

KristuJayanti College

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DEPARTMENT OF COMMERCE- POST GRADUATE STUDIES

COMMERCE

CAFE

E-NEWS LETTER

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ABOUT COMMERCE CAFE

Commerce Café is an end semester E-Newsletter of Department of Commerce- Post Graduate Studies that provides a comprehensive overview of Corporate news and announcements, along with practical information about events of business world and Financial Markets sourced from various business news portals. It also carries information about the happenings like fests, competitions, seminars and other events conducted by commerce department in the college.

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ABOUT US

Department of Commerce was started in the year 2000. Since then, the department has striven tirelessly in pursuit of excellence in commerce education and is celebrating its 10th year and is one among the 10 best departments in Bangalore city according to India Today survey. The department is the largest department in the college with over 1000 students and still growing. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. And that is why the department today sends out a brilliantly polished batch of students to show their mettle in the corporate arena. The department takes keen interest in ensuring that the future of its students are secure, and this objective of the department is achieved by placing their students in the top MNC's in Bangalore. Furthermore, the department has been ranked as one among the top 10 commerce departments in Bangalore. Currently the department offers B.Com with different electives in the areas of Finance, Accounting, Computer Application and Travel and Tourism Management and M.Com with electives in the areas of Accounting and Finance.

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BUSINESS



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MERGERS AND ACQUISITIONS

India's 6 largest M&A deals



Mergers and acquisitions (abbreviated M&A) refers to the aspect of corporate strategy, corporate finance and management dealing with the buying, selling, dividing and combining of different companies and similar entities that can help an enterprise grow rapidly in its sector or location of origin, or a new field or new location, without creating a subsidiary, other child entity or using a joint venture. The distinction between a "merger" and an "acquisition" has become increasingly blurred in various respects (particularly in terms of the ultimate economic outcome), although it has not completely disappeared in all situations.



On January 30, 2007, Tata Steel purchased a 100% stake in the Corus Group at 608 pence per share in an all cash deal, cumulatively valued at \$12.2 billion. The deal is the largest Indian takeover of a foreign company till date and made Tata Steel the world's fifth-largest steel group.

1. TATA STEEL-CORUS: \$12.2 BILLION



On February 11, 2007, Vodafone agreed to buy out the controlling interest of 67% held by Li KaShing Holdings in Hutch-Essar for \$11.1 billion. This is the second-largest M&A deal ever involving an Indian company. Vodafone Essar is owned by Vodafone 52%, Essar Group 33% and other Indian nationals 15%.

2. VODAFONE-HUTCHISON ESSAR \$11.1 BILLION



Aluminium and copper major Hindalco Industries, the Kumar Mangalam Birla-led Aditya Birla Group flagship, acquired Canadian company Novelis Inc in a \$6-billion, all-cash deal in February 2007. Till date, it is India's third-largest M&A deal. The acquisition would make Hindalco the global leader in aluminium rolled products and one of the largest aluminium producers in Asia. With post-acquisition combined revenues in excess of \$10 billion, Hindalco would enter the Fortune-500 listing of world's largest companies by sales revenues.

3. HINDALCO-NOVELIS: \$6 BILLION



Marking the largest-ever deal in the Indian pharma industry, Japanese drug firm Daiichi Sankyo in June 2008 acquired the majority stake of more than 50 per cent in domestic major Ranbaxy for over Rs 15,000 crore (\$4.5 billion). The deal created the 15th biggest drugmaker globally, and is India's 4th largest M&A deal to date.

4. RANBAXY-DAIICHI SANKYO: \$4.5 BILLION



The Oil and Natural Gas Corp took control of Imperial Energy Plc for \$2.8 billion, in January 2009, after an overwhelming 96.8 per cent of London-listed firm's total shareholders accepted its takeover offer. Speaking about India's fifth largest M&A deal, ONGC chairman R S Sharma said the company owed the acquisition to government support, which has seen OVL in the past seven years increase its number of projects to 39 in 17 countries, from just a single project in Vietnam.

5. ONGC-IMPERIAL ENERGY: \$2.8 BILLION



Japanese telecom giant NTT DoCoMo picked up a 26 per cent equity stake in Tata Teleservices for about Rs 13,070 crore (\$2.7 billion) in November 2008. This is the 6th-largest M&A deal involving an Indian company. With a subscriber base of 25 million in 20 circles DoCoMo paid Rs 20,107 per subscriber to acquire the stake. DoCoMo picked up the equity through a combination of fresh issuance of equity and acquisition of shares from the existing promoters.

6. NTT DoCoMo-TATA TELE: \$2.7 BILLION

8

INDIA'S 8 FASTEST GROWING COMPANIES

THESE COMPANIES ARE POISED TO BE STAR PERFORMERS IN THE FUTURE. THE ECONOMIC TIMES LISTS THESE COMPANIES AS THE FASTEST GROWING COMPANIES IN INDIA.



The Jaypee Group is a diversified infrastructure conglomerate in India with interests in civil engineering and construction, cement, power, real estate, expressways and hospitality. Net profit (FY11): Rs 1,435.06 crore (Rs 14.35 billion) Mcap: Rs 4,666.70 crore (as of Dec 22) (Net profit as of FY11, Mcap as of Dec 22). JaypeeInfratech Limited (JIL) will build the 165 km long 6-lane Access-Controlled Yamuna Expressway in Uttar Pradesh connecting Noida and Agra.



Manappuram Finance (MAFIL) is India's first listed and highest credit rated gold loan company. The company is now recognised as a leading national player in its core activity of gold loans. Net profit (FY11): Rs 2,82.66 crore (2.82 billion) Mcap: Rs 3,722.47 crore (Rs 37.22 billion). Established in 1992, it has over 2,500 branches across 22 states with assets under management (AUM) exceeding Rs 10,000 crore (Rs 100 billion).



Reliance Power, a part of the Reliance Anil Dhirubhai Ambani Group, was established to develop, construct and operate power projects in the domestic and international markets. Net profit (FY11): Rs 274.55 crore (Rs 2.74 billion) Mcap: Rs 20,421.13 crore (Rs 204.21 billion). Along with its subsidiaries, it is presently developing 13 medium and large-sized power projects with a combined planned installed capacity of 33,480 MW. Reliance Natural Resources has already been merged with Reliance Power in 2010.



Shree Renuka Sugars is India's largest sugar refiner and ethanol producer based in Mumbai with a refining capacity of 4000 tonnes/day. Shree Renuka Sugars has a market share of 21 per cent in India's fuel ethanol market. It also accounts for 20 per cent of India's international sugar trade.



SKS Microfinance (SKS) is a non-banking finance company (NBFC), regulated by the Reserve Bank of India. Mcap: Rs 747.53 crore (Rs 7.47 billion) Net profit: Rs 111.63 crore (Rs 1.11 billion). SKS aims to eradicate poverty by providing financial services to the poor. The company operates across 19 states in India.



Infrastructure Leasing & Financial Services Limited (IL&FS) is one of India's leading infrastructure development and finance companies. IL&FS was promoted by the Central Bank of India (CBI), Housing Development Finance Corporation Limited (HDFC) and Unit Trust of India (UTI). Mcap: Rs 437.31 crore (Rs 4.37 billion) Net profit: Rs 2.91 crore (Rs 29.1 million). The organisation has focussed on the commercialisation and development of infrastructure projects and creation of value added financial services.



One of India's largest gold financing companies in terms of loan portfolio, Muthoot offers provide personal and business loans secured by gold jewellery. Mcap: Rs 5,705.60 crore (Rs 57.05 billion) Net profit: Rs 494.18 crore (Rs 4.94 billion). The company's gold loan portfolio stands at 4.1 million loan accounts as of November 30, 2010.



Polyplex India manufactures and sells Polyester (PET) Film with an installed capacity of 20000 TPA (Ton Per Annum). Polyplex India was incorporated in 1984. The Company had started its commercial production in May 1988 with its first line for PET Film. Mcap: Rs 490.40 crore (Rs 4.9 billion) Net profit: Rs 176.53 (Rs 1.76 billion). Polyplex Corporation is listed on the National Stock Exchange and Bombay Stock Exchange.

f-commerce: THE NEXT BIG THING?



A group of e-commerce start-ups, backed by some of the tech world's most pedigreed financiers, are betting that Facebook Inc can become an e-commerce powerhouse to rival Amazon.com Inc and eBay Inc.

As the world's largest social network hurtles toward a \$5 billion initial public offering, it will come under more pressure from Wall Street to find new sources of profit growth and reduce its reliance on advertising, which accounted for 85 percent of its 2011 revenue.

Some entrepreneurs and investors increasingly think "f-commerce" - meaning e-commerce on Facebook - is the answer. Start-ups such as BeachMint, Yardsellr, Oodle and Fab.com are coming up with novel ways to persuade Facebook users to not just connect with friends on the social network, but to shop as well.

