresh vegetables and groceries to remote locations, for instance
- **Decathlon India** and **Converse India** are promoting talent hunts as they encourage people to colour or exercise their way through a lockdown
- **Disney** has launched a draw-at-home series of tutorials for people across the world
- **Uber Essential** has been launched to facilitate essential travel for residents
- **Oyo** has tied up with Apollo Hospitals and Zomato to maximise the use of its inventory for people affected by the crisis



‘Swiggy Go’ by launching a hyperlocal delivery service ‘Genie’ in over 15 cities. It has expanded its delivery of groceries and household essential services to over 125 cities.

The service is being fulfilled through neighbourhood stores and distribution centres of large brands. “While the grocery and essentials category has always been a part of our long-term strategy of delivering hyper-local convenience, we have enabled faster ramp up for the benefit of our consumers,” said Vivek Sunder, COO, Swiggy.

Mahindra Logistics has also stepped well beyond its core area of operations, it

announced that its enterprise mobility business, Alyte will provide emergency cab services for those affected by the Covid-19 pandemic. A spokesperson said that a dedicated fleet had been put together that was focused on senior citizens, disabled individuals, expecting mothers and doctors, nurses and others involved in providing essential services.

For ecommerce, this has been a time when tie-ups between small and new operators and old majors have flourished. Zypp, a full-rental electric scooters app, has partnered with BigBasket to enable home delivery of everyday

essentials and grocery items. The self-drive mobility platform, Zoomcar, is utilising select vehicles to ensure emergency mobility for the frontline workforce, including bankers, healthcare professionals, and delivery executives. The firm has partnered online retailers like BigBasket, Milkbasket, and Apollo for last-mile delivery.

In many cities, hospitality chains and hospitals have come together to combat the crisis. Apollo has pooled around 5,000 rooms by joining hands with Lemon Tree, Ginger, Oyo and has also tied up with Zomato for food delivery services.

Prathap C Reddy, chairman, Apollo Hospitals Group, said company’s Project Kavach uses technology and innovation to create out of the box solution to help people. Ritesh Agarwal, Founder & Group CEO, Oyo Rooms, said the company’s partnership with Apollo Hospitals has been developed to ensure the company utilise capacity where possible to create highly sanitized pay per use quarantine facilities.

“This is an unprecedented situation which requires all of us to find new ways to work together and rise to the occasion,” said Agarwal.

For all brands in their endeavour to stay relevant and be of assistance in the crisis, tech has been a big enabler. A recent report by Nielsen India on the impact of Covid-19 on consumption patterns and brand partnerships also noted that online offerings and tech-based enablers will grow in importance. It believes that this will be the norm as more and more people seek a tech solution to problems or needs that were hitherto serviced offline.

TENDERS & NOTICES



सेंट्रल बैंक ऑफ इंडिया Central Bank of India

Central Bank of India Chandermukhi, Nariman Point, Mumbai - 400 021.

Notice for inviting tenders


Central Bank of India invites tenders from eligible bidders for “Printing of Annual Report for the year 2019-20. For Complete details, visit our Bank’s website www.centralbankofindia.co.in under Live Tenders.

Last date for Submission of Tenders is 20.05.2020

Place : Mumbai Chief Marketing Officer
Date : 21/04/2020

PUBLIC NOTICE

M/s. Allcargo Logistics limited are pleased to inform that the Warehousing project located at Village Marasandra, Madanhatti, Madanhatti Venkatpura, KasabaHobli, Malur Taluk, Kolar District, Karnataka has been accorded Environmental Clearance from SEIAA Haryana (vide letter no SEIAA 139 CON 2018 dated 30/10/2018). The copy of Environmental Clearance letter is available with Ministry of Environment, Forests & Climate change, New Delhi - Director



sidbi SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

TENDER NOTICE

SIDBI invites sealed tenders from eligible bidders for:

Procurement of Oracle Software Licenses

For detailed tender document please visit our website at www.sidbi.in or eprocure.gov.in/cppp. Addendum/Corrigendum, if any, will be published in the above mentioned websites only.

