"Social search engines use data from social networks and online relationships, including rating, shares, and likes, to determine the display order of search query results.”

The result of going social is huge:

- Consumer search click-through rates increase 94% when they are exposed to relevant branded social media, according to data cited by Prestige Marketing.
- Moreover, 78% of consumers trust personal recommendations over search result rankings.
- And 48% of online purchasers use both search and social media to make decisions.
Mr. Karl Slym

Born on- 9th February 1962 Derby, England
(Managing Director of Tata Motors)

Karl Slym was the Managing Director of Tata Motors from 2012 to 2014. He led all operations of Tata Motors in India and international markets, including South Korea, Thailand, Spain, Indonesia and South Africa. He was a British by Birth.

He was appointed as the MD of Tata Motors in August 2012 and took over the charge on September 13 of the same year. He was responsible for charting out the company’s strategy to regain momentum in the domestic market.

Before joining Tata Motors, Slym was the Executive Vice-President and board member of SGMW Motors, a three-way joint venture among China’s SAIC Motor Corporation, Liuzhou Wuling Motors Co Ltd and General Motors. Before that he was President, Managing Director and Board Member of General Motors in India.

Karl Slym was an alumnus of Stanford University and a Sloan Fellow. Slym was awarded a Sloan Fellowship from GM and in 2002 earned a Master of Science degree in business administration from Stanford University. He graduated in 1984 from his post-secondary education in production engineering at England’s Derby University.

He started his career at Toyota U.K. in Derbyshire, moved to General Motors in 1995, and since then has held various roles across geographies like director of manufacturing at Gliwice, Poland. He then went to GM in the US and Canada and later became head of quality, APAC-Seoul, following which he moved to India at its country head.

He last served as president and a member of the board of directors of CAMI Automotive General Motors’ Canadian joint venture with Suzuki Motor Manufacturing Corporation since September 2002.

Mr. Slym passed away on January 26, 2014 in Bangkok, Thailand. He fell from the 22nd floor to the 4th floor of the Shangri-La Hotel in Bangkok where he was to attend a meeting of Tata Motors Thailand.
LATEST SOFTWARE UPDATES

Phrase Express - PhraseExpress, the Text Expander for Windows, helps you to speed up your typing tasks in any editor by saving lots of keystrokes. It is ideal for people who are continually typing the same things over and over, reducing the time spent typing and minimizing spelling mistakes.

uTorrent 3.3.2 Build 30586 - uTorrent is the most popular BitTorrent client outside of China. It helps in downloading contents of Torrent file.

Google Chrome 34.0.1838.2 Dev - Google Chrome is a fast, light and tidy open source web browser.

Maxthon Cloud Browser 4.2.2.800 Beta - Its a powerful tabbed browser with a highly customizable interface. It is based on the Internet Explorer browser engine.

SeaMonkey 2.25 Beta 1 - SeaMonkey is a web-browser, advanced e-mail and newsgroup client, IRC chat client, and HTML editing made simple -- all your Internet needs in one application.

BitTorrent 7.8.2 Build 30587 - BitTorrent is a torrent client for sharing data via the BitTorrent protocol. The software enables users to share, search, download and upload application, music, video, document, picture and other files.

Google Chrome - It’s a freeware web browser developed by Google.

Firefox 27.0.1 - Firefox Browser - Its a fast, light and tidy open source web browser.

Windows Blinds - Windows Blinds is a software utility that allows you to completely change the look and feel of Microsoft Windows. It works by applying new visual styles, called skins, across the entire user interface (title bars, push buttons, start menu, taskbar, etc.) of the operating system. As a result, you gain complete control over the way Windows looks.

Zone Alarm - Zone Alarm is a Free Firewall blocks hackers from infiltrating your home PC by hiding your computer from unsolicited network traffic. By detecting and preventing intrusions, ZoneAlarm Free Firewall keeps your PC free from viruses that slow down performance, and spyware that steals your personal information, passwords, and financial data.

KM Player - KM Player is a versatile media player which can cover various types of container format such as VCD, DVD, AVI, MKV, Ogg Theora, OGM, 3GP, MPEG-1/2/4, WMV, RealMedia, and QuickTime among others. It handles a wide range of subtitles and allows you to capture audio, video, and screenshots in many ways.

