



MOUNT CARMEL COLLEGE, AUTONOMOUS

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“So please ask yourself: What would I do if I weren't afraid? And then go do it.”

-Sheryl Sandberg

TESLA UNDER INDIA'S RADAR

2 BBA 'A'



Tesla CEO has been moving back and forth on his Indian entry in the last few years. There were reports that Tesla might launch its model X in India. It has once again disappointed us as CEO Elon Musk now refuses to enter Indian markets any time soon.

In 2019, there were questions regarding Tesla entering India, to which Elon Musk replied that Indian import duties being so exorbitantly high will make it difficult for the Indian market to afford their cars. Tesla is hugely successful and economical in the US, as it targets the mid-level income bracket. If Tesla were to enter the Indian market, it would have to change its target audience to High net worth individuals. For any car costing over ₹ 27 lakhs, the import duty applied to is 100%. The import duty for anything less than that is 60%. Most of the population in India is either middle class or below middle class. Even the cheapest model 3 Tesla costs approximately 70 lakhs, which would still be unaffordable in the Indian Market.

In October 2015, Tesla had announced plans of opening a "Gigafactory" to mass-produce lithium-ion batteries, which are popularly known for their efficiency in recharging.

On being suggested by many to open a production plant in India to reduce the taxes, Musk explained they aimed to generate enough profit in that country from selling the imported cars to make a factory. Tesla has a lot of better off and larger markets to enter, which is why they are not investing in India as they have an insignificant demand for their cars. Hence, Musk turned his attention to countries like Europe and China.

Tesla follows a direct selling model in the US bypass dealers and distributors to save costs, whereas India is all about franchising. No foreign carmaker owns retail stores in India. Contributing to this, the lack of Indian government support makes it more difficult for Tesla to enter India.

The next huge challenge is the installation of charging stations in and around the major cities of India. India mainly works on coal-based and hydro energy power. Most cities in India face electricity problems daily. With constant power outages and lack of affordable renewable energy, the installation of supercharging stations would not be profitable. In addition to this, most charging stations require parking spaces and proper infrastructure. Studies have shown that 60% of Indians do not own such space. This lack of private parking space becomes a hindrance to the adoption of electric vehicles.

If and when it overcomes all the speed bumps on its way to India, the signature self-driving feature will have to battle poor infrastructure, deplorable driving skills, and swarms of reckless pedestrians. Nonetheless, there's a little light at the end of the tunnel. Musk believes that the recent changes in sales taxes in India may be helpful for Tesla to enter the Indian market in the future.

OTT v/s TV: The Game of Views

3 BBA 'A'

The new episode of Brooklyn 99 is out! But wait, should I wait for a day till they broadcast it in India or switch on Netflix and watch it right away?

The majority of us would go for the latter over the former because it is easier and quicker. The battle between over-the-top (OTT) platforms and connected television has been going for a while now. Television has been India's socializing center for decades. Be it cricket matches or a movie broadcast, all of us tend to gather in the living room and watch the program huddled together on the sofa. With technology accelerating into the 5th gear, we saw the separation within families and friends increase. OTT had entered the chat.

Zomato and Swiggy received notices from Google for violating Play Store norms.

We gradually shifted to Netflix, Hotstar followed by Amazon Prime, and many more. The convenience of watching an endless amount of content on our cell phones was undoubtedly appealing. Now, who wouldn't want comfort for a little extra price? Gradually, television sets faded into the background while we relaxed on our sofas to binge-watch FRIENDS or start a Harry Potter marathon.

Over the years, these platforms started creating content under their names exclusively on their platforms. With prominent stories and captivating characters, viewers were in no time talking about them.

In all this mania, where is television standing? How are they performing?