Backed by tens of millions of dollars from venture capital firms like Accel Partners and Andreessen Horowitz, and other big investors like Goldman Sachs, these start-ups are pushing out shopping apps, hosting online garage sales and testing out new business models on Facebook. Amazon revolutionized online shopping by crunching lots of customer and purchase data to come up with relevant, personalized recommendations. In the same vein, Facebook's combination of data, analytics and payment technology could fuel the next generation of e-commerce, Schwerin said. Facebook declined to comment, but investors said the company understands the importance of having an e-commerce strategy.

For now, Facebook is making money mostly by selling ads to merchants trying to target potential customers. But many experts say it is a matter of time before the eight-year-old social network will ask for a cut of shopping transactions, or seek other ways to profit. Facebook's relationship with online games developer Zynga Inc as an example. Facebook takes a 30 percent cut of revenue generated from the sale of virtual goods used to play Zynga games. Gamers pay for those virtual goods using Facebook Credits, a virtual currency that could eventually be used to buy physical goods, according to some Internet entrepreneurs. Others downplay the potential for Facebook Credits, saying physical goods offer much thinner profit margins than virtual products. Nevertheless, if e-commerce on Facebook takes off, many expect the social network to find a way to make money off it.

WHY 2012 MAY BE GOOD FOR INDIAN ECONOMY!!

If the government can get even a minimalist agenda going while improving its management of infrastructure, and if the RBI can cut interest rates quickly, the Indian script for 2012 could change. Virtually all of the last year has been hostage to the Euro crisis, while in the United States there was talk till recently of a double-dip recession. As a troubled year draws to a close, and while Corporate India believes that 2011 has been worse than 2008, the global news may already have become more cheerful. That means 2012 could end up being much better for the world economy than anyone could have hoped. Consider the straws in the wind. In the US, housing starts moved up 9.3 per cent in November, and the index of builder confidence has reached its highest level in more than four years. While house prices are 4.7 per cent lower than a year ago, rentals are up. Finally, housing inventory has dropped more than 25 per cent from its July 2008 peak. Taken together, these signal a housing market recovery that looks sustainable.

Then, unemployment has fallen to its lowest level in two-and-a-half years. Third, there is manufacturing output -- which dipped fractionally in November, but grew for the six months before that. Finally, retail sales have continued to grow for the sixth month in a row. The overall picture is unmistakable -- the US economy is gaining steam. Growth may still be slow, at an annual rate of 1.8 per cent, and some macroeconomic numbers don't look good yet (unemployment is still high at 8.6 per cent), but most numbers look better than they were six months ago.

MUTUAL FUNDS -THE LOGIC BEHIND INVESTING IN THEM

Mutual funds are investment companies that pool money from investors at large and offer to sell and buy back its shares on a continuous basis and use the capital thus raised to invest in securities of different companies. This article helps you to know in depth on:

- Is it possible to diversify investment if invested in mutual funds?
- Find more on the working of mutual fund
- Know more about the legal aspects in relation to the mutual funds

At the beginning of this millennium, mutual funds outnumbered all the listed securities in New York Stock Exchange. Mutual funds have an upper hand in terms of diversity and liquidity at lower cost in comparison to bonds and stocks. The popularity of mutual funds may be relatively new but not their origin which dates back to 18th century. Holland saw the origination of mutual funds in 1774 as investment trusts before spreading to Anglo-Saxon countries in its current form by 1868.

We will discuss now as to what are mutual funds before going on to seeing the advantages of mutual funds. Mutual funds are investment companies that pool money from investors at large and offer to sell and buy back its shares on a continuous basis and use the capital thus raised to invest in securities of different companies. The stocks these mutual funds have are very fluid and are used for buying or redeeming and/or selling shares at a net asset value. Mutual funds possess shares of several companies and receive dividends in lieu of them and the earnings are distributed among the shareholders.

A Brief of How Mutual Funds Work

Mutual funds can be either or both of open ended and closed ended investment companies depending on their fund management pattern. An open-end fund offers to sell its shares (units) continuously to investors either in retail or in bulk without a limit on the number as opposed to a closed-end fund. Closed end funds have limited number of shares.

Mutual funds have diversified investments spread in calculated proportions amongst securities of various economic sectors. Mutual funds get their earnings in two ways. First is the most organic way, which is the dividend they get on the securities they hold. Second is by the redemption of their shares by investors will be at a discount to the current NAVs (net asset values). It is generally smart to consult with a professional such as the Fisher Investments Institutional Group.

Are Mutual Funds Risk Free and what are the Advantages?

One must not forget the fundamentals of investment that no investment is insulated from risk. Then it becomes interesting to answer why mutual funds are so popular. To begin with, we can say mutual funds are relatively risk free in the way they invest and manage the funds. The investment from the pool is well diversified across securities and shares from various sectors. The fundamental understanding behind this is not all corporations and sectors fail to perform at a time. And in the event of a security of a corporation or a whole sector doing badly then the possible losses from that would be balanced by the returns from other shares. You might try to reduce the risks by taking a for instance 12 month term deposit account.

This logic has seen the mutual funds to be perceived as risk free investments in the market. Yes, this is not entirely untrue if one takes a look at performances of various mutual funds. This relative freedom from risk is in addition to a couple of advantages mutual funds carry with them. So, if you are a retail investor and planning an investment in securities, you will certainly want to consider the advantages of investing in mutual funds.

- Lowest per unit investment in almost all the cases
- Your investment will be diversified
- Your investment will be managed by professional money managers.

HOW CAN I SAVE TAXES THIS YEAR?



Some of the Sections of Income Tax Act, 1961 are detailed below which detail few exemptions and categories of exempt income that you can take advantage of:

Section 80C: Investment in specified instruments and expenses

Section 80C gives every income tax payer up to a maximum of Rs. 1,00,000 tax free income in a year if they invest in or buy the following instruments. Please note that this is a combined total of Rs. 1,00,000 and not an individual figure for every instrument:

1. Premium for Life Insurance or ULIP
2. Provident Fund (PF) contribution
3. Public Provident Fund (PPF) - only up to Rs. 70,000 in a year
4. Repayment of home loan principal
5. Equity Linked Savings Schemes (ELSS) of Mutual Fund Companies
6. Infrastructure Bonds
7. National Savings Certificates (NSC)
8. Tax Saving Fixed Deposits with Banks
9. Tuition Fees of children

Comparison of 80C Investment Avenues

Type of 80C Instrument	Lock In Period	Returns	Risk	Taxation of Returns
Equity Linked Savings Scheme (Mutual Fund)	3 years	Market Linked (58% Category Average for yr ending Dec 28,2007)	High	No tax
Life Insurance Premium	2 years	6%	Low	No tax
ULIP Premium 1	3 years	Market Linked	High	No tax
PPF (fixed returns)	15 years	8%	Low 2	No tax
Home Loan Repayment	5 years	NA	NA	NA
Infrastructure Bonds (fixed returns)	3 years (min)	6%	Risk Free	Interest is taxed
NSC (fixed returns)	6 years	8.16%	Risk Free	Interest is taxed
Tax Saving Fixed Deposits (fixed returns)	5 years	8%-8.75%	Risk Free	Interest is taxed

HOW CAN I SAVE TAXES THIS YEAR?

1: ULIP premium needs to be at least 1/5th of the sum assured to qualify under Section 80C

2: PPF returns are set by the Government of India and can be revised either upwards or downwards in any year.

Section 80D: Health Insurance Premium

You can take advantage of an annual deduction of Rs. 15,000 from taxable income for payment of Health Insurance premium for self and dependants. For senior citizens, this deduction is Rs. 20,000.

Section 80E: Interest paid on educational loans

You can claim a deduction on the interest paid on loans taken for higher education for yourself, your spouse and children. There is no limit on the amount of deduction you can claim.

The only thing to keep in mind is that the program for which the loan is taken should be a graduate or post-graduate program in engineering, medicine or management or a post-graduate course in the pure or applied sciences.

Section 80G: Donations to Charitable institutions

You can claim a deduction for any donation that you might have made to a charitable fund or institution. However, please note that these donations should be made only to specified institutions. And a proper proof of payment must be provided for the same. Based on the classification of the charity, you can claim either 100% or 50% of the donated amount as deduction. The deduction might also be subject to a certain limit again based on the type of charity that you are donating money

Section 24: Interest paid on housing loan

Under Section 24, a maximum of Rs 1,50,000 can be deducted from your taxable income as interest repayment for a self-occupied house. Please note that this deduction is not available if you the house is still under construction and you do not have occupation of the house.

Section 10(13A) : House Rent Allowance

You can take advantage of the provisions under this section if you are renting an accommodation. These provisions will not be available to you if you stay in a rent-free accommodation or live with your family or in your own house.

Under Section 10(13A), HRA is exempt to the least of the following: i) 50/40 per cent of basic salary= Dearness Allowance (if, applicable), ii) excess of rent paid over 10 per cent of basic salary; and iii) actual HRA received.

