



Venkatesh Kini
Vice-President, Marketing
Coca-Cola India

It is all about engaging youth in a simple, straight-forward manner. This segment

years for free talk time and digital downloads, such as music videos, movie clips and ring tones. Combining this key insight, we have designed the 'Sprite Kholega Toh Bolega' initiative to connect and engage with youth.



Navin M Raheja
Managing Director
Raheja Developers Pvt. Ltd.

The home loan rates should be brought down by at least 2 per cent as any rate above

the 10 per cent mark stretches the EMI for an average home buyer. Home loans help create immovable assets for an end-user and should not be seen as the reason for increased liquidity in the market.



Manoj Gaur
Executive Chairman
Jaiprakash Associates Ltd.

It's unfair to keep on asking cement companies to reduce prices. There has not

been any increase in cement prices for almost a year now, despite the fact that input costs have gone up manifold. Asking for a further drop would be harsh on the industry. Nonetheless, we'll see what needs to be done.



Paras Chowdhary
Managing Director
CEAT Ltd

Rubber prices have already shot up by more than 30 per cent to Rs 120 per

kilogramme now. After the announcement of a ban on rubber futures trading by the Forward Markets Commission, prices have softened anywhere by 2-3 per cent, but we don't think prices will really come down significantly.

Drink Sprite and get free talk time

ABHISHEK ANAND
New Delhi

SPRITE, a product of Coca-Cola, is all set to become more sweet. In a bid to strengthen its hold on 230 million mobile users in particular the younger generation, the company is launching a new programme that would allow anyone drinking Sprite to get free talk time.

Sprite — one of India's largest clear lime brand, on Thursday announced the launch of *Sprite Kholega Toh Bolega*, a digital initiative using mobile phone technology. Under the initiative, a Sprite consumer could win free talk time ranging from Rs 50 to Rs 5,000 on every bottle of Sprite they consumes. The consumer