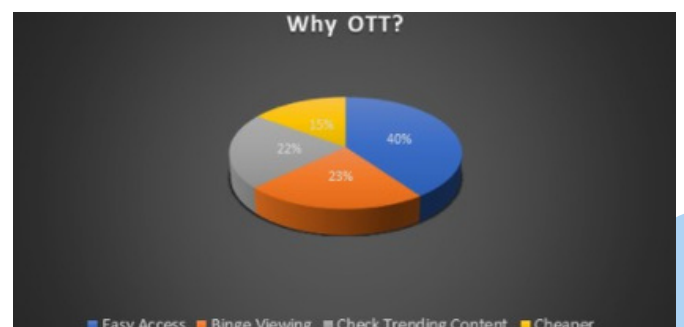
Well, it might come off as a surprise given the popularity of OTT platforms, nevertheless in a survey conducted by MoMagic consisting of 7500 respondents, a solid 41% said they still prefer the conventional television over OTT platforms.

Given the ease of OTT platforms, how was this possible?

When it comes to the overall split of the OTT viewership, the majority exists in urban India. Rural India is still predominantly a television market and a huge one at that. The reason behind this is the inadequate penetration of internet connectivity in the less developed regions of our country. Experts claim that even after solving the issue, the use of conventional TV would be inevitable because of the comfort that it has brought into their lives.

While OTTs follow the subscription model, people still prefer DTH because there is no strong economic reason to cut the cable cords yet.

The majority of the user base still comprises the top five metros - New Delhi, Mumbai, Bengaluru, Kolkata, and Chennai. The OTT content consumption coming from the top 5 cities is 55%, where 89% of OTT consumers fell into the under 35 categories. The time spent by Indians on OTT platforms daily is 70%, which is one of the highest in the world. On being asked why they prefer OTT, the respondents gave the following reasons:



The future could see one platform taking over the other or both having a righteous amount of viewership while it all depends on us. Till then, let's watch another episode of Stranger Things and keep wondering ki rasode mein kaun tha.

The Women of 2020

1 BBA 'B'

Unapologetic, fearless, independent, and bold are the women of 2020. But does reality justify this statement? The women in our lives contribute to our success by encouraging us to be better versions of ourselves and remind us about the success that comes after failures. Each new day, they inspire us in ways we cannot describe. Without these beautiful women, the world would be a dull and empty place.

However, we must not fail to notice the challenges that women face to do what they wish to do. Even in this era, women are still fighting for their rights, fighting to make their voices heard. Together we can be stronger and more determined. Who gets "womaned" by society and are subjected to misogynistic discrimination as a result, and who replies positively to the question, posed publicly or in the innermost realms of thought, as to whether they're a woman or not? The intersection of those two conditions arguably marks the status of belonging to womanhood in ways that do not depend on reproductive biology. While some people now embrace a rainbow of possibilities between the familiar pink and blue, others hew even tighter to biological fundamentalism. Those willing to recognize new forms of gender feel anxious about misgendering others, while those who claim upper access to the truth are ready to impose that truth upon those who disagree. If it is right and real—in such circumstances is not always self-evident; Labeling others contrary to how they have. Strong, fearless, raising voices, independent, outspoken, breaking stereotypes, growing together, fighting back for their rights, following their hearts, and plenty more are women of 2020. No two-page essay can describe them.



They are what they want and not what society wants. They are proving that they are more than what society has defined them, that they are capable of being financially-independent and yet have their loved ones back. They are making the world a more comfortable and accepting place to live in/Just men coming together trying to help women get what they deserved a long back shows that the world is already on its way to becoming a better place to live. Throughout 2020, many things have changed drastically but the notion of "think leader, think male" stereotype remains predominant among men and women. Despite the increase in female leaders, women in leadership roles remain a minority irrespective of their educational and professional attainments.

Research indicates that women are more likely to be placed in leadership positions because of the notion that women face less competition from men when it comes to taking risky roles. Secondly, stereotypically because of some feminine qualities like emotional sensitivity and collaborative leadership style may be needed after the crisis period.

