

Business News Update

Now an 'action plan' in place of policy for electric vehicles

A month after India dropped the idea of an electric vehicle policy, the government's think-tank NITI Aayog has tasked at least seven ministries with framing guidelines to encourage the use of such vehicles. Once framed, the NITI Aayog will put these guidelines together as an action plan for promoting the use of electric vehicles (EVs), four people aware of the development said, requesting anonymity.

Source: [Mint, March 12, 2018](#)

Even without trade wars, Indian exports have been stagnant

US President Donald Trump has threatened to impose retaliatory tariffs on Indian goods, if we do not lower our duties on American exports. If the threat is carried out, it will exacerbate an already difficult situation for Indian exports.

Source: [Mint, March 12, 2018](#)

What Is The Adaptive Network And How Is It Changing The Game?

The long-desired goal of network automation is coming closer to reality. Joe Cumello explains why autonomous networking alone is not enough, and introduces Ciena's Adaptive Network, which combines the right mixture of automation, intelligence, and scale that allows network operators to adapt in today's constantly-shifting ecosystem. Next-gen, intelligent, flexible, automated, agile, optimized, programmable, elastic.

Source: [IT News, March 12, 2018](#)

Ios Vs. Android: When It Comes To Brand Loyalty, Android Wins

While Apple may have a rep as the brand users would walk across broken glass for, Android users actually have a higher rate of loyalty, according to a new report. The study from Consumer Intelligence Research Partners (CIRP) shows that 91% of Android owners remain loyal to that mobile OS, compared with 86% of iOS users.

Source: [IT News, March 12, 2018](#)

PNB scam shouldn't lead to 'fear psychosis' in financial system: Ficci

The government and the Reserve Bank of India should make sure that the Rs 13,000-crore PNB scam does not lead to a "fear psychosis" in the financial system which chills economic activity in the country, a prominent industry lobby has said.

Source: [The Economic Times, March 12, 2018](#)

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Reforms in health, education & banking will benefit India: IMF

Indian economy now seems to be on its way to recovering from disruptions caused by demonetisation and roll-out of GST, the IMF said on Sunday. At the same time, the IMF has underscored the significance of reforms in other key sectors like education, health and improving the efficiency of the banking and financial systems.

Source: [The Economic Times, March 12, 2018](#)

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McVitie's launches £10m masterbrand campaign to showcase brand purpose

McVitie's is launching a £10m master brand campaign as part of the "next chapter" of its marketing strategy, which aims to modernise the brand and drive purpose. Launching today (9 March), the 'Sweeter Together' campaign will run throughout the year across TV, cinema and digital channels. Sarah Heynen, vice president of marketing at McVitie's owner Pladis UK & Ireland, tells Marketing Week: "This really is the next chapter in our overarching brand modernisation strategy.

Source: [Marketing Week, March 12, 2018](#)

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McDonald's flips golden arches, Fox to slash ad time: International round-up

To mark International Women's Day, McDonald's has flipped its iconic M into a W while KFC is introducing the world to Colonel Sanders' wife, Mrs Claudia Sanders. As part of McDonald's IWD campaign in the US, the company's upside-down arches will replace rightside-up arches across its digital channels in a bid to celebrate women. It is understood the logo will also be changed on all of the company's social media channels.

Source: [Marketing week, March 12, 2018](#)

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IKEA India appoints Peter Betzel as its new CEO

As IKEA looks forward to its expansion in India, it appoints Peter Betzel as CEO for India business. Peter Betzel has been working with the company for almost 25 years and with his latest appointment as CEO of IKEA India, he will take the lead for IKEA's expansion in India beginning with the upcoming launch of the first IKEA store in the country in Hyderabad in 2018.

Source: [Mint, March 12, 2018](#)

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