NOTICE

ABB India Limited

CIN: L32202KA1949PLC032923

Regd. Office: 21st Floor, World Trade Center, Brigade Gateway, No.26/1, Dr. Rajkumar Road, Malleshwaram West, Bengaluru – 560 055


Phone: 080 2294 9150 – 9153 Fax: 080 2294 9148

Email: investor.helpdesk@in.abb.com Web: www.abb.co.in

Notice is hereby given pursuant to Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a Meeting of the Board of Directors of the Company will be held on Wednesday, May 13, 2020, inter-alia, to take on record the Un-audited Financial Results for the quarter ended March 31, 2020.

Details are available at: <http://new.abb.com/indiansubcontinent/investors>

For ABB India Limited
B Gururaj
General Counsel & Company Secretary
FCS 2631




Bengaluru, April 20, 2020

Government of Goa
Office of the Executive Engineer, Elect. Dept, Div-II(S&W), Aquem, Margao-Goa

Tender Notice No.01 /ET/20-21 has been issued and the same is displayed on website www.goaenvida.gov.in for participation of the interested suppliers

Sd
EXECUTIVE ENGINEER-II (S&W)



Mphasis Limited

Regd.Office: Bagmane World Technology Centre, Marathahalli Outer Ring Road, Doddanakundi Village, Mahadevapura, Bengaluru - 560048.
CIN: L30007KA1992PLC025294
Tel: 91 80 6750 1000
Website: www.mphasis.com;
email: investor.relations@mphasis.com

Notice

Notice is hereby given, pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a meeting of the Board of Directors of Mphasis Limited is being scheduled on Wednesday, 13 May 2020, inter-alia, to consider and approve the audited financial results of Mphasis Limited and the Group, for the financial year ended 31March 2020 and recommend final dividend, if any, for the financial year ended 31 March 2020.

The said Notice is being sent to The National Stock Exchange of India Limited and BSE Limited, for being hosted on their websites www.nseindia.com and www.bseindia.com respectively and is also being uploaded on the website of the company at <http://www.mphasis.com/CorporateGovernance.html>.

For Mphasis Limited
Subramanian Narayan
Vice President and Company Secretary

Bengaluru
20 April 2020

Mutual Funds Aditya Birla Sun Life Mutual Fund



Aditya Birla Sun Life AMC Limited (Investment Manager for Aditya Birla Sun Life Mutual Fund) Registered Office: One India Bulls Centre, Tower 1, 17th Floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai - 400 013. Tel.: 4356 8000. Fax: 4356 8110/8111. CIN: U65991MH1994PLC080811

Addendum No. 05/2020

Notice-cum-Addendum to the Scheme Information Document and Key Information Memorandum of the Schemes of Aditya Birla Sun Life Mutual Fund

I. Change in the Fund Management Responsibilities:

NOTICE IS HEREBY GIVEN THAT, the Fund Management responsibilities of the following Schemes of Aditya Birla Sun Life Mutual Fund (“the Fund”) will be re-assigned **w.e.f. Monday, April 27, 2020.**

| Sr. No. | Name of the Scheme(s) | Existing Fund Manager(s) | New Fund Manager(s) |
|---------|---|--|--|
| 1 | Aditya Birla Sun Life Equity Hybrid '95 Fund (An open ended hybrid scheme investing predominantly in equity and equity related instruments) | Mr. Mahesh Patil, Mr. Dhaval Shah & Mr. Pranay Sinha | Mr. Satyabrata Mohanty, Mr. Dhaval Shah & Mr. Pranay Sinha |
| 2 | Aditya Birla Sun Life Banking and Financial Services Fund (An open ended equity scheme investing in the Banking & Financial Services sectors) | Mr. Satyabrata Mohanty & Mr. Dhaval Gala | Mr. Dhaval Gala |
| 3 | Aditya Birla Sun Life Midcap Fund (An open ended equity scheme predominantly investing in mid cap stocks) | Mr. Jayesh Gandhi | Mr. Anil Shah |
| 4 | Aditya Birla Sun Life India GenNext Fund (An open ended equity scheme following Consumption theme) | Mr. Anil Shah & Mr. Chanchal Khandelwal | Mr. Chanchal Khandelwal |
| 5 | Aditya Birla Sun Life Dividend Yield Fund (An open ended equity scheme predominantly investing in dividend yielding stocks) | Mr. Satyabrata Mohanty & Mr. Vineet Maloo | Mr. Vineet Maloo |

In view of the above, relevant changes will be carried out in the Scheme Information Document (SID) and Key Information Memorandum (KIM) of the Schemes.