Section 10 (14) Rule 2BB(10) : Transport Allowance

Transport allowance granted for commuting between your residence and place of work is exempt up to Rs. 800 a month. You can take advantage of this provision to get a tax exemption of Rs 9600 annually by providing your employer with bills or a self-declaration.

Section 17(2) : Medical Reimbursement

You can claim exemption up to Rs 15,000 annually on actual expenditure incurred on your medical treatment or for treatment of any of your dependants. Moreover, there is no restriction of approved hospitals or clinic for the same. This is exempt only on provision of actual bills.

However, if the amount is paid out as an allowance not a reimbursement then it would be fully taxable.



20 MOST COMPETITIVE CITIES IN INDIA

1. New Delhi
 Financial: 70.3
 Physical: 95.45
 Communication: 73.43
 Administration: 59.99
 Human capacity: 71.25
 Innovation: 62.97
 Overall score: 78.02

2. Mumbai
 Financial: 83.38
 Physical: 63.77
 Communication: 71.19
 Administration: 63.53
 Human capacity: 68.19
 Innovation: 70.64
 Overall score: 72.93

3. Bengaluru
 Financial: 62.15
 Physical: 64.46
 Communication: 67.53
 Administration: 62.76
 Human capacity: 64.04
 Innovation: 59.99
 Overall score: 65.28

4. Pune
 Financial: 54.50
 Physical: 62.03
 Communication: 61.86
 Administration: 54.25
 Human capacity: 68.51
 Innovation: 64.21
 Overall score: 64.27

5. Chennai
 Financial: 65.90
 Physical: 62.37
 Communication: 58.63
 Administration: 56.20
 Human capacity: 64.35
 Innovation: 67.45
 Overall score: 62.75

6. Gurgaon
 Financial: 65.29
 Physical: 57.94
 Communication: 68.65
 Administration: 69.51
 Human capacity: 61.32
 Innovation: 62.63
 Overall score: 62.30

6. Kolkata
 Financial: 66.64
 Physical: 64.02
 Communication: 56.28
 Administration: 57.93
 Human capacity: 63.29
 Innovation: 59.61
 Overall score: 61.99

8. Hyderabad
 Financial: 67.16
 Physical: 62.55
 Communication: 61.36
 Administration: 56.51
 Human capacity: 60.56
 Innovation: 64.86
 Overall score: 61.76

9. Ahmedabad
 Financial: 61.56
 Physical: 58.18
 Communication: 54.64
 Administration: 54.77
 Human capacity: 63.13
 Innovation: 57.81
 Overall score: 50.86

5, 10. Jaipur
 Financial: 60.02
 Physical: 57.21
 Communication: 65.37
 Administration: 58.74
 Human capacity: 52.53
 Innovation: 52.53
 Overall score: 59.72

11. Noida
 Financial: 56.17
 Physical: 56.57
 Communication: 65.37
 Administration: 58.10
 Human capacity: 78.52
 Innovation: 57.98
 Overall score: 59.33

12. Surat
 Financial: 56.73
 Physical: 57.55
 Communication: 53.87
 Administration: 51.15
 Human capacity: 60.50
 Innovation: 57.92
 Overall score: 58.85

13. Nagpur
 Financial: 56.83
 Physical: 50.05
 Communication: 63.91
 Administration: 55.99
 Human capacity: 59.56
 Innovation: 58.91
 Overall score: 58.48

14. Kochi
 Financial: 58.45
 Physical: 61.57
 Communication: 47.85
 Administration: 53.85
 Human capacity: 61.61
 Innovation: 64.51
 Overall score: 58.06

15. Chandigarh
 Financial: 60.90
 Physical: 56.89
 Communication: 61.68
 Administration: 61.38
 Human capacity: 60.94
 Innovation: 65.64
 Overall score: 58.01

16. Vadodra
 Financial: 57.12
 Physical: 58.95
 Communication: 59.20
 Administration: 49.75
 Human capacity: 57.66
 Innovation: 58.28
 Overall score: 57.38

17. Thiruvananthapuram
 Financial: 60.59
 Physical: 60.61
 Communication: 44.07
 Administration: 56.05
 Human capacity: 61.56
 Innovation: 61.56
 Overall score: 57.31

18. Nashik
 Financial: 57.98
 Physical: 54.85
 Communication: 50.11
 Administration: 50.77
 Human capacity: 53.06
 Innovation: 51.90
 Overall score: 57.14

19. Rajkot
 Financial: 55.88
 Physical: 55.93
 Communication: 56.87
 Administration: 51.33
 Human capacity: 60.02
 Innovation: 58.33
 Overall score: 57.07

20. Indore
 Financial: 63.27
 Physical: 57.09
 Communication: 69.14
 Administration: 62.62
 Human capacity: 60.02
 Innovation: 59.29
 Overall score: 54.16

HOW TO GET THE PERFECT BPO JOB?

A guide for BPO job seekers....



Job aspirants, particularly freshers often get confused when they are on the search for jobs in the BPO(Business Process Outsourcing) sector. Due to the vast availability of BPO jobs across companies all over the country, people do get confused as to what company they should choose for their career. Though BPO jobs are mostly preferred by people to kick-start their career and not seen for a long-term career, one can choose to establish their career in the BPO industry as well. However, the bottomline lies as to what field you choose the in the BPO sector.

In the wider sense, BPO can be classified into Voice(call-center) and Non-voice jobs. The former involves mostly sales or customer service(tech/non-tech) with foreign customers, while the latter can be any domain in the BPO sector which is not based on a call-center. It is seen that Voice jobs offer higher salaries than Non-voice jobs. Secondly, BPO jobs can be classified on the basis of business ,i.e, BPOs serving for domestic(Indian) firms and BPOs serving foreign firms. Thirdly, BPO jobs can be classified based on the basis of business domains, i.e, the business on which they are based. BPOs work in all types of domains- Banking, Marketing, Telecom, IT development/support etc.

However, it is seen that most of the Indian BPO business is based on Banking/finance and Sales/Marketing. Domestic banking BPOs serve for Indian Banks or subsidiaries of Foreign banks in India such as HDFC, HSBC etc. International Banking BPOs offer service for major international banks such as Barclays, Citibank, Royal Bank of Scotland and American Express

Indian BPOs are also fast growing in the medical/healthcare domain. Indian BPOs are also leading in the Medical transcription domain

Big companies like TATA consultancy services, Cognizant, Infosys and Wipro offer BPO services for various firms across numerous domains while smaller BPOs may serve as captive BPOs for a single firm. Banking BPOs offer service to international banks and provide services like Customer service, Sales, Marketing, operations management etc. BPOs working for technical firms like HP, HCL, Microsoft offer Tech-support to customers. Other Finance/accounts BPOs offer services such as AR(accounts receivable) calling, AP (Accounts Payable) calling etc.

Some of the top BPOs in the country are Infosys, WIPRO, TCS, Cognizant (CTS), Genpact etc.

The advantage of BPO jobs is that they don't require an academic qualification from a specific field. As such, jobs are open to anyone who possess generic skills based on communication and general aptitude. Further, BPO jobs also allow you to shift to core domains like Banking, IT, Finance etc after gaining experience. For example, employees with experience in Banking BPOs can shift to Direct Banks. Similarly employees with experienced in Tech-based BPOs can switch over to IT jobs

Before going for a BPO job, analyze as to which area you are good at and possess expertise. If you are good at soft skills and accent, you can opt for a voice job preferably in Sales/Marketing or customer service. If you also have knowledge in computers, you can go for tech-based voice jobs. If you don't have great soft skills/voice accent, you can opt for non-voice jobs. There are plenty of BPOs offering non-voice jobs, ranging from simple Data entry jobs to complex jobs like Quality analyst, Business analyst etc.

JOBS GENERATING SECTORS' IN 2012

Over 5 lakh new jobs in 2012

The year may bring in loads of cheers for job-seekers, as the experts expect the companies to hire more than five lakh new employees during 2012 despite the uncertainties prevailing about the overall economic scenario. Adding to the cheers of the job market, the employees could expect double-digit salary hikes during 2012. If all goes well, and depending on policies of the government and market situation, more than 5 lakh jobs will be created across all segments. The Indian job market in 2011, felt the ripple effects of the global economic uncertainty, but emerged out of it rather strong, as companies adopted a "cautiously optimistic" approach and experts believe in the new year jobs will continue to be added, albeit at a slower pace.

As per Monika Tripathi, Vice President (Heading the IT, ITeS, Telecom and Research practices) at recruitment process outsourcing firm Elixir Consulting, "The IT/ITeS sector alone will generate as many as around 3 lakh jobs in 2012." In the coming months job, opportunities are expected to grow exponentially in sectors like retail, healthcare and IT & ITeS, defence, hospitality and consumer durable.