Wipro Announces Share Buyback of ₹ 9,500 Crore, Profit Rises 3% in September Quarter

However, Covid-19 has shown us how successful women leaders can be during challenging times. Today's women leaders constitute less than 7% of worldwide leaders and yet have stood out as role models in the face of a crisis in countries like New Zealand, Germany, Taiwan, and Finland where women are in charge. Their clarity, compassion, and participatory attitude has helped them manage public health and their attitude towards lockdown. Not many men leaders will agree that the reason behind why they couldn't control the pandemic outburst in their country was because they did not take a more personable approach in managing the crisis.

Women of 2020 are the epitome of strength, love, sacrifice, and courage. Women are now self-sufficient, well aware, and financially independent. Well talking about them in the current year of 2020, I firmly believe that many women have played a significant role in fighting the virus, whether it is performing 24/7 duty of police or nurses and doctors or even in manufacturing thousands of masks for India. Besides them, even teachers have been working hard for their students while managing their households. Work from home has helped improve their management skills as they have to balance things at work and at home. Nevertheless, from housemakers to CEOs, the transition is at a tremendously accelerating rate. The journey of Avani Chaturvedi has set a perfect example and has also created a milestone by becoming India's first female fighter pilot, who, also on 9th March 2020, was awarded Nari Shakti Puraskar by President Ram Nath Kovind.

**Women,
are redesigning the
world!**

Flipkart Announces \$25,000 Grant for Start-ups through Its Accelerator Programme

CHANGE

-Shreya Shri Pradhan,
Bizwall Team

India has always been a land of abundance. When I think of it, I remind myself of its immense potential. Some factors contribute to its magnanimity, as well as those that diminish its growth. Over the years, India has emerged as one of the fastest-growing economies in the world and an attractive destination driven by economic reforms and a large consumption base. I see opportunities in every corner of this diverse land. All we need to do is nurture every aspect of its bounty with consideration and care. India is a country that is still in a phase where development is parallel to the changes made in the system, so the change should not be a constant. We should focus on infrastructural factors that are most significant in accelerating the pace of economic growth. All sectors such as energy, transport, irrigation, finance, communication, education, and health should be given importance in equanimity. Only when the foundation is well built can we focus on building the things that contribute to the development of the nation. India is presently known as one of the most significant players in the global economic landscape. Having observed the state of economic and social changes in our country, I see every aspect accelerating towards change. Stagnation should not be given a chance, especially in these times where accepting change should be made a norm.

The primary factor that can play an important role in India's development is creating infrastructure. I have always believed that a nation's growth can be indicated by its infrastructure. This can be done by allowing and encouraging new businesses to flourish. An environment of the industry should be created so that people with innovative minds are encouraged to build. If we stick to old rhetorics and allow the same norms to run our system, the development will be far from reality. India has a great talent base that needs to be channeled in the right direction. The reason why thousands of young graduates migrate to other countries for better standing is because of the lack of an environment that encourages innovation and creativity. The young minds of our country have immense potential, they should just be provided with the right resources to harness their potential. Every step towards development will require deflection from old standards. There are many obstacles on our way to developing. There is the problem of unemployment, poverty, illiteracy, inadequate infrastructure, women safety, poor health, and sanitation. People will always ramble about the problem, but very few will think of the solution to those problems. As Sir Ratan Tata rightly said, "Find the problems, then find the solution to the problems". I feel that our country has what it takes to be what China is today. India is now today what China was ten years back. The reason why China strode towards development at such a fast pace is that it focussed on building the infrastructure of the nation. The infrastructure allowed new businesses to grow, attracted foreign investment, and allowed large scale manufacturing. India should aim for the same pace of development that needs to work on building infrastructure. Which would then translate to creating employment opportunities and being self-reliant.

Thus, I firmly believe that India is striving towards development at a fast pace. If there is an ease of doing business in our country, by eliminating the unnecessary laws and regulations and by making bureaucratic processes easier, our country can create wonders. I have observed the untapped talents, ideas, and capabilities, that limit our country's growth. I hope the people of our country realize that everything is possible when initiative and innovation are nurtured. The factors that make our country a lucrative land, is because of its diversity, talent, and tenacity. So why not take advantage of what we already possess to bring about growth and development.

