

# Business News Update

## Thought for the Day

**"Being negative only makes a difficult journey more difficult."**

**Zig Ziglar**

### Consumers want customisation and service while brands offer discounts

New research provides further evidence that marketers are missing the mark when it comes to personalisation. According to Epsilon's report, there is often a disconnect between marketers and the consumers they are trying to reach, centring around a misunderstanding of what the latter actually want from personalisation.

Source: [Marketing Tech, April 16, 2018](#)

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### No licence needed for electric vehicle charging station

Setting up charging stations for electric vehicles does not need a separate licence under the Electricity Act of 2003, the government has said, giving a big boost to ambitious EV plans.

Source: [The Economic Times, April 16, 2018](#)

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### With attrition touching 20%, Infosys announces \$10 million special bonus pool for employees

Infosys said it had created a special bonus pool of \$10 million to be paid out to its over 200,000 employees in addition to their regular quarterly variable pay, at a time when its attrition is 20%.

Source: [Gadgets Now, April 16, 2018](#)

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### Tech skills that will get you maximum salary hike this year

Wonder which are the tech skills that will be most in-demand during the year 2018? The niche skills that can get you maximum hike during the year 2018? Research company Zinnov's study on hiring trends at global in-house centre (GICs) reveals some trends. According to the study, hiring in the segment increased by 29% in 2017, the highest increase in recent years, and nearly 2 percentage points more than the year 2016.

Source: [Gadgets Now, April 16, 2018](#)

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## **Govt not to hike basic salary to Rs21,000 to increase EPFO coverage**

The Union government has shelved a plan to expand the social security net for nearly six million organized sector employees in a bid to ease the burden on the government exchequer. The labour ministry has decided not to act on a proposal approved by the central board of Employees Provident Fund Organization (EPFO) to increase the salary threshold from up to Rs15,000 to Rs21,000 per month to bring more workers under mandatory EPF coverage and give them PF and pension benefits.

Source: [Mint, April 16, 2018](#)

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## **Blackstone's new \$4 billion fund gives India top billing**

India lies at the heart of the world's largest private equity firm's investment strategy. Blackstone Group Lp will invest about 60% of its maiden \$4 billion Asia-focused fund in Asia's third largest economy, two people directly involved with the matter said.

Source: [Mint, April 16, 2018](#)

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## **40% of a recruiter's job will vanish in the future: Pankaj Bansal**

As robot recruiters and AI begin to bring about sweeping changes in the recruitment world, what should recruiters and HR tech companies do to adjust to these changing environs? How will technology shape processes in recruiting in the coming times? These are some of the questions staring in the face of the recruitment community today. Pankaj Bansal, Founder and CEO, People Strong, one of India's leading HR tech organizations demystifies some of these questions.

Source: [People Matters, April 16, 2018](#)

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## **Over 5000 employees of Vodafone, Idea may lose their jobs**

As Vodafone India and Idea Cellular look to save costs, it could lay off 5,000 of the combined workforce of 21,000 employees in the next few months. Both the companies are making losses, facing huge revenue pressure and have a combined debt of about INR 1,20,000 Crore. The nodal team handling the merger has advised them to shed at least 5,000 employees in the next couple of months.

Source: [People Matters, April 16, 2018](#)