All other features and terms & conditions of the above mentioned Schemes shall remain unchanged.

II. Modification in the features of Systematic Investment Plan (“SIP”) and Aditya Birla Sun Life Century SIP (“CSIP”) Facility:

NOTICE IS HEREBY GIVEN THAT, any default of SIP installment / CSIP installment during the period Wednesday, April 22, 2020 to Tuesday, June 30, 2020 will not be considered for the purpose of discontinuation of SIP/CSIP.

Further, any rejection of CSIP installment during the above mentioned period will not lead to cessation of insurance cover.

All other features and terms & conditions of the SIP & CSIP Facility offered under the Schemes of the Fund shall remain unchanged.

This Notice-cum-Addendum forms an integral part of the SID and KIM issued for the Schemes read with the Addenda issued thereunder.

For **Aditya Birla Sun Life AMC Limited**
(Investment Manager for Aditya Birla Sun Life Mutual Fund)
Sd/-
Authorised Signatory

Date: April 20, 2020
Place: Mumbai

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

▶ FROM PAGE 1

Chinese investors...

“There are checks and balances embedded in the current FPI regulation to avoid risk of a hostile takeover. Single or even a group of foreign investors with related entities can take ownership only up to 10 per cent. Hence, the cause of worry in portfolio investment is comparatively lower than the automatic route of foreign direct investment,” said Bhavin Shah, partner, PwC India.

It would be interesting to see the factors considered by the regulator while processing such applications, said Devraj Singh, Associate Tax Partner, EY India. “The Centre should also ensure proposals are considered in a time-bound manner as firms are in dire need of funds in such challenging times. It should also be ensured that any bona-fide investments that are aligned with our national interest, should not be adversely affected,” Singh said.

India is scrutinising China and other neighbouring nations as high-risk jurisdiction. Higher scrutiny includes bi-annual scrutiny of accounts and ultimate beneficial owner (UBO) reporting once every three months. While accounts of investors from low-risk countries are scrutinised every three to five years, UBO reporting happens annually. So far, the US, UK, Singapore and Hong Kong are in the low-risk bracket.

With state govts...

The Maharashtra government had earlier allowed transporting workers in buses dedicated for this to the respective units but the rules have been modified and industries in both rural and urban areas would have to arrange for accommodation.

Dassault Reliance Aerospace (DRAL), a Reliance Infrastructure and Dassault Aviation JV, restarted operations on Monday at the special economic zone (SEZ) in MIHAN (Multi-Model International Passenger and Cargo Hub Airport at Nagpur), the company said in a statement.

DRAL, in this first phase, will operate at 25-30 per cent of its strength and gradually scale up in consultation with the district administration and MIHAN authorities. Some states like Tamil Nadu have decided to continue with the existing lockdown till May 3. Industries including automobile manufacturing and textiles, which were expecting a partial lifting of the lockdown, will remain closed now. Relaxations for essential services, however, will continue. In the past 24 hours, 43 persons tested positive in Tamil Nadu, taking the tally to 1,520.

Kerala, too, appeared to be going back on relaxations such as opening barber shops, allowing more than two passengers in four-wheelers, and more than one on two-wheelers after the MHA pointed out dilutions to the Disaster Management Act.

Allowing restaurants in districts not affected by coronavirus to have dine-in till 7 pm has also been withdrawn, but the time for online food delivery service has been extended till 9 pm. A revised guideline for this is expected to be issued later on Monday. Even as lockdown has affected revenues, states are not taking chances.

