

## Ad Review: 'Who Cares? v/s Who Cares'



**MUMBAI:** Couple of years ago, The Advertising Club (TAC) conducted an 'Ad Review' in New Delhi to celebrate its 60 years of existence. After the success of the last edition, TAC decided to replicate it in Mumbai, with the topic 'Who Cares? v/s Who Cares'.

For the annual ad review, TAC got on board Agnello Dias who is the co-founder and chief creative officer of Dentsu Taproot India, and Josy Paul who is the chairman and chief creative officer of BBDO India. He presented the changes the Indian ad fraternity has witnessed and the way Ad agencies has changed its style to suit the changing needs. The session was moderated by Micromax, chief marketing officer, Shubhajit Sen. Luckily, the club managed to catch hold of the same set of advertising stalwarts for their Mumbai edition as well.

If you are attending an ad club event, pun is essentially a part of the conversation.

For Dias, it was not a challenge to include the quirky quotient in his presentation 'Everybody Cares, No One Gives A Damn'. The title explains for itself the wackiness of the presentation. However, Dias walked the tiny line of explaining the changing advertising scenario along with tickling the funny bone of the crowd.

He stressed that the communication model between the agency/clients and its customers, has transformed from a 'dialogue' to 'triadialogue'. There are many voices, according to Dias, that influence the customer today. These voices can be peers, family members or social media.

Taking over from Dias, Paul went on to give a presentation on 'Context Is King'. Paul described context as the glue that gets the attention of customers which is then faced by reaction from the customers. Paul stated that context starts a conversation.

## Investment in Indian Fintech companies grows to \$1.2bn



Today, embracing changing technology is the growing need of all the businesses. And for banking sector, technology advances is no stranger but a critical component for growth. As per the 'Fintech: redefining banking for customers' report released by CII-PWC, investment in Indian Fintech companies has grown from USD 145.1 million in 2014 to USD 1.2 billion in 2015.

The dynamic segment at the intersection of the financial services and technology sectors – Fintech, has faced a rapid pace of investment. The global investment in Fintech 2015 was USD 19.2 billion. In the same year, venture capital-backed Indian companies received an investment of USD 1.5 billion. It revealed that 23% of financial services market is at risk from Fintech within the next five years.

Funding of Fintech start-ups more than doubled in 2015, reaching USD 12.2 billion in 2015, which is up from USD 5.6 billion.

The survey was released by State Bank of India

chairman Arundhati Bhattacharya in presence of Government of Maharashtra, Industries Minister, Subhash Desai.

Speaking at the 10th edition of CII's Banking Tech Summit 2016, CII Banking Tech Summit, chairman, Arun Jain said, "This report defines a structure for delineating advances in the Fintech sector, on the lines of the 'digital out/ digital in' frame work. No dialogue and on advances in Fintech would be complete without reference to blockchain technologies with the next revolutionary wave that is waiting to happen."

Bhattacharya stated that new age customer is living by the term 'GAFAA' - an acronym for Google, Apple, Facebook, Android and Amazon which has increased penetration of services through smart phones.

Desai added that new age technology is not just disrupting the way banks or businesses are functioning, but is also bringing disruption in the way governments are functioning.

## CORPORATE CORNER

## Bol signs MOU with Reliance General Insurance Co



(L-R) Amit Ganorkar, Chief Marketing Officer, Reliance General Insurance Co. Ltd; Rakesh Jain, CEO, Reliance General Insurance Co. Ltd; R. C. Baliarsingh, General Manager, Bank of India; Melwyn Rego, MD & CEO, Bank of India and R. A. Sankara Narayanan, Executive Director, Bank of India are seen during the signing of MoU between Bank of India and Reliance General Insurance Co. Ltd at Bank of India Head Office, Mumbai under the new IRDAI (Registration of Corporate Agents) Regulations 2015.

## Shriram Life expanding its reach in West Bengal &amp; North East



Arvind Shivhare, Head of Sales, Shriram Life Insurance company inaugurating the Kolkata Regional office. With this, Shriram Life will have 24 branches in West Bengal and 4 branches in North East with total of 533 branches Pan India. On New Business Premium, Shriram Life witnessed a growth of 38% when the overall Industry grew by 23% and private insurers saw a growth of 18% YoY. "We are building our distribution network with focus on middle and lower middle class population across India, since reaching the

bottom of the pyramid population shall improve over all penetration of insurance in the country. The untapped potential in these markets will bring customers in these areas to the forefront of new investments opportunities in life insurance," said Arvind Shivhare.

