



## Business News Update

### Thought for the Day

**“Victory is sweetest when you've known defeat.”**

#### **Media and marketing: Why buy when you can procure**

Marketing procurement amalgamates functions of marketing and finance to help brands achieve the sweet spot. Procurement industry specialists engage in a discussion with ET Brand Equity to understand the pros, cons, and how countries are adapting to marketing procurement as an integral function. In a nutshell, it's time for marketers to focus on the magic and let someone else take the burden of the math.

Source: [ET Brand Equity, August 04, 2022](#)

#### **Best, brightest: How NIRF Ranking in education could help students better**

“While (the present) criteria are all very well, these can in no way encapsulate all that is important in the process of imparting education. It is more important to reckon the infrastructure that an institution has to offer, the content and quality of the course material, and the best pedagogical practices. Even student surveys will not supply a final solution since these too are mired in extra-academic limitations.”

Source: [Business Standard, August 04, 2022](#)

#### **Airtel gears up for 5G roll-out this month; partners with Ericsson, Nokia**

Bharti Airtel on Wednesday signed agreements with global telecom equipment majors Ericsson, Nokia, and Samsung to commence the deployment of 5G services across the country this month. The company is likely to start with Delhi, Hyderabad, Bengaluru, and Pune. The launch could coincide with the Independence Day, sources indicated.

Source: [Business Standard, August 04, 2022](#)



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### **Amended Energy Conservation Bill seeks to build carbon credit market**

In line with the climate commitments made by India at the 26th session of the Conference of the Parties, commonly called COP26, the Centre has introduced amendments to its the Energy Conservation Act, 2001, to meet the targets embracing green fuels, industrial energy efficiency, and build the country's own carbon credit market.

Source: [Business Standard, August 04, 2022](#)

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### **'Rs 2,217-crore Customs duty evasion': DRI notice to Vivo India**

"During the course of investigation, searches were conducted by DRI officers at the factory premises of M/s Vivo India, which led to the recovery of incriminating evidence indicating wilful mis-declaration in the description of certain items imported by M/s Vivo India, for use in the manufacture of mobile phones. This mis-declaration resulted in wrongful availment of ineligible duty exemption benefits by M/s Vivo India, amounting to Rs 2,217 crore," the Finance Ministry statement said.

Source: [Indian Express, August 04, 2022](#)

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### **Share Market News Updates: Sensex surges over 300 points in early deals, Nifty trades above 17,450-mark led by IT stocks**

"In the mother market of the US, markets are climbing many walls of worries including the US-China skirmishes arising from Nancy Pelosi's visit to Taiwan. Other markets are taking cues from the strong trend in the US market. In India, the FPIs turning buyers has changed the sentiments in favour of the bulls. The market momentum is so strong that it is overpowering negatives like higher valuations and rising trade deficit.

Source: [Indian Express, August 04, 2022](#)

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