West Bengal has said it has received 1,500 applications for resuming industrial activities. Of those, 300 had been granted permission. Around 375 applications were from containment zones and they have all been rejected, the government said.

Titagarh Wagons MD Umesh Chowdhary said: “We sent a communication to the state on Monday, asking for permission. We are planning to operate at 25 per cent workforce.”

Berger Paints has approached all state governments for permission to start operations and till now has received it from Assam, Goa, and Pondicherry.

Although CM Mamata Banerjee has said that permission can be given in rural belts by the chief secretary, lockdown measures will be stringent in red zones and sensitive areas. Karnataka, which had earlier decided to allow partial relaxation in activities such as construction, has decided to continue with the lockdown till May 3 without any relaxations.

Only essentials, agriculture- and horticulture-related activities, will be allowed.

Chief Minister BS Yediyurappa will review the situation with officials on Wednesday and take a call on the situation. The state had earlier also made a U-turn on allowing two-wheelers to move in non-Covid hotspots and had retracted permission for IT-BT companies to operate with one-third of their workforce. The Uttar Pradesh government has deferred relaxation in 19 districts that have reported more than 10 coronavirus cases. These districts include nearly all the major industrial hubs.

Resumption in industrial activities in the remaining 56 districts will be under vigilance. Work on the Purvanchal Expressway, Bundelkhand Expressway, and Gorakhpur Link Expressway, estimated to cost ₹24,000 crore, will start soon.

Manufacturing units, especially small and medium enterprises (SMEs), in Gujarat crawled their way into resuming operations.

Units and facilities within the Ahmedabad Municipal Corporation (AMC) limits do not have permission to resume operations since April 20. Of the roughly 178 manufacturing members under the Sanand Industries Association, hardly 70 began operations. In Andhra Pradesh, on other hand, while the government had eased lockdown from Monday outside red zones, no fresh activity has been resumed.

“We would want to wait and watch the situation for a few days. Once we get clarity on what is required to restart operations the industry association will approach the state government with specific suggestions and requests to restart,” said D Radkha Krishna, chairman of the Andhra Pradesh chapter of the CII.

With inputs from Arnab Dutta, TENarasimhan, Samreen Ahmad, Anesh Phadnis, Avishok Rakshit, Namrata Acharya, Amritha Pillay, Dasarath Reddy Bhusham, and Virendra Singh Rawat

Infy net up...

Considering the uncertainty due to Covid-19, the firm said it was unable to provide guidance on revenues and margins for FY21. “We had an exceptional year with growth of 9.8 per cent and operating margin of 21.3 per cent,” said Salil Parekh, MD and CEO. “While the immediate short-term will be challenging, we can see that there is strong interest to consolidate with partners of high-quality and agile service delivery, and strong financial resilience.”

Infosys won \$1.65 billion worth of large deals in Q4, taking the total to \$9 billion in FY20 — among the highest for the firm. “Our deal pipeline is strong and we even signed deals in the last two weeks of March,” said Parekh. With a likely demand slowdown in coming quarters, Infosys sees its margin contracting in the near term, and has taken up various cost optimisation moves to save costs. “We have already taken various decisions such as no salary increments or promotions until things improve. Besides, our travel cost has also reduced significantly due to work from home,” said Nilanjan Roy, chief financial officer.

Among verticals, life sciences grew 11.9 per cent YoY, while hi-tech and manufacturing grew more than 7 per cent in Q4. BFSI grew 5.7 per cent and retail grew 4.2 per cent. “We see weakness across all verticals, including BFSI, retail, and manufacturing in the near term. However, the crisis is likely to prompt vendor consolidation, from which Infosys is likely to benefit,” said UB Pravin Rao, chief operating officer.

Meanwhile, Infosys has announced the departure of independent board member D N Prahlad, who it said resigned from the company to devote more time for other business commitments, with effect from April 20. Uri Levine, a serial tech entrepreneur, has joined the board as an independent director, the company said.

BS SUDOKU # 3030

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