For More Visit: http://www.filehippo.com

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“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image”

-Leo Burnett

C-Tag Line “Dare to Dream” related to BANK OF RAJASTHAN
BMW 1-Series hatchback launched

German luxury automobile manufacturer BMW Tuesday launched its entry-level BMW 1-Series hatchback with petrol and diesel variants priced between Rs. 20.90 lakh and Rs. 29.90 lakh. The entry-level car was unveiled by cricketer Sachin Tendulkar and race car driver Armaan Ebrahim here.

"The breathtaking agility and sophisticated functionality make it the perfect car for people who are passionate about driving and want to make their mark," said Philipp von Sahr, president, BMW Group India.

Rolls-Royce launches four-seater coupé Wraith

Nokia unveils two new Lumia phones

Finnish handset maker Nokia added two new variety - Lumia 925 and Lumia 625 - in Lumia portfolio Thursday targeting at the young age group of 18-25 years.

"In 18 months, we have launched 12 Lumia devices,” Nokia India Director Marketing Viral Oza said.

The company has priced Lumia 625 at Rs. 19,999 and the phone will be available in the market in the next few days. Lumia 925 is already available in the market for Rs. 33,499. (IANS)

Hyundai launches Grand i10

Passenger car manufacturer Hyundai Motor Tuesday launched its premium entry-level hatchback Grand i10 in petrol and diesel variants with a launch price of Rs. 4.29 lakh onwards.

"The Grand is particularly designed keeping in mind the needs of the Indian customers. The new vehicle comes with some of the most advanced features in this segment," Nalin Kapoor, senior general manager and group head marketing, Hyundai Motor India, told IANS.

"The Grand compliments our existing product portfolio and is smartly placed between i10 and i20, a segment where we had no presence till now," he said.

Lead Nurturing:

It is the practice of developing a series of communications (emails, social media messages, etc.) that seek to qualify a lead, keep it engaged, and gradually push it down the sales funnel. It helps foster this by providing contextually relevant information to a lead during different stages of the buying lifecycle.

D-Tag Line “Be Fearless” related to SYMANTEC
**Marketing Quiz**

A. What would be the upcoming launch of Hero MotoCorp on its product portfolio of Splendour?

1) i-sprit
2) super
3) eco
4) xterme

B. Which company owns the hair styling brand of male personal care set-wet?

1) Paras healthcare
2) Reckitt benckiser
3) marico
4) unilever

C. Who is the male lead in Satya-2, Ram Gopal Verma sequel to his earlier blockbuster Satya?

1) Puneet Singh Ratn
2) Manoj bajpai
3) Ajay devgn
4) Mohan lal

D. What is the tag line of Mirc electronics brand Onida?

1) The devil is back
2) Neighbours envy owners pride
3) Designed with you in mind
4) Tumko dekha to ye idea aaya

E. Domino’s one of the best pizzas in the world. Which is the ad-agency for dominios?

1) Bbdo
2) Deutsch
3) Martin
4) MP+B

***Winner Of Marketing Quiz December, 2013***

**Congratulations!**

**Amit Kumar Nag**  
PGDM (2012-14)

Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the Winner name with photo in next edition.
BlackBerry introduced a new smartphone called Z30 in India priced at ` 39,990. The all-touch device is targeted at the urban youth and will be available for sale in Indian markets early next week.

"The new BlackBerry Z30 smartphone offers a unique and engaging user experience with features like the powerful BlackBerry Hub, its exceptional touchscreen keyboard and industry leading browser," Sunil Lalvani, managing director for India at BlackBerry, said at a media conference here.

The new device comes with a 5-inch display and the largest battery ever on a BlackBerry smartphone. It has a two gigabyte (GB) RAM and has an internal memory of 16 GB, which can be expanded to 64 GB.

The device is equipped with an eight mega-pixel rear camera and a two mega pixel front facing camera.

"BlackBerry Z30 is the ultimate smartphone for the urban youth and consumers who are looking for a bigger screen size, long-lasting battery performance and a best-in-class productivity experience on the go," Lalvani said.

The new device includes a 2880 milli ampere hours (mAh) battery, the largest battery ever built into a BlackBerry smartphone.