## Corp Bank launches SB Premier League Campaign



Jai Kumar Garg, MD & CEO of Corporation Bank flagged off the Road Show held during launching of "SB Premier League campaign" in the presence of Sunil Mehta, Executive Director of the Bank and A K Vinod, DGM & Zonal Head, Mangaluru. Corporation Bank has recently launched two variants of payroll savings account namely Corp Pay Elite and Corp Pay Delite exclusively for Government employees and employees of PSUs, which offer best in class facilities and high end features.

## SBI and American Express enter into an alliance



State Bank of India (SBI) and American Express announced a partnership to significantly expand American Express Card acceptance among merchants in India, both in offline (Card Present) and online (Card not Present) space. The partnership will enable SBI to provide acceptance of all major cards including AMEX by its merchants and American Express to deliver more value to its Card members with enhanced acceptance across categories. Ms. Manju Agarwal, DMD - CS & NB, SBI and Mr. Sanjay Rishi, Regional President, American Express spoke on the occasion.

## ICSI celebrates PCS DAY



The Institute of Company Secretaries of India celebrated 'PCS Day' to commemorate 15 June, 1988, a historic day when the Company Secretaries in Practice were accorded recognition for Certifying the Annual Returns under the erstwhile Companies Act, 1956. At New Delhi, CS Mamta Binani, President, ICSI, while addressing the Practising CS members lauded their role towards the Profession of Company Secretaries and their contribution to promote and sustain good corporate governance in the small and medium business sector across the country. The occasion was graced by Shri B K Mishra, Chairman-cum-Managing Director, The Cotton Corporation of India Ltd in the capacity of Chief Guest and Dr. Sandip Ghose, Director, National Institute of Securities Markets as Guest of Honour. While addressing the August Gathering, Shri B K Mishra threw light on the significance the Company Secretary Profession holds. Dr. Sandip Ghose emphasised upon Unlearn and Relearn. Renowned professionals CS N L Bhatia, CS Surendra Kanthiya, CS SD Israni and CS Dipti Mehta were present. CS Shri Ashish Doshi, Chairman, ICSI-CCGRT Management Committee. Team ICSI-CCGRT under the leadership of Dr. Rajesh Agrawal, Director, ICSI-CCGRT managed the programme.

## NTPC Kayamkulam distributes school notebooks under CSR



NTPC Kayamkulam in association with NGO Samunnathi distributed school note books to the students of nearby 12 schools. The programme was inaugurated by Shri Shankar Das, GM at Karthikapilly Govt. UP School, Chingoli. The initiative was to promote education among socially and economically disadvantaged sections of the society. Around 1200 such children benefited out of the programme.

## CORPORATE CORNER

## ALLEN continues its winning streak with AIIMS 2016 results



After giving AIR 1,2,3,9 in JEE Advanced 2016, ALLEN has showcased its supremacy in AIIMS as per the results announced on 14th June 2016. According to Sh Brajesh Maheshwari, Director ALLEN Career Institute, expressing his excitement shared that 8 students of ALLEN have given them reasons to continue celebrating their winning streak with Classroom student Nikhil Bajiya bagging the All India Rank 2, followed by Lajjaben Patel getting AIR 3, Het Shah AIR 4, Mridul Shah AIR 5, Dyuti Shah AIR 6, Aishwarya Gupta AIR 7, Kushagra Pandey on AIR 8 and Ekansh Goyal acquiring the All India Rank 9. Moreover, 24 students from ALLEN have acquired positions amongst the All India Top 36 leading to ALLEN's monopoly in AIIMS!

## MCX's MD &amp; CEO sets priorities for the Exchange



In an introductory meeting with the members of the media fraternity, Mrugank Paranjape, the MD & CEO of MCX spelt out his vision and the priorities of the exchange in the near future. He also clarified the Exchange's stance on various subjects. He expressed confidence that the challenges the exchange was facing since July 2013 following the imposition of Commodity Transaction Tax (CTT), payment crisis at NSEL and exit of several senior employees in the wake of a forensic audit of the exchange's operations, were over, and that the exchange is on a solid footing with strong fundamentals to reap the opportunities that are imminent. PWC report and its suggested measures having been put in place, it is time that we look forward to launching ourselves on to the next phase of growth, he said.

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## HEALTH CORNER

## Heart Failure: A Growing Epidemic



Keeping with the growing need for heart failure awareness cardiologist Dr. Harminder Singh (DM,MD) of Bhakti Vedanta Hospital Mira Road highlighted that the prevalence of heart failure is on the rise in our country. Unfortunately, millions of people living with heart failure are unaware of it because the symptoms are often mistaken for signs of aging or other conditions.

