

Business News Update

Thought for the Day

"Do what is right not what is easy."

By Zig Ziglar

Artificial intelligence in content marketing: Three key areas of focus

One of the most interesting qualities about AI technology is that the benefits are virtually limitless. Nearly every industry stands to gain in some way from the power of machines, and this technology is just as relevant to content marketers as it is to the most complex tech companies.

Source: [Marketing Tech, May 14, 2018](#)

Does GM mustard harm honey bees? GEAC orders more field trials of crop

Breaking a near year-long deadlock, the Genetic Engineering Appraisal Committee (GEAC) has called for 'field demonstrations' of GM mustard in an area of 5 acres at two or three different locations. The panel is concerned about the possible impact the crop could have on honey bees and seeks additional data on these and other pollinators, and also on soil microbial diversity.

Source: [Business Standard, May 14, 2018](#)

Quikr ropes in ex ICICI VP as their new CFO

Digital classifieds company Quikr announced the appointment of Rahul Tewari as its Chief Financial Officer (CFO). Rahul will play a key role in the company's group level financial strategy and growth opportunities across its various marketplaces.

Source: [People Matters, May 14, 2018](#)

After Kotak Mahindra, DDI fires the employee over hate comment

International human resources and readership consultancy Company, Development Dimensions International (DDI) is in the news for firing one of their employees over hate comments on social media. Ashish Kaul who was working with DDI India as an HR professional abused Kashmiri women in a series of a tweet. His tweets didn't go well on social media and an outrage started against the company and him.

Source: [People Matters, May 15, 2018](#)

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Reliance Jio's 2021 vision is looking increasingly blurry

In March 2017, Reliance Jio Infocomm Ltd had said that India's mobile market will be Rs3 trillion in size by 2020-21, adding it is well-positioned to achieve a market share of more than 50%.

Source: [Mint, May 14, 2018](#)

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Allahabad Bank CEO to be axed for involvement in PNB fraud case

The government on Monday initiated the process of removing top bankers, including Allahabad Bank managing director Usha Ananthasubramanian and two executive directors of Punjab National Bank (PNB), charged by the Central Bureau of Investigation (CBI) in the Rs12,636-crore fraud involving jewellers Nirav Modi and Mehul Choksi.

Source: [Mint, May 15, 2018](#)

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Gmail now lets you work even when there is no internet connectivity, here's how to activate the feature

Gmail, Google's one of the most widely used emailing service, has been witnessing a slew of upgrades lately. Just before the Google I/O 2018 developer's conference it received a major redesign and after the conference, a couple of new AI-based features were introduced for the mailing service.

Source: [Gadgets Now, May 15, 2018](#)

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Govt holds talks with telcos, airlines on in-flight Wi-Fi guidelines

The government today held detailed discussions with telecom operators and airlines on framing guidelines for in-flight data and voice services, sources said. The meeting comes within a fortnight of the Telecom Commission, the highest policy making body of Department of Telecom (DoT), clearing a proposal for allowing in-flight connectivity.

Source: [Gadgets Now, May 15, 2018](#)

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Ex-Infosys co-chairman Ravi Venkatesan could be on his way to Amazon India

Ravi Venkatesan, the former Infosys cochairman, is discussing a potential offer to join US ecommerce giant Amazon in its India business in a senior role, said two sources familiar with the matter.

Source: [Gadgets Now, May 14, 2018](#)