

# Business News Update

## Thought for the Day

**Never say no to an opportunity to grow and learn.**

### **Mindshare and GSK brand Sensodyne develop tech solution to treat tooth sensitivity**

An alarming 34% of Indian adults suffer from tooth sensitivity, but only 12% take action, according to TNS Research 2018. A recent Twitter poll also suggested that 71% of audiences do not remember the last they visited a dentist. It was also found that visiting a dentist is not considered important because of pre-conceived notions about the costs involved, fear of pain related to tooth ailments and the belief that home remedies are good enough to maintain oral health. And to address these issues, Mindshare, a media agency from the GroupM umbrella, created a first of its kind technology driven chatbot exclusively for GSK brand Sensodyne toothpaste. On the occasion of World Oral Health Day, Sensodyne

Source: [Brand Equity, April 15, 2019](#)

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### **Crafted for Kerala, BYJU teams-up with Mohanlal to encourage lifelong learning**

Edtech company BYJU has unveiled the first leg of its new regional ad campaign starring Bollywood megastar Mohanlal. The all new ad campaign is based on the evolving learning habits of students and celebrates the importance of impactful, lifelong learning. This campaign will connect with customers on all touch-points like television, print, digital and social media. Specially crafted for the Kerala market, this ad series comprises two different films. According to the company, conceptualized and created by Spring, the ad campaign is centered around BYJU'S' core belief that children learn better when they love learning.

Source: [Brand Equity, April 15, 2019](#)

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### **Foxconn set for mass production of iPhones in India**

Taipei, in a clear signal that India is Apple's next growth market, Taiwanese smartphone manufacturer Foxconn's Chairman Terry Gou said, here on Monday, the company would begin mass production of iPhones in India this year. Addressing an event, Gou said the move "will get Foxconn more deeply involved in the development of the country's smartphone industry", reports Patently Apple. "In the future, we will play an important role in India's smartphone industry," Gou said. The 69-year-old billionaire founder and Chairman of Foxconn Technology Group also revealed plans to retire, signalling handing over of the baton to young management that would run the world's largest electronics contract....

Source: [The Economic Times, April 9, 2019](#)

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## **Asia's tech champions zero in on main street banking**

Asia's internet firms are challenging the region's traditional banks for consumer finances, tapping their massive user networks for business and following a trail blazed in China by tech giants Alibaba and Tencent. The push into banking by companies better known for their messaging apps, cute emojis and online holiday bookings comes as regulators across Asia open up their banking sectors to a new breed of digital players. The shift is in its infancy but contrasts sharply with the banking markets of Europe and North America, where change is slower and such startups tend to be backed by venture capital funds and financial sector incumbents, not tech firms. Asia's tech entrants see their advantage in the way they can seamlessly integrate banking services with their users' regular online activities and the

Source: [The Economic Times, April 16, 2019](#)

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## **How technology is changing the 'Future of Appraisals'**

HR veterans from across industries share their thoughts on one of the most tedious tasks for a company –performance appraisal. With technologies permeating every facet of Human Resources function, we see a clear shift in how talent professionals exploit these next-gen technologies to automate their tasks. Mapping out employees' performance—for instance, has changed over the last few years given that many traditional performance processes fail to meet expectations of employees and employers. This is the time of the year when HR departments remain busy with the annual performance review processes. As part of our cover story for the month of April, we caught up with top HR leaders to find out what they

Source: [People Matters, April 16, 2019](#)

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## **How cognitive biases influence mentorship programs in the workplace**

"I love my job and my manager tells me that I have performed well in the last six months that I have joined the team. But I would like my mentor to help me with technical expertise," said a young engineer. "I always receive feedback on communication and networking but everyone else seems to have the technical know-how." To sustain diversity and inclusion initiatives, organisations today are setting up formal mentorship/sponsorship programs. But how effective are those initiatives? Research suggests that women and other minority groups often do not have equal access to networks and informal mentoring relationships that can accelerate their careers. The role of the mentor is to encourage, advice and support a mentee. On the other hand, a sponsor plays a more active role in the career trajectory of the mentee by vouching for them

Source: [People Matters, April 16, 2019](#)

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