Since the interest rates have hardened to all times high, they are bound to come down giving much needed respite to banking, this should give boost to real estate and automobile and hence these sectors are likely to see some hiring. There is a great demand for talent across industries in India. The Retail, BFSI, FMCG, Hotels and Hospitality sectors would pick up pace and would improve in 2012."

FMCG, Pharma are insulated from recession and will remain constant, Grover said, while adding that E-Commerce being a new kid on the block will emerge as a saviour and will compensate for rather dull scenario. As far as compensations are concerned, there is reason to cheer, the average salary increase would increase to at least 12 per cent, from 11 per cent in 2011..

HOW COMPANIES GOT THEIR NAMES

Interesting Facts about company names



Larry Ellison and Bob Oats were working on a consulting project for the CIA (Central Intelligence Agency). The code name for the project was called Oracle (the CIA saw this as the system to give answers to all questions or something such). The project was designed to help use the newly written SQL code by IBM. The project eventually was terminated but Larry and Bob decided to finish what they started and bring it to the world. They kept the name Oracle and created the RDBMS engine. Later they kept the same name for the company.



The word was invented by Jonathan Swift and used in his book 'Gulliver's Travels'. It represents a person who is repulsive in appearance and action and is barely human. Yahoo! Founders Jerry Yang and David Filo selected the name because they considered themselves yahoos.



It originated from the Latin word 'sonus' meaning sound, and 'sonny' a slang used by Americans to refer to a bright youngster.

HOW COMPANIES GOT THEIR NAMES

Interesting Facts about company names



It was the favourite fruit of founder Steve Jobs. He was three months late in filing a name for the business, and he threatened to call his company Apple Computers if the other colleagues didn't suggest a better name by 5 O'clock.



It is not an acronym as popularly believed. It is short for San Francisco.

This name was formed by using COMp, for computer, and PAQ to denote a small integral object.



The name was derived from the founder's name Dr. Michael Cowpland. It stands for COWplandREsearch Laboratory.

Bill Hewlett and Dave Packard tossed a coin to decide whether the company they founded would be called Hewlett-Packard or Packard-Hewlett.



The name started as a joke boasting about the amount of information the search-engine would be able to search. It was originally named 'Googol', a word for the number represented by 1 followed by 100 zeros. After founders - Stanford graduate students Sergey Brin and Larry Page presented their project to an angel investor, they received a cheque made out to 'Google'

Founder Jack Smith got the idea of accessing e-mail via the web from a computer anywhere in the world. When Sabeer Bhatia came up with the business plan for the mail service, he tried all kinds of names ending in 'mail' and finally settled for hotmail as it included the letters "html" - the programming language used to write web pages. It was initially referred to as HoTMaiL with selective uppercasing.



Mitch Kapor got the name for his company from 'The Lotus Position' or 'Padmasana'. Kapor used to be a teacher of Transcendental Meditation of Maharishi Mahesh Yogi.

Bob Noyce and Gordon Moore wanted to name their new company 'Moore Noyce' but that was already trademarked by a hotel chain so they had to settle for an acronym of INTegratedELEctronics.

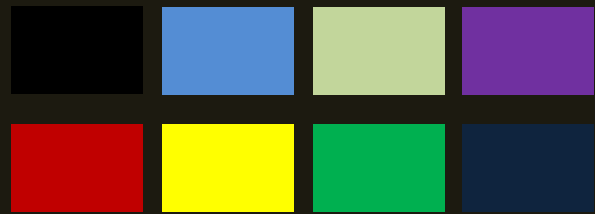


Coined by Bill Gates to represent the company that was devoted to MICROcomputerSOFTWARE. Originally christened Micro-Soft, the '-' was removed later on.

Founder Paul Galvin came up with this name when his company started manufacturing radios for cars. The popular radio company at the time was called Victrola.



INDIA'S BEST SOAP BRANDS



Soap was introduced in India by the Lever Brothers during the British reign in the country. There after soaps were imported from England and marketed in India. However the first local soap manufacturing unit was set up by Mr.Jamshedji Tata in Cochin, Kerala around the period 1918. Since then soaps have become an important part of the lives of the people of the country. Today India has one of the most developed soap markets and is dominated by numerous multinational and also quite a few major domestic companies. Some of the most popular soap brands in India include Lux, Cinthol, Lifebuoy, Liril, Shikakai, Rexona, Dettol etc.

1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Lux	Dove	Pears	Dettol	Lifebuoy	Santoor	Rexona	Cinthol	Liril	Shikakai

BRAND-HOROSCOPE



Aviva Life Insurance is a joint venture with Dabur Group. Private insurers were permitted to participate in the Indian life market only from 2000. Aviva began operations in July 2002 as a joint venture with Dabur Group, one of India's oldest and most respected business houses. As per the India regulations, Aviva has 26% stake and Dabur 74% stake in the JV partnership.

Products

Aviva is among the first companies to introduce modern unit-linked and unitised with-profit policies. Its products include: fixed term protection plan (Aviva AvivaLifeShield Plus and aviva i-life an online term plan), endowment plans(Aviva Moneyback, Aviva Dhanvridhi, Aviva Sachin Extra Cover Advantage, Aviva Dhanvarsha, Aviva FreedomLife Advantage, Aviva LifeSaver Advantage), child policy (Aviva Young Scholar Advantage, Aviva Young Scholar Secure), single premium plans(Aviva LifeBond Advantage), health insurance(Aviva Health Plus). Aviva's fund management operation is one of its key differentiators. The options include eight unit-linked funds.

MOST TRUSTED BRANDS IN INDIA



Nokia, Tata and LG are amongst most trusted brands in India. Nokia, Tata and LG are amongst most trusted brands in India. "The research is conducted with 2,718 'influencer' respondents from 15 cities, generating more than two million data-points from 12,000 hours of research," Trust Research Advisory firm which conducted the survey said in a statement.

The survey also came out with 22 most trusted personalities, whose list anti-corruption crusader Anna Hazare topped, followed by Sachin Tendulkar, Salman Khan, Amitabh Bachchan and Aamir Khan.

Most trusted leaders in specific categories include Armani in branded fashion, DLF in construction, NIIT in education, ONGC in energy, PVR in entertainment, Pepsi in food and beverages (F&B) and Dabur in healthcare.

Other trusted brands included Taj Hotels in hospitality, Google in internet, ACC in manufacturing, Thomas Cook in services, Being Human in social sector, Hewlett Packard in technology, and Air India in airlines.

IPL-BUSINESS PERSPECTIVE

THE BUSINESS OF BIG BUCKS AND BIG PEOPLE

The real money players here are oil conglomerates, breweries, cement, infrastructure giants. These are serious people, with serious money,

Owners: Indianwin Sports Pvt Ltd. Though it is a well-known fact that Reliance Industries owner Mukesh Ambani and his wife Nita Ambani own the team, their names don't figure in the list of shareholders. The company's directors are Ashwin Khasgiwala, Ashish Chauhan and Sudhakar Saraswatula. Reliance Industrial Investment and Holdings (RIIH), Shinano Industrial Retail and Teesta Retails hold 90 per cent of the stakes in the franchise. But then both Shinano Retail and Teesta Retails are controlled by RIIH, making RIL the real owners of the team.

MUMBAI INDIANS



Owners: As of now Vijay Mallya's UB Group has 100 per cent stake in the franchise. But the team will soon be overtaken by the newly-formed UB Sports Pvt Ltd. I-T raid on the Group was conducted on recently.



ROYAL CHALLENGERS BANGALORE

Owners: Jaipur IPL Cricket Pvt Ltd. A subsidiary of the Mauritius-based EM Sporting Holdings, JICPL is under intense scrutiny for suspected unaccounted foreign funding. The RR is also under the scanner for Modi's suspected benami stake in the franchise. Suresh Chellaram, who holds just 45% of stakes in the side, is the brother-in-law of Modi (He is married to Modi's wife Minal's sister Kavita), while Emerging Media (run by Manoj Badale and a close confidant of Modi) has about 12% stake. Actor Shilpa Shetty and her husband Raj Kundra also own about 12% stake. Another major stakeholder is Blue Water Estate of Lachlan Murdoch (32%), son of media baron Rupert Murdoch.

RAJASTHAN ROYALS



Owners: Deccan Chargers Sporting Ventures. Deccan Chronicle Holdings Ltd owns 100% stake in the side. I-T raid happened on recently.



DECCAN CHARGERS

Owners: KPH Dreams Cricket Pvt Ltd. Ness Wadia of Bombay Dyeing, Bollywood actor Preity Zinta and Colway Investment Ltd are the majority stake holders with 23% each. Mohit Burman, part owner of this struggling team, is the brother of Gaurav Burman, who is married to Modi's step-daughter Karima. The franchise is reportedly up for sale now. I-T raid was conducted on Friday. Gaurav is also a stakeholder in Global Cricket Venture, which has digital, mobile and internet rights of IPL.

