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## MARKETING SPARKLEZ BULLETIN

Volume 02: September 2021

### Amul Macho files a complaint against Lux Cozi for allegedly plagiarising its 'toing' advertisement from 2007

J G Hosiery Pvt Ltd., makers of Macho Innerwear, alleges that Lux Cozi has copied its Amul Macho TOING Ad. The Lux Cozi Ad that is currently being aired on various news channels and on Sony TV, appears to have taken more than just inspiration from the popular Amul Macho TOING Ad that was released in 2007



Read more click on this link:

<https://www.businessinsider.in/advertising/brands/news/amul-macho-files-a-complaint-against-lux-cozi-for-allegedly-plagiarising-its-toing-advertisement-from-2007/articleshow/85973202.cms>

Source: Advertising and Media Insider on September 06, 2021  
Contributed By Miss. Rakhi Jaiswal Student MBA 1st Year

### Flipkart launches 'Flipkart Boost' for digital-first consumer brands

Walmart-owned Flipkart on Tuesday launched 'Flipkart Boost', a new programme aimed at helping digital-first consumer brands to grow their business. Through a service fee model, Flipkart Boost will provide end-to-end...

Read more click on this link:

<https://economictimes.indiatimes.com/industry/services/retail/flipkart-launches-flipkart-boost-for-digital-first-consumer-brands/articleshow/86008376.cms?from=mdr>



Vikas Gupta  
Marketing Head in  
Flipkart

Source: Economic Times on September 07, 2021  
Contributed By Mr. Siddharth Tripathi, Student MBA 1st Year

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## Ford stops manufacturing vehicles in India, will rely on imports

**NEW DELHI/CHENNAI:** Ford India on Thursday announced halting of vehicle manufacturing in India but will continue its presence in the country through imports of global vehicles and electrified products. Ford will continue to provide customers in India with...



**Vinay Raina**

**Executive Director of Marketing,  
Sales & Service at Ford India**

Read more click on this link:

<https://timesofindia.indiatimes.com/auto/news/ford-stops-manufacturing-vehicles-in-india-will-rely-on-imports/articleshow/86064238.cms>

**Source: Times of India/India Times.com on September 09, 2021**

**Contributed By Mr. Piyush Pandey Student MBA 1st Year**



“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

**-Mark Twain, Writer**

## Electronics brand boAt plans to float Rs 3,500-crore IPO

Consumer electronics brand boAt Lifestyle plans to raise about ₹3,000-3,500 crore (\$400-500 million) through a proposed IPO. The management held discussions with investment bankers and the mandate will be signed in a couple of weeks, said multiple people aware of the development. The company is likely to be valued in the range of ₹11,000 crore (\$1.5 billion)...



**Saurabh Goswami**  
**Marketing Head of boAt**

Read more click on this link:

<https://economictimes.indiatimes.com/industry/cons-products/electronics/electronics-brand-boat-plans-to-float-3500-crore-ipo/articleshow/86077821.cms?from=mdr>

**Source: From Economic Times on September 10, 2021**

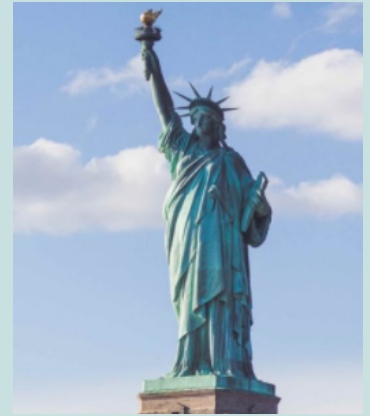
**Contributed By Mr. Shreyash Ahir, Student MBA 1st Year**

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## US digital ad spending to pass \$200bn mark by 2022

Ad spending in the US digital advertising industry will cross the \$200 billion mark in 2022 after reaching \$190.43 billion in 2021. This is a 14.8% growth from the year prior when Digital Advertising ad spending in the US only reached \$165.81m. According to data presented by Wette.de, in 2022, the industry is set to surpass \$200bn for the first time after....



Read more click on this link:

<https://marketingtechnews.net/news/2021/sep/13/us-digital-ad-spending-to-pass-200bn-mark-by-2022/>

Source: Marketingtech.net on September 13, 2021

Contributed By Mr. Akash Kale, Student MBA 1st Year

## Ola Electric sells S1 scooters worth over Rs.600 Crore in just one day

Ola Electric has announced that the company has sold Ola S1 scooters worth more than ₹600 crore. The electric scooter company opened the sale on Wednesday for those who reserved it in advance. Ola Electric claims that it has managed to sell 4 scooters every second of the first 24 hours....



Varun Dubey

Chief Marketing Officer  
in OLA

Read more click on this link:

<https://www.livemint.com/auto-news/ola-electric-sells-s1-scooters-worth-over-rs-600-crore-in-just-one-day-11631772658582.html>

Source: Livemint.in on September 16, 2021

Contributed By Mr. Raman Mishra, Student MBA 1st Year

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“Many companies have forgotten they sell to actual people. Humans care about the entire experience, not just the marketing or sales or service. To really win in the modern age, you must solve for humans.”

– Dharmesh Shah