Business Vocabulary

Scalable

If something is 'scalable', this means that it's an idea that will work easily on a larger scale to the one it currently works on. For example, a 'scalable' business model is one that's easy to replicate in order to expand the business.

Vertical

You would have thought the word 'vertical' is simply the opposite to 'horizontal', but not in a business context. In the world of business, it refers to an area of expertise. Rather than saying, 'we cater for the logistics industry', some business types may say 'we cater for the logistics vertical'.

Microsoft to let employees work from home permanently

Business Bytes

IMPACT OF COVID 19 ON FINANCIAL INSTITUTIONS

-Himanshi Khandelwal, BBA (Business Analytics)

FINANCIAL INSTITUTION

They are companies engaged in the business of dealing with financial and monetary transactions such as deposits, loans, investments, and currency exchange. Financial institutions encompass a broad range of business operations within the financial services sector including banks, trust companies, insurance companies, brokerage firms, and investment dealers.

HOW DO FINANCIAL INSTITUTIONS WORK?

Responsible for the supply of money to the market through the transfer of funds from investors to the companies in the form of loans, deposits, and investments. Financial institutions are regulated to control the supply of money in the market and protect consumers.

TYPES OF FINANCIAL INSTITUTION

1.COMMERCIAL BANKS: A commercial bank is a fairly simple business concern. Its basic objective is to provide certain services for customers and in return receive payment from them.

2.MERCHANT BANKS: These are commercial and investment banks that lend, borrow, underwrite, deal in securities, and provide other banking services.

3.MUTUAL FUNDS: These are investment companies that issue and sell redeemable securities that present an undivided interest in the assets held by the funds.

4.INVESTMENT BANKS: Such banks are engaged in banking activities associated with securities underwriting, making a market in securities, and arranging mergers, acquisitions, and restructuring regulated by the Securities and Exchange Board of India (SEBI).

5.NBFC: A Non-Banking Financial Company (NBFC) is a company registered under the Companies Act, 1956 engaged in the business of loans and advances, acquisition of shares/ stocks/ bonds/ debentures/ securities issued by Government or local authority or other marketable securities.

IMPACT OF COVID-19 ON FINANCIAL INSTITUTIONS:

Covid-19 heavily impacted the overall financial system of India. As lockdown was pan India all the business activities get halted due to which lenders were unable to disburse the loan and take a deposit, similarly, it was difficult for borrowers to pay instalments, understanding all these situations, RBI decided to give 3months moratorium to the borrowers which further extended to 6months.

To understand the impact of COVID-19 , I did a case study of an NBFC company known as " **IIFL FINANCE LIMITED**".

IIFL FINANCE LTD:

It is one of the leading players in the Indian financial services space, engaged in the business of loans and mortgages along with its subsidiaries - IIFL Home Finance Limited and Samasta Microfinance Limited.

IIFL's product offerings include home loans, gold loans, business loans including loans against property to medium and small enterprises, microfinance, developer and construction finance, and capital market finance; catering to both retail and corporate clients.

In the initial month, assets under moratorium were low and further increased in April and May and then started to decrease from June. To predict the moratorium effects, I collected the data of around 1400 listed companies.

After collecting, analyzing all collected data, it was clear that while the sales and profit decline heavily, employee expenses decrease by only 5%(YOY), which indicates a further significant decrease in assets under moratorium in the coming months. As salary in the hands of borrowers did not decrease as expected, so there will be a sufficient amount to repay the debts.

London Stock Exchange
in talks with Indian tech firms to list
overseas

Business Bytes



"It has become appallingly obvious that
our
technology has exceeded our humanity"

-Sania Fathima,
BBA (Business Analytics)

The Word Market

UNJUMBLE THE FOLLOWING BUSINESS WORDS

AEITLR
PILATAC
SEOMUCSRT
COTKS
METCROTIOP

NALUHC
TNACOCTR
RUTOVNER
EIVNSTMETN
AESLS

The student to unjumble the given business words the fastest and send their answers to bizwall.mcc@gmail.com will be announced in the next newsletter