KINGS XI PUNJAB



Owners: GMR Sports Pvt Ltd. Soon after the Deccan Chargers and the Royal Challengers Bangalore declared their ownership patterns after coming under the scrutiny of government agencies, Daredevils too revealed their details, according to which GMR Holdings Pvt Ltd owns 51% of total stakes. I-T raid took place on recently.



DELHI DAREDEVILS

Owners: Knight Riders Sports Pvt Ltd. Bollywood superstar Shah Rukh Khan has about 55% stake in the franchise, while actor Juhi Chawla and the Sea Island Ltd (run by her husband Jay Mehta based in Mauritius) hold the remaining shares. After the raids on Cricket Association of Bengal and other KKR offices on Wednesday, the tax officials claim to have found some incriminating documents that will lead them to the source of funds from the Sea Island. Mehta also happens to be the childhood friend of Modi. I-T raids took place on recently.

KOLKATA KNIGHT RIDERS



Owners: India Cements are 100% stake holders in the franchise. The VC and MD of India Cements, N Srinivasan, has been in the eye of a storm stirred by his detractors, who point out conflict of interest as he is also the secretary of the Board of Control for Cricket in India. I-T raid conducted on recently.



CHENNAI SUPER KINGS

The Indian Premier League (IPL) is a professional league for Twenty20 cricket competition in India. It was initiated by the Board of Control for Cricket in India (BCCI), headquartered in Mumbai and is supervised by BCCI Vice President Rajeev Shukla, who serves as the league's Chairman and Commissioner. It is currently contested by nine teams, consisting of players from around the world. It was started after an altercation between the BCCI and the Indian Cricket League.

In 2010, IPL became the first sporting event ever to be broadcast live on YouTube in association with Indiatimes. Its brand value is estimated to be around \$3.67 billion in fourth season. According to the Annual Review of Global Sports Salaries by sportingintelligence.com, IPL is the second highest-paid league, based on first-team salaries on a pro rata basis, second only to the NBA. It is estimated that the average salary of an IPL player over a year would be \$3.95 million.

Revenue and Profits

The UK-based brand consultancy, Brand Finance, has valued the IPL at \$4.13 billion (Rs 18,998 crore) in 2010. It was valued at U\$2.01 billion in 2009 by the same consultancy.

There are disputed figures for the profitability of the teams. One analyst said that four teams out of the eight made a profit in 2009. While the Times said that all but Kings XI Punjab made a profit.

In 2010, the IPL expects to have 80 official merchandising deals. It has signed a deal with Swiss watchmaker Bandelier to make official watches for the IPL.

According to a recent study by a UK-based brand valuation consultancy, the brand value of the IPL has more than doubled to USD 4.13 billion (over Rs 18,000 crore) from USD 2.01 billion in 2009. The franchises have been a part of this growth. The Chennai Super Kings have a brand value of USD 79.13 million which places them at the top of the table. The MI franchise has moved up the ladder with a valuation of USD 63.58 million. Kolkata Knight Riders co-owned by Bollywood actor Shahrukh Khan comes in third with a valuation of USD 57.59 million and the Rajasthan Royals, co-owned by Bollywood actress ShilpaShetty comes in last with USD 33.78 million. The Royal Challengers Bangalore, owned by Vijay Mallya, is ranked fourth with a valuation of USD 55.13 million and is followed by the, Delhi Daredevils (USD 40.85 million) and Kings XI Punjab (USD 35.75 million). The Deccan Chargers are at the sixth with a valuation of USD 38.76 million.

SPONSORSHIPS

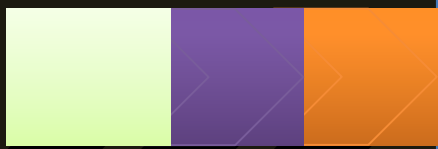
India's biggest property developer DLF Group paid US\$50 million to be the title sponsor of the tournament for 3 years from 2008 to 2010.

Other year sponsorship agreements include a deal with motorcycle maker Hero Honda worth \$22.5-million, one with PepsiCo worth \$12.5-million, and a deal with beer and airline conglomerate Kingfisher at \$26.5-million.

Rank	Franchise	Brand Value
1	Chennai Super Kings	\$ 85.13 m
2	Mumbai Indians	\$ 63.58 m
3	Kolkata Knight Riders	\$ 57.576 m
4	Royal Challengers Bangalore	\$ 55.13 m
5	Delhi Daredevils	\$ 40.85 m
6	Deccan Chargers	\$ 38.76 m
7	Kings XI Punjab	\$ 35.75 m
8	Rajasthan Royals	\$ 33.78 m

VALUATION

SHARE



bazaar

MUTUAL FUNDS

DO YOU NEED A FINANCIAL PLANNER?

MUTUAL FUNDS PERFORMANCE

Equity Sector	
Scheme	Returns(1yr)
ICICI Prudential FMCG Fund - Growth - Growth	28.60%
SBI Magnum Sector Funds Umbrella - FMCG - Growth	25.74%
UTI MNC Fund - Growth	14.42%
Reliance Media & Entertainment Fund - Growth	11.25%
Birla Sun Life MNC Fund - Gr - Growth	10.50%

Gilt	
Scheme	Returns(1yr)
Baroda Pioneer Gilt Fund - Growth - Growth	12.56%
IDFC G - Sec Fund - PF Plan A - Growth	10.36%
IDFC G - Sec Fund - Investment Plan A - Growth	9.98%
Birla Sun Life Gilt Plus - PF Plan - Growth	9.94%
Kotak Gilt - Investment Provident Fund and Trust - Growth	9.75%

Liquid	
Scheme	Returns(1yr)
Escorts Liquid Plan - Growth	10.51%
Taurus MIP Advantage - Growth	10.07%
Pramerica Liquid Fund - Growth	9.54%
Baroda Pioneer Liquid Fund - Growth - Growth	9.51%
IDBI Liquid Fund - Growth	9.50%

Debt	
Scheme	Returns(1yr)
CanaraRobecoInDiGo Fund - Growth	14.89%
Tata Fixed Income Portfolio Fund - Scheme C3 - Growth	14.49%
Sahara Short Term Bond Fund - Growth	14.37%
Escorts Income Plan - Growth	12.99%
SBI Dynamic Bond Fund - Growth	12.44%

Equity Elss	
Scheme	Returns(1yr)
ICICI Prudential R.I.G.H.T. Fund - Growth	6.22%
BNP Paribas Tax Advantage Plan (ELSS) - Growth	2.72%
Union KBC Tax Saver Scheme - Growth	0.00%
Axis Long Term Equity Fund - Growth	-0.13%
Reliance Tax Saver Fund - Growth	-0.17%

We say 'Financial Planning' is not rocket science but plain and simple common sense. It is deciding what are the goals, how much is needed for each of them and then making choices from various options for the best way of achieving these goals with least possible risk. So you can ask if it's so simple, why have a financial planner - why not simply do this yourself? Well, the answer to this is Yes, you can. In fact, you are your own best planner, after all who else will be as motivated to get the best out of your money and achieve your goals? But the constraints that come up are time and knowledge. You need time to monitor your portfolio frequently, track the markets, keep a close watch on the economy and political scenario, interpret changes in policies, follow world indices, understand and evaluate the new options coming in almost every day; AND do your regular job. More, you need to have the knowledge and training to understand markets, governments, economies and products; and deduce and react to its changes appropriately and timely.

With markets and economies world over becoming more and more global and inter connected, something happening in a far away corner of the world can have major consequences on investments here. Further, besides threats there are equally a myriad of investments and options opening up for Indian investors across geographical boundaries that you need to be aware of and evaluate. While there is a mass of data and information out there courtesy real and purported experts, it is a quite a task to decipher this information correctly and use only what is relevant to you. So in these times of outsourcing doesn't it make sense to have a professional do this for you? You have a qualified and experienced person to looking out for your financial interests and time to do other stuff in your life. Finally, often a certain amount of emotional distance and detachment is required while taking some financial decisions specially like realising it is time to get out of an investment which you often put off since having developed sentiments towards it. Or not getting swayed or pressurised by marketing hype or crowd mentality or mass panic. And there is always the stick that is sometimes required to be wielded to force you to buy adequate insurance cover, write a will, organise the bank accounts or set nomination details properly and stop procrastinating. So get a financial planner - to take your money worries away and leave you free to enjoy life with a sense of relief that your money is being well looked after.