The Canadian handset maker claims the battery in the new device can last up to 25 hours.

"The smartphone also houses many top-of-the-line components, including a 1.7 GHz processor with quadcore graphics that makes browsing web pages faster and games more detailed," a company statement said. (IANS).

For More Visit:-
http://in.blackberry.com/smartphones/blackberry-z30.html
http://www.gsmarena.com/blackberry_z30-5711.php
UBM India launched the 21st edition of SATTE 2014 at Pragati Maidan, New Delhi, which is a three-day event representing over 640 exhibitors from 35 countries and 23 Indian states, attended by buyers from 35 countries and over 70 cities of India.

The event was inaugurated by Mr. Parvez Dewan, Secretary, Ministry of Tourism, Government of India, in the presence of esteemed guests from the industry like Alla Peressolava, Head, SILK ROAD Programme/FAIRS Programme, UNWTO; Sandie Dawe, CEO, VisitBritain; Zulkifly Md. Said, Director General, Islamic Tourism Centre, Malaysia; Nakul Anand, Chairman, Federation of Associations in Indian Tourism & Hospitality (FAITH) and Executive Director, ITC Ltd.; Subhash Goyal, President, Indian Association of Tour Operators; Iqbal Mulla, President, Travel Agents Association of India; Zakir Ahmed, President, Travel Agents Federation of India; Guldeep Singh Sahni, President, Outbound Tour Operators Association of India; S M Shervani, President, Federation of Hotel and Restaurant Associations of India; Ambassadors and High Commissioners of various Embassies in India, High officials from National Tourist Offices and State Tourism Boards. In the days to follow, the event will include buyer briefing by Edward P. Dramberger, Destination Dr., New York; destination briefing by Maharashtra Tourism Development Corporation (MTDC) and West Bengal Tourism. SATTE India Conference, the concurrent event of SATTE, will see panel discussions on 'Tourism for National Development', 'Inventing New Approaches to Forge a Stronger Partnership within the Industry', 'Developing Innovative Partnership Model for Tourism in 2020' and 'Evaluating India as an emerging MICE Destination and Factors Driving the Corporate to Host Events in India'.

Mr. Dewan in his keynote address said “The Indian tourism industry grew extensively, despite a weak first half of 2013. The year ended on a good note with over 6.5 million inbound travellers, and if this trend continues we can look forward to a good year. 2013 was the year of decision making, this year is the year of implementation, and 2015 will be when we reap the benefits.” Acknowledging SATTE as an institution for the sector, he, on the sidelines of the event, highlighted various government initiatives which have been undertaken to promote the Indian travel sector to deal with the off-season fall in travel demand.

Speaking at the occasion, Joji George, Managing Director, UBM India said “The Travel & Tourism industry, in spite of the challenges pertaining to infrastructure and rupee depreciation, is upbeat about the continuous rise in inbound and domestic travel. This positive outlook, backed by WTTC’s projection on tourism in India, is clearly reflected at SATTE 2014.”

For More Visit:-
http://www.ubmindia.in/satte/home

"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it."
-Sergio Zyman
Micromax is an Indian consumer electronics company located in Gurgaon, Haryana, India. It is in the business of manufacturing of Mobile Telephones, Tablet Computers, 3G Datacards and LED Televisions. It has 23 offices in India and an international office in Hong Kong. The company has ~1200 employees. Micromax started as an IT software company in the year 2000 working on embedded platforms. In 2008, it entered mobile handset business and by 2010 it became one of the largest Indian domestic mobile handsets company operating in low cost feature phone segments. This transformation was steered by four friends who divided responsibilities on functional lines, which haven’t changed since: Rajesh Agarwal, Rahul Sharma, Vikas Jain, and Sumeet Arora. The company has a 22% market share in the smartphone segment in India. As per IDC for Q2 2013. The company's product portfolio has more than 60 models ranging from feature rich, dual SIM phones, 3G Android Smartphones, TabletsPC’s, LED Televisions and 3G data cards. The company claims it has many firsts to its credit in the Mobile handset market – including the 30-day battery backup, dual SIM, QWERTY Keypad, Universal Remote Control Mobile Phone etc. Micromax has presence in more than 560 districts through 125,000 retail outlets in India. The company has sales presence spread across Bangladesh, Sri Lanka, Nepal and was once present in UAE.

