

# Business News Update

16.01.2025

**“LEARN AS IF YOU WILL LIVE FOREVER,  
LIVE LIKE YOU WILL DIE TOMORROW.”**

## **Infosys unveils AI innovations for 2025 Australian Open with Tennis Australia**

Infosys, in partnership with Tennis Australia, has unveiled new AI-driven innovations and platforms for the 2025 Australian Open (AO), marking a continuation of their seven-year collaboration. These advancements aim to enhance fan experiences and provide support to players and coaches through cutting-edge AI technology. The innovations are powered by Infosys Topaz, a suite of generative AI offerings designed to redefine fan engagement and expand digital interactivity in tennis. A highlight is Beyond Tennis, the first-ever generative AI-powered tennis league. This interactive platform allows fans to engage with 16 AI-created virtual players across eight teams, manage virtual teams, and participate in AI-generated tournaments. According to Infosys, the league aims to connect with Gen Z audiences while ensuring safety through a responsible AI framework.

Source: [Financial Express, January 16, 2025](#)

## **Publicis Worldwide & Leo Burnett to merge globally**

In India, the two outfits -- Publicis Worldwide and Leo Burnett -- will continue to operate as separate units at least for the next three-four months, said an executive close to the development. Publicis Groupe has said it was merging group agencies Publicis Worldwide and Leo Burnett to form one unified entity, Leo. “Leo is designed to deliver solutions for the world today, by uniting Leo Burnett, the brand of Humankind, and Publicis Worldwide, the network that stands for transformation,” the group said in a prepared statement. It said the merger will result in a formidable global creative force of 8,000 creative minds from Leo Burnett and 7,000 from PWW across 90 countries. Leo will be led by Marco Venturelli and Agathe Bousquet who will act as co-presidents, and Chief Strategy Officer Gareth Goodall.

Source: [Financial Express, January 16, 2025](#)

## **DPIIT, ITC join hands to help startups in manufacturing sector**

The department for promotion of industry and internal trade (DPIIT) has entered into a partnership with cigarette-to-consumer goods conglomerate ITC to help startups in the manufacturing sector, according to a statement on Wednesday. According to the memorandum of understanding (MoU) signed for the purpose, ITC’s experience and expertise with the market network will complement DPIIT’s initiative for supporting startups across the country. Under the partnership, ITC will deploy startup solutions in key areas such as digital platforms for manufacturing execution systems, integrating renewable energy opportunities for manufacturing locations, and energy storage systems. Startup India director Sumeet Kumar Jarangal said this would help provide hassle-free market access to startups, providing unbound opportunities to work out viable solutions as per their organisation’s business requirements.

Source: [Financial Express, January 16, 2025](#)

## **Hindenburg founder to close short-seller behind Adani, Nikola selloffs; says he plans to open-source his methodology**

Hindenburg Research’s founder has made the decision to disband the short-selling firm that was behind reports that wiped out tens of billions from the market values of companies such as India’s Adani Group and Icahn Enterprises. Nate Anderson, who founded Hindenburg in 2017, explained the move by citing the toll of the “rather intense, and at times, all-encompassing” nature of the work. This reasoning was shared in a note published on Wednesday. Hindenburg described its focus on “man-made disasters,” such as accounting irregularities, mismanagement, and undisclosed related-party transactions. One of its most notable reports came in 2023, when the firm took a short position against the Indian conglomerate Adani Group, leading to a more than \$100 billion loss in the company’s market value. Hindenburg accused Adani Group of misusing offshore tax havens, which the company denied.

Source: [Financial Express, January 16, 2025](#)