MUTUAL FUNDS: NFO



Scheme	Category	Open Date	Close Date	Offer Price	Minimum Investment
ICICI Prudential Multiple Yield Fund -Series 2 Plan F - Growth	Debt Income	Apr 10, 12	Apr 24, 12	10	5,000
Birla Sun Life Fixed Term Plan - Series FD - Growth	Debt FMP	Apr 10, 12	Apr 10, 12	10	5,000
ICICI Prudential Capital Protection Oriented Fund II - Series XI - 12M - Growth	Debt Income	Apr 10, 12	Apr 12, 12	10	5,000
ICICI Prudential Multiple Yield Fund -Series 2 Plan F - Dividend	Debt Income	Apr 10, 12	Apr 24, 12	10	5,000
Birla Sun Life Fixed Term Plan - Series FD - Dividend	Debt FMP	Apr 10, 12	Apr 10, 12	10	5,000
ICICI Prudential Capital Protection Oriented Fund II - Series XI - 12M - Dividend	Debt Income	Apr 10, 12	Apr 12, 12	10	5,000
HDFC FMP 370D April 2012 - 1 - Growth	Debt FMP	Apr 12, 12	Apr 17, 12	10	5,000
HDFC FMP 370D April 2012 - 1 - Dividend-Quarterly	Debt FMP	Apr 12, 12	Apr 17, 12	10	5,000
DWS Hybrid Fixed Term Fund - Series 6 - Dividend	Debt FMP	Apr 12, 12	Apr 26, 12	10	5,000
HDFC FMP 92D April 2012 - 1 - Dividend	Debt FMP	Apr 12, 12	Apr 17, 12	10	5,000
HDFC FMP 370D April 2012 - 1 - Dividend	Debt FMP	Apr 12, 12	Apr 17, 12	10	5,000
DWS Hybrid Fixed Term Fund - Series 6 - Growth	Debt FMP	Apr 12, 12	Apr 26, 12	10	5,000
HDFC FMP 92D April 2012 - 1 - Growth	Debt FMP	Apr 12, 12	Apr 17, 12	10	5,000
Religare FMP Series XIV - Plan D - Growth	Debt FMP	Apr 13, 12	Apr 16, 12	10	5,000

IPO: ALL THAT YOU WANT TO KNOW ABOUT IPOs

UPCOMING ISSUES - EQUITY	DATE OF FILING WITH SEBI
Tristar Retail (DRHP)	03-Apr
C MahendraInfojewels (DRHP)	02-Apr
Ace Tours Worldwide (DRHP)	30-Mar
Harisons Steel (DRHP)	15-Mar
R K Infratel (DRHP)	12-Mar
UIC Udyog (DRHP)	09-Mar
Altret Biotech (DRHP)	17-Feb
National Buildings Construction Corporation (DRHP)	09-Feb

Recent IPOs Performance [March-2012]			
Equity	Issue Price	Current Price	%Gain/Loss
Olympic Cards	30	29.45	-1.83
BCB Finance	25	25	0
MCX India	1032	1257.25	21.83

An IPO if you were to take its full form is Initial Public Offering. It is the first public offering made by a limited company to list its shares on the stock exchange and that's when once the shares get listed on the stock exchange the value of company shares become public become available for trading to all the members of the Indian public.

So for companies in a growth stage it is looking at expansion diversification. It does not have internal resources or internal generation, it's already debt leveraged, and it wants to expand on equity. So the primary objective for an IPO is to raise capital. But then there are also IPOs where there is an offer for sale, where an existing promoter is trying to exit part of his holding through an IPO, the company is not listed and he is trying to get listing by not adding shares to the company's capital structure, but by diluting some of the shareholding.

This could also be true for PSU divestment where the government of India which is the dominant shareholder does an IPO and dilutes a part of its holding 5-10% in favour of the retail investors. The objective behind this kind of an offer for sale could also be not only to raise money for example in the case of government for divestments but in the case of private promoter to seek valuations and convert the shares into a currency because unless the company is listed the valuations is still in the minds of a limited number of people.

UNDERSTAND INVESTING OPTIONS

Summarised below are the short-term and long-term financial investment options available for Indian investors.

1. Savings Bank Account

Use only for short-term (less than 30 days) surpluses: Often the first banking product people use, savings accounts offer low interest (4%-5% p.a.), making them only marginally better than safe deposit lockers.

2. Money Market Funds (also known as liquid funds)

Offer better returns than savings account without compromising liquidity: Money market funds are a specialized form of mutual funds that invest in extremely short-term fixed income instruments. Unlike most mutual funds, money market funds are primarily oriented towards protecting your capital and then, aim to maximise returns.

Money market funds usually yield better returns than savings accounts, but lower than bank fixed deposits. With the flexibility to issue cheques from a money market fund account now available, explore this option before putting your money in a savings account.

3. Bank Fixed Deposit (Bank FDs)

For investors with low risk appetite, best for 6-12 months investment period: Also referred to as term deposits, this product would be offered by all banks. Minimum investment period for bank FDs is 30 days. The ideal investment time for bank FDs is 6 to 12 months as normally interest on bank less than 6 months bank FDs is likely to be lower than money market fund returns. It is important to plan your investment time frame while investing in this instrument because early withdrawals typically carry a penalty.

4. Post Office Savings Schemes (POSS)

Low risk and no TDS: POSS are popular because they typically yield a higher return than bank FDs. The monthly income plan could suit you if you are a retired individual or have regular income needs. Besides the low (Government) risk, the fact that there is no tax deducted at source (TDS) in a POSS is amongst the key attractive features. The Post Office offers various schemes that include National Savings Certificates (NSC), National Savings Scheme (NSS), Kisan Vikas Patra, Monthly Income Scheme and Recurring Deposit Scheme.

5. Public Provident Fund (PPF)

Best fixed-income investment for high tax payers: PPF is a very attractive fixed income investment option for small investors primarily because of -

1. An 11% post-tax return - effective pre-tax rate of 15.7% assuming a 30% tax rate.
2. A tax-rebate - deduction of 20% of the amount invested from your tax liability for the year, subject to a maximum Rs60,000 for a tax rebate.
3. Low risk - risk attached is Government risk.

So, what's the catch? Lack of liquidity is a big negative. You can withdraw your investment made in Year 1 only in Year 7 (although there are some loan options that begin earlier). If you are willing to live with poor liquidity, you should invest as much as you can in this scheme before looking for other fixed income investment options.

6. Company Fixed Deposits (FDs)

Option to maximise returns within a fixed-income portfolio: FDs are instruments used by companies to borrow from small investors. Typically FDs are open throughout the year. Invest in FDs only if you have surplus funds for more than 12 months. Select your investment period carefully as most FDs are not encashable prior to their maturity. Just as in any other instrument, risk is an embedded feature of FDs, more so because it is not mandatory for non-finance companies to get a credit rating for this instrument. Investors should consciously (either through a credit rating or through an expert) select the companies they invest in. Quite a few small investors have lost their life's savings by investing in FDs issued by companies that have run into financial problems.

7. Bonds and Debentures

Option for large investments or to avail of some capital gains tax rebates: Besides company FDs, bonds and debentures are the other fixed-income instruments issued by companies. As a result of an illiquid secondary market and a lack-lustre primary market, investment in these instruments is largely skewed towards issues from financial institutions. While you might find some high-yielding options in the secondary market, if you do not want the problems associated with bad deliveries and the transfer process or you want to invest a large sum of money, the primary market is the better option.

8. Mutual Funds

Have you ever made an investment in partnership with someone else? Well, mutual funds work on more or less the same principles. Investors pool together their money to buy stocks, bonds, or any other investments.

Investing through mutual funds allows an investor to -

1. Avail the services of a professional money manager (who manages the mutual fund)
2. Access a diversified portfolio despite making a limited investment

9. Life Insurance Policies

Don't buy life insurance solely as an investment: Life insurance premiums, depending upon the policy selected, include the costs of -

- 1) Death-benefit coverage
- 2) Built-in investment returns (average 8.0% to 9.5% post-tax)
- 3) Significant overheads, including commissions.

This implies that if you buy insurance solely as an investment, you are incurring costs that you would not incur in alternate investment options. It is, however, important to insure your life if your financial needs and profile so require. Use our Are You Adequately Insured planning tool to find out if you need life insurance, and if yes, how much.

10. Equity Shares

Maximum returns over the long-term, invest funds you do not need for at least five years

There are two ways in which you can invest in equities-

1. through the secondary market (by buying shares that are listed on the stock exchanges)
2. through the primary market (by applying for shares that are offered to the public)

Over the long term, equity shares have offered the maximum return to investors. As an investment option, investing in equity shares is also perceived to carry a high level of risk.