<table>
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<th>Type</th>
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<tr>
<td>Industry</td>
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<tr>
<td>Founded</td>
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<td>Founder(s)</td>
<td>Rahul Sharma, Sumeet Arora, Vikas Jain</td>
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<tr>
<td>Headquarters</td>
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<td>Shubhodip Pal (CMO)</td>
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<td></td>
<td>Ajay Sharma (Smartphone Business Head)</td>
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<tr>
<td></td>
<td>Khaja Muzafarullah (Feature phone Business Head)</td>
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<tr>
<td></td>
<td>Amit Mathur (International Business Head)</td>
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<tr>
<td>Products</td>
<td>Mobile Phone, Smartphone, Tablet Computers, 3G, Datacards, LED, Televisions. See products listing</td>
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<tr>
<td>Revenue</td>
<td>US$ 1.2 billion (2012)</td>
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<tr>
<td>Employees</td>
<td>1200 (2013)</td>
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<td>Website</td>
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</table>
The Voxan Wattman electric motorcycle, with 150 kW (200 hp) of power at full tilt, can pull the 350 kg (770 lb) bike from 0 to 160 km/h (0-100 mph) in 5.9 seconds, and has a top speed of 170 km/h (106 mph). With styling based on a scorpion’s exoskeleton, this dramatic new entry is searching for its place in the sun.

The allure of an electric motorcycle is multi-faceted. The technology, the styling, the massive acceleration, and above all, the sheer distinctiveness of an electric makes owning one a statement about what floats your boat. Voxan Motors’ Wattman is a new claimant to the most powerful throne.

Simply put, the best part of an electric motorcycle is the electric motor, and the worst part is the battery pack. The Voxan’s motor can deliver 150 kW (200 hp) at 10,500 rpm, and generates some 200 Nm (150 lb ft) of torque over most of the torque curve. No transmission is needed beyond a simple belt drive, as the power and torque curves of the electric motor are so broad that shifting is unnecessary. The Wattman’s rapid recharge cycle (80 percent capacity in 30 minutes, although this requires access to a 220 volt, 150 amp power source). Voxan estimates a fully-charged Wattman will have a practical range of 180 km (112 miles), based on the NEDC (New European Driving Cycle) standard.

On the other hand, the battery pack is lithium-ion, and has an advertised capacity of 12.8 kWh. The battery pack weight was not provided, but is likely to be around 100 kg, or about 30 percent of the bike’s total weight. A short calculation shows that the battery capacity will power the bike for about 5 minutes operating at full tilt. Most trips, of course, do not require this level of power.

The Wattman certainly does appear to be the most powerful semi-production electric motorcycle in the world, with its 150 kW of peak power exceeding that of the Lightning Motorcycles SuperBike (125 kW/165 hp).
“CONNECT WITH RIGHT PEOPLE”

About Us:
The idea of building the Youthshine came from the minds of PGDM (2012-14) Batch students of I.T.S, Ghaziabad. Initially the need of this ‘connection’ was felt by the people who have faced the problems while entering into the corporate for having the exposure of the real corporate world..

We are a group of enthuse people who are having a vision of making college students and working sector close as by putting some work ethics and practical knowledge. So as the students won’t have to get training within the companies and can be directly proposed to the projects according to their capabilities.

How It Work:
We are a social networking site through which we are aiming to provide live projects in order to bridge the gap between students and industries. Through which we are providing best suitable candidates for industries where students will get better job opportunities. Students will get benefited by study materials on our site.

Latest Project:
Live Project in Future Group (BIG BAZZAR) for 5 days w.e.f 23rd January 2014 to 27th January 2014-01-29 was completed successfully with the full support of our team & the students we have hired.

Our first project was the PILOT TESTING & it was a great success for us. We have got the wonderful feedback of the students regarding the opportunity provided to them & the learning they have got. We are planning to give more opportunities to the coming youth through our platform & make their future bright.

MORE DETAILS:-
www.youthshine.in
www.facebook.com/wwwyouthshine.in

Lalit Yadav (Founder of Youthshine.in)
"PGDM- 2012-14"

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