According to Dr Singh, symptoms that may signal heart failure are - breathlessness or exertion progressively worsening, swelling in legs, ankles or feet, abdomen, feeling light headed or dizzy, tiredness and weakness, rapid weight gain of more than 2 kilos (3 pounds) in three days and palpitation or racing of the heartbeats. Heart failure does not actually mean that the heart has stopped beating. It means it isn't working as it should and the heart is not pumping blood efficiently. Dr. Singh says it is important to recognise the early symptoms of heart failure so treatment can begin in the initial stages.

## Mumbai Yoga Festival' 2016



After the grand success of Powai Yoga Fest 'Shammi's Yogalaya Foundation' has proudly taken the onus of getting citizens of Mumbai together this year on the occasion of International Yoga Day 2016 with a three-day event.

Mumbai Yoga Fest is an initiative to bring awareness about the multi-dimensional aspects of Yoga, in the most effective and fun way. It has something for everyone, ranging from those new to the practice to experienced yogis. You will get a chance to engage with experts from different fields of Yoga and also get to be a part of various workshops encompassing a variety of yoga styles, wellness practices, and meditation teachings. Wherever you are on your yogic journey, you'll have an ideal day at Mumbai Yoga Fest. When: June 19 (7 am to 4.30 pm) and June 21 (6 am onwards). Where: Nehru Centre, Worli (June 19); R City Mall, Ghatkopar (June 21). Participation is free but registration is mandatory. For registration visit: [www.mumbaiyogafest.com](http://www.mumbaiyogafest.com)

## ART SPACE



## NISARG



**WHAT:** An exhibition of paintings "Nisarg" by Artist Seema Hedaoo. In the present series, Seema Hedaoo has canvassed the architectural and historical monuments like forts and temples of India. Her style being lucid but very expressive and effective certainly shows unique amalgamations of her

creative instincts. This series exemplifies her unique artistic perception in vivid aesthetic forms about nature and its numerous marvels via the beauty and grandeur of nature in the relevant perspectives. Good compositions nice color tones and their tonal rhythm / harmony as well as unique perceptive expressions to adorn the vivid creations with the relevant hues of Nisarg and its extravaganza in the strategic arenas are certainly the prominent and noteworthy specials features of these vivid creations. Her collection of art is a unique canvas of her emotions towards these painting.



**WHEN:** On till June 19, 11 am to 7 pm

**WHERE:** Hirjee Jehangir Art Gallery, M. G. Road, Kala Ghoda, Mumbai

**CONTACT:** 9702304222

## ART SPACE

## GRANDIOSE NATURE



**WHAT:** Mumbai based young contemporary artist Sayeeda Goriawala will display her recent work "Grandiose Nature" inspired by the beautiful vibrant colours of the foliage in the Indian Forests. Sayeeda has visualised the foliage on a grand scale to showcase the majesty of the giant trees in the Forests

in India. The flame of the forest blooms bright red during the summer season and it presents a beautiful contrast to the brown, dusty paths in the forest. The blue sky and the evergreen tree foliage provide a peaceful and calming effect and brighten the deep forests landscape.



One would find the cityscapes and landscapes of sun and rain drenched urban/rural spaces in the artist works. Her style of rendering consists of broken colour and texture rich technique. Her unique treatment of layering on canvas brings out varying approaches to the subject regarded by her.

**WHEN:** June 20 to 26, 11 am to 7 pm

**WHERE:** SG Art Gallery, Inorbit, Malad (west), 2nd floor, Opposite Maharaja Bhog Restaurant Mumbai

**CONTACT:** 9619298610

## ART SPACE

## SHADES OF PASSION



**WHAT:** "Shades of Passion", an exhibition of paintings by Mumbai based artists - Sanjukta Arun & Shailly Lal. Blessed with a keen sense of aesthetic dexterity in various skills and absolute command over the medium Sanjukta uses, she has been able to carve a niche for herself in the present Contemporary Art scenario. Sanjukta is a self taught artist, who has been painting over twenty years, her magical fingers have been creating beautiful divine paintings, abstracts, portraits & landscapes, to name a few. As a daughter of a Chief Conservator of forest, Shailly Lal was passionately in love with nature and all this finally found a deep impression in her paintings. Her paintings truly mirror the intense emotions of tribals in Chhattisgarh. Though she had no formal education in art her keen observation and eye for details proves that talent needs no training.

**WHEN:** June 20 to 25, 11 am to 7 pm

**WHERE:** Kamalnayan Bajaj Art Gallery, 226, Ground Floor, Bajaj Bhavan, Jammalal Bajaj Road, Nariman Point, Mumbai

**CONTACT:** 9769323888 / 9869785192