CURRENCY EXCHANGE RATE						
Currency	Rupee	US \$	Euro €	UK £	Aus \$	Japanese ¥
1 Rupee =	1	0.0194	0.0148	0.0122	0.0187	1.5673
1 US \$ =	51.47	1	0.7609	0.6273	0.9621	80.67
1 Euro € =	67.644	1.3142	1	0.8244	1.366	106.0192
1 UK £ =	82.05	1.5941	1.213	1	1.6569	128.5988
1 Aus \$ =	53.498	1.0394	0.7909	0.652	1	83.8484
1 Japanese ¥ =	0.638	0.0124	0.0094	0.0078	0.0129	1

On 17th April, 2012

MARKET RADAR

NIFTY
+63.5 1.22%

5289.70

BSE
+206.99 1.21%

17357.94

*As on 17th April

World Markets

on Apr 17, 2012

Americas

United States of America DOW JONES INDUS. AVG 13,024.80 +103.43 (0.80%)

United States of America NASDAQ COMPOSITE 3,019.99 +31.59 (1.06%)

United States of America S&P 500 1,379.95 +10.38 (0.76%)

Europe

France CAC 40 3,254.76 +49.48 (1.54%)

Germany DAX 6,727.33 +102.14 (1.54%)

Great Britain FTSE 100 5,730.85 +64.57 (1.14%)

Asia

Singapore FTSE STRAITS TIMES 2,986.59 -5.53(-0.18%)

Hong Kong HANG SENG 20,562.30 -48.33(-0.23%)

Japan NIKKEI 225 9,464.71 -5.93(-0.06%)

People's Republic of China SHANGHAI SE COMPOSITE 2,334.99 -22.04(-0.94%)

“Be greedy when others are fearful and be fearful, when others are greedy.”

ECONOMIC DATA

Domestic

Gross Domestic Product (GDP) (Sep 2011) 6.90% -1

Inflation (Oct 2011) 9.73% 0

IIP (Jan 2012) 5.90% 11

FD Rate (SBI - Dec 2011) 9.25%

Term deposit: 365-729 days

COMMODITIES

Commodity Prices (MCX)

Commodity	Rs	(%Chg)	Unit
Gold - 5 Jun	28430.00	(0.46%)	10 grams
Silver - 5 May	55890.00	(0.05%)	kg
Crudeoil - 19 Apr	5385.00	(1.26%)	barrel
Naturalgas - 25 Apr	101.60	(2.96%)	mmbtu
Aluminium - 30 Apr	106.75	(0.61%)	kg
Copper - 30 Apr	413.65	(0.27%)	kg
Nickel - 30 Apr	916.80	(0.01%)	kg
Lead - 30 Apr	107.20	(0.19%)	kg
Zinc - 30 Apr	103.10	(0.67%)	kg

Top Companies In India

by Market Capitalisation

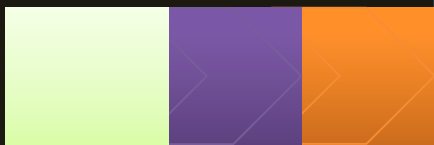
COMPANY NAME	LAST PRICE	CHANGE	MARKET CAP	NET SALES	NET PROFIT	ASSETS
Reliance	743.55	-1.55	283,404.22	248136.06	20286.30	218,937.00
TCS	1267.25	20.65	248,028.83	29275.41	7569.99	19,620.61
ONGC	267.50	-2.55	228,859.36	66164.34	18924.00	115,062.94
Coal India	345.80	-6.55	218,419.88	461.31	4723.56	20,807.78
ITC	244.60	-0.90	191,238.66	21120.83	4987.61	16,052.47

WHAT IS 'MARKET CAPITALIZATION'?

The total Rupee market value of all of a company's outstanding shares. Market capitalization is calculated by multiplying a company's shares outstanding by the current market price of one share. The investment community uses this figure to determine a company's size, as opposed to sales or total asset figures.

If a company has 35 million shares outstanding, each with a market value of \$100, the company's market capitalization is \$3.5 billion (35,000,000 x \$100 per share). Company size is a basic determinant of asset allocation and risk-return parameters for stocks and stock mutual funds. The term should not be confused with a company's "capitalization," which is a financial statement term that refers to the sum of a company's shareholders' equity plus long-term debt. The stocks of large, medium and small companies are referred to as large-cap, mid-cap, and small-cap, respectively. Investment professionals differ on their exact definitions, but the current approximate categories of market capitalization are: Large Cap: \$10 billion plus and include the companies with the largest market capitalization. Mid Cap: \$2 billion to \$10 billion Small Cap: Less than \$2 billion.

WASSUP



The class room Buzz

FRESHER'S DAY - 2011

Fresher's day, a day specially organized for welcoming juniors for having a good interaction with each other, to remove the fear, timidity & to get along with each other in coming days.

The day commenced on a blessed note with a prayers, formal session was splendidly hosted by Mr.Suraj & Ms.Priya who helped audience journey throughout the program enthusiastically, the day goes like this we had freshee queen & king contest, initially juniors had to introduce themselves after which seniors performed a filler (MIME) to entertain juniors. The contest was continued by Unisons Autograph, 60 seconds to fame, Stress management for choosing a best freshy queen & king for the year 2011-2012.

Finally the much awaited Freshee king was crowned to Mr.Antony Nicky & Freshee queen to Ms. Vidhya.



By- Neeraja, IV M.com

HISTORY BEGINS Commercia -2012

By- Priya, IV M.com

For the first time in the history of Kristu Jayanti College, Department of Commerce (M.com) conducted a 2days National Level Intercollegiate Post Graduate Fest which was named as COMMERCIA - 2012(Economic Armageddon) on 6th & 7th of March 2012. Rev.Fr.Sebastian congratulated our department for creating such a Historical wonder.

Our Esteemed Chief Guest was Dr.Muniraju, HOD of Commerce Department Bangalore University. We had participants from different states numbering up to 12 Colleges who actively participated and made Commercia-2012 a successful one.

We had seven Events namely The Economist, Ambassador, Tycoon Talk, Catalyst, Bulls & Bears, Genesis and Mind Hunters. The events gave a good exposure to the participants as they were too Unique.

Finally the Participants appreciated us for such good hospitality, unique events, good ambience and great exposure. The proud winners of Commercia-2012 were St.Aloysius College, Mangalore. They took the overall Championship and the Runners up were Indian Academy Degree College. Our HOD Professor R.Vijaya Kumar congratulated them all for their Enthusiastic Participation.



MISSION IMPOSSIBLE MADE POSSIBLE

By- Cherian, IV M.com

ZEPHYR-12 was a podium for the MBA/M.Com students to unfetter the matchless inspiration and creativity of youthfulness that resides within them. In the race to be the best at the corporate level, ethics, values and principles take a back seat.

The Theme for Zephyr 2012 was “Corporate Ethics”.

Zephyr – ‘12, a national-level PG Management Fest, organized by the Department of Business Administration, St Joseph Engineering College, was inaugurated on 27 March, 2012 at 9:30 am in the Conference Hall, Mechanical Engineering Block, SJEC.

The events of the fest were are as following:

1) Best Manager (CEO) “Megistanos”

Participated by: Mr. Raj Kumar. It was an event filled with 14 rounds. Most of them were very stressful and very innovative. He won 1st Prize for the same.

2) Best Orator “Demosthenes”

Participated by: Mr. Vinay Sagar L.S and Ms. Shilpa Mary. The best Orator event tested the communication skill of the participants. There were 7 rounds. All rounds were heavily focusing on the soft skills of the participant.

3) Business Quiz “Dunamis”

Participated by: Mr. Kiran Kumar and Mr. Cherian Thomas. Business quiz also had 7 rounds. It was done in a pre planned manner with questions ranging from it field to business fields. They won 2nd Prize for the same.

4) Marketing “Constantia”

Participated by: Mr. Sanjay Gupta, Mr. Nikki Antony Correa and Ms. Greeshma K.K. Constantia had participants thinking on the world of advertising. They won 2nd Prize for the same.

5) Finance “Solidale”

Participated by: Mr. Saju Koshy Varghese and Mr. Alex.T. This event shook the fundamentals of the participants.

6) Human Resource “Sophrosyne”

Participated by: Mr. Saravana . P and Ms. Shubha B.V.S. This was a superb event where the participants were put into test with all practicalities of the Human Resource field. Corporate Social Responsibility being included in the overnight round was a notable thing. They won 2nd Prize for the same.

7) Information System & Operations “Eunoia”

Participated by: Mr. Binod Rai and Ms. Jesna George. Information System was an event which grilled the computer quotient of the individuals.

8) Ice Breakers

Ice Breakers is where in we introduced our team. Our team gave an impression of how far they could create a cultural niche for themselves.





Students of M.com conquering the Commerce Premier League of Bangalore University

Com Vision 2012, a Commerce Fest, conducted by the Bangalore University, Department of Commerce. It was held at the Central College Campus, Bangalore on 19th and 20th of April, 2012. The fest's theme was Samara, the business frontier. It was a call for battle between the Best. Totally 30 colleges, including many south Indian Universities too participated making the fest too competitive. On a bright sunny day morning on 19th of April 2012, Com-Vision Inaugural function started and was held at the Jnana Jyothi Auditorium. By 2 pm, we had our lunch and soon proceeded towards the preliminary rounds of both off stage and on stage events. The day was finally over with a tinge of colorful cultural programs with a variety of dance and songs reflecting modern, past and folk flavors. On 20th of April, 2012 the final rounds of all the events were held. Finally the Valedictory function was held at the Jnana Jyothi Auditorium on April 20th, 2012 at 5:30 pm. The verdict was finally declared and it was Kristu Jayanti College which bagged the "Overalls" again for the second consecutive year. Thanking God for this year's M.Com batch for victories after victories and believing in only one Motto "Unity is Strength".

