

# Business News Update

## Thought for the Day

"Be so good they can't ignore you."

### Is your brand a 'Friend in Need' in the pandemic pandemonium?

A brand resides in the hearts and minds of the consumers. Very often this distance between the mind and the heart is the distance between a good and a great brand. So how do we get brands to connect with the consumer in times of a pandemic like Covid 19? As many governments across the world implemented lockdowns to manage the corona pandemic, both businesses and consumers focused on bare essentials.

Source: [ET Brand Equity, May 04, 2020](#)

### Brands tweak ad strategy to accommodate coronavirus awareness communication

To say that the COVID-19 pandemic has taken over our lives is an understatement. Audiences and brands alike are adjusting to a new normal, and it is reflected in the themes of commercials ads on television. Research firm TAM catalogued commercial (non-government and non-NGO) ads on television between week 6 2020 (February 2 to February 8) and week 15 (April 5 to April 11) and found a steep rise in ad volumes of coronavirus themed communication by brands.

Source: [ET Brand Equity, May 04, 2020](#)

### Ed-tech's been learning fast in the lockdown. Here's its summer project: engage, customise,

In a busy locality in Bengaluru that has now gone eerily quiet, Shanaz Begum is getting ready for another day under lockdown. For her, it also involves that her son, Ikram Syed, keeps studying even though his school has been shut down since early March.

Source: [ET Prime, May 04, 2020](#)

### Stocks in the news: RIL, YES Bank, Adani Ports, Cadila Healthcare, HUL and TechM

Nifty futures on the Singapore Exchange traded 89.50 points or 0.97 per cent higher at 9,311.50 in early trade on Monday. But they were still trading far lower than Thursday's spot Nifty closing of 9,859.90. The domestic market was shut on Friday on account of Maharashtra Day.

Source: [The Economic Times, May 04, 2020](#)

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## **Economic cost of lockdown is quite severe; market to remain volatile**

The wheels of the economy would start to turn again. Finally, the government has come up with certain relaxations post the completion of the second phase of the lockdown on May 3. This essentially kick-starts the withdrawal of lockdown in a phased and a systematic manner by categorising the districts into three zones - red, orange and green depending upon the spread of coronavirus.

Source: [Business Standard, May 04, 2020](#)

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## **Paytm ropes in Vishal Shah as VP-talent and organisational development**

E-commerce and fintech major, Paytm, has appointed Vishal Shah as the new vice president of talent and organisational development in the Company. With almost two decades of diverse experience, Shah brings in a mix of academic and industry proficiency across sectors, such as education, IT, BPO and retail. Leadership development, senior management facilitation and talent management are some of the specialities that he brings to the table.

Source: [HR Katha, May 04, 2020](#)

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## **Tata Steel issues guidelines for the 'new normal'**

Manufacturing major, Tata Steel (TSL), has issued guidelines to all employees and staff in the Company highlighting the changes to expect when they return to work. Standard operating guidelines have been issued for everyone, beginning from the communications team to the housekeeping staff within the organisation.

Source: [HR Katha, May 04, 2020](#)

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