CHAMPIONS KEEP PLAYING UNTIL THEY GET IT RIGHT...!!

By- Shilpa T Mary, IV M.com

Anubhava 2012, M.Com- intercollegiate fest conducted by HKES Virendra Patil College, sadashivnagar on 3, 4 & 5th of april 2012, it was a mixture of both commerce and cultural events. 7 colleges participated in this fest. Eighteen members from M.Com 2nd & 4th SEM participated in this fest. On 3rd April 2012. The feat started with the inaugural session. It was followed by preliminary rounds for all the events. There was submission of hard copy reports for product launch event and budget presentation was conducted under financial secretariat event. Our student Ms. Shilpamary & Mr.Sridhar participated and went to final round.buisness quiz preliminary round was conducted. Mr.Sarvan & Ms. Nancy, Mr. Saju & Mr.kiran participated and went to final round. Best manager first round was participated by Mr. Vinay & Mr. Raj Kumar. On 4th April 2012 the event started with product launch. Two teams from our college won this event. Mr. Sanjay, Ms. Roopa & Ms Neeraja won second prize. And Mr. Saju, Mr.suraj & Ms Shilpa Mary won third prize. Best manager was won by Mr. Raj Kumar. Afternoon there was panel discussion about budget in education sector Ms. Shilpa won first prize & Mr. Sridhar won third prize. In business quiz final round Mr. Sarvan & Ms. Nancy won first prize and Mr. Saju & Mr. Kiran won third prize followed by the cultural event started on the same day. Free style dance first prize was won by raj team & second prize was won by Nancy team. On 5th April 2012 the day started with mad ad event first prize was won by sarvana team and second prize was won by Shilpa team. The last event was fashion show first prize won by Ms neeraja & Ms roopa and second prize by Ms Shilpa Mary & Ms Nimmy. Finally valedictory session was conducted followed by prize distribution & we won overall championship.

TRIVIA

Good to Know



HOMEMAKERS GUIDE TO SAVE MONEY:

12 MUST-TRY TRICKS



Money saved is money earned they say. How true! Every homemaker can change her role from money user/spender to money earner by doing her bit. These 15 tips do not call for any education or any great knowledge of finance. All that is needed is a little time and the eagerness to save money for the household. At first look, these may look like trivial stuff, but on hindsight, they could prove to be tips, which save 2-4 K a month for you!

1. Plan for what is to be cooked right through the day. Basic boiling of vegetables, precooking can be done together. Will save gas and precious time.
2. Don't just dump leftovers. Particularly vegetables cooked in the morning if not fully used can be kept in the fridge and slightly modified for dinner. Many a time the beans or the brinjals of the morning with a little onion, tomato and masala go quite well with the rotis in the night.
3. Keep all your spoons dry and clean. This can save your rice, wheat, dal and other stored food items from bugs and insects. Saves your groceries from wastage, apart from being hygienic.

KITCHEN



4. Make a shopping list before going out shopping. A shopping list will help you stay focussed and in control of your purse strings. Guaranteed!
5. Leave your credit card behind. Sure shot way to ensure you don't overspend, at least never more than what you have.
6. If you are taking kids out shopping, feed them something before stepping out. Will save you a lot of money buying snacks on the way to keep them busy and a lot of embarrassment at the shopping place.

SHOPPING



7. Understand the costs of cooking fuel. Most kitchens use a combination of cooking gas, electricity, kerosene, wood (????!! not among readers of this column I guess). In most cities electricity costs can go completely out of control if it crosses certain threshold levels. You might have to carefully optimise use of the induction stove, microwave oven etc.
8. Those fans running and lights burning bright in unoccupied rooms / bathrooms, is money being flushed down the drain. A reminder near the door that says, "Have you switched off the light (with a winking smiley)" may do the trick.
9. LED lights, power saving equipments are god's gift to mankind, really! Use them.

ELECTRICITY



10. If you have two children in the house - remember to utilize the elder one's outgrown clothes, toys, books, furniture. These are used for short periods and thrown away and will serve the purpose fine. Your child will not know the difference.
11. For older children, give them an allowance. They will learn to manage their expenses within limits and you can keep within your budgets.
12. Plan for important events in their life too - school, college, post graduation, marriage etc. If you save regularly early on, you can avoid borrowing or selling key assets later.

ELECTRICITY



Campus Facebook



Commerce Lab- *Now rejuvenated*

The Department of Commerce is conducting various co-curricular activities to stand with vision of exploring new horizons together with collective wisdom. The idea behind commerce lab is to inculcate knowledge and need-based work skills so that the graduates of the college find themselves prepared for employment and self-employment avenues as and when required. In order to accomplish this task we have incorporated practical aspects of the subject so the students may involve in experiential learning which is vital in present business world. The following is the snap shot of some of the programmes offered by commerce lab:

Mission Connect-College Campus to Corporate Campus

Mission Connect is an industry-academia interaction programme of Commerce lab. Mission Connect aims to enhance the education level of Commerce students and thus increase the employability of these students. This programme is highly fruitful as students will get opportunities to interact with corporate professionals which will help students to understand what the latest trends in professions are and what industries expect from upcoming professionals. Mission connect includes Industrial visits, Guest lectures by Industry experts and Interviews etc.

Self development Programme-Self analyzation is realization of self

In SDP we organize and conduct activities that improve self-knowledge and identity, develop talents and potential, build human capital and employability, enhance quality of life and contribute to the realization of dreams and aspirations.

Thus our SDP focuses on enhancing and grooming one's outer and inner self to bring about a positive change to individual's life. Each individual has a distinct persona that can be developed, polished and refined.

Knowledge screen-Learning from leaders

In the future, innovation and entrepreneurship needs to be encouraged at Social levels, Governmental levels and Managerial levels. There must be a social attitude that views innovations with positive attitude and reject an innovation only when it is not acceptable and Knowledge screen is an initiative towards fulfilling this. Commerce lab is screening documentary videos related to corporate world and also interviews of various business leaders, entrepreneurs, economists and Business experts periodically. This will help students to understand entrepreneurship and Leadership and thus motivate them in converting their dreams into a reality.

The Brain storm-Intelligence is not a science

It is important to your stress level and your happiness quotient that you have at least one activity that you do regularly just for fun. Hobbies and other fun activities provide a fun way to sharpen skills, express your creativity, or just blow off steam. Also, when you get really engrossed in an activity you enjoy, you can experience a state of being know as flow, in which your brain is in a near-meditative state, which has benefits for your, mind and soul. Keeping this in mind we have come up with a set of activities and business games that will not only put your brain to work but also will bring a smile on your face.

Business Buzz

The students will be receiving news and updates related to business and industry every day after the college hours from commerce lab through SMS and also case studies, departmental updates will be communicated through e-mails periodically.

Jai hind-Proud to be an India

Patriotism is a love for one's country and a desire to make her better. Patriotism is important in the lives of youth today because the youth of today will inherit the nation tomorrow. If youth do not become

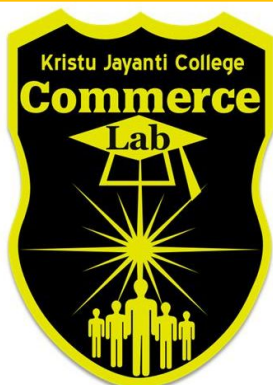
involved in making our nation better, they may not receive a nation worth inheriting. Therefore Commerce lab conducts a set of events that inculcates the love for the nation amongst the students and thus create a feeling of self belongingness in students, which will motivate them to support our country's greatness and working to make her ever better.

Gramin Bharat-Rural Exposure

Rural India is real India. Over Seventy-six per cent of the total population of India lives in villages. Rural development has always been an important issue in all discussions pertaining to economic development, especially of developing countries, throughout the world. Under Creative Commons License: Attribution As a part of its Endeavour to prepare future corporate managers with a human face, Commerce lab is providing opportunity to its students to bond with the rural folks. In this programme students spend time with rural people to get a feel of the various aspects of rural life such as livelihood, education, health and environment. The students also generate awareness among the villagers on their rights and duties and many other important aspects.

Gurukul-Wings to students

The role of students in developing a country is huge. The students today would be the leaders of tomorrow. They will be giving their country back whatever their country has given them. This is how a country develops and this is how many developing nations in the world have become fully developed. Some of these students would be the policy makers in the country helping the government to make policies, some would be scientists helping the country to innovate things, some would be law makers making sure the law in the country is fair etc. In our Gurukul segment we empower students to organize seminars, debates and workshops and thus provide a platform for the students to present the ideas.



"Knowledge is of no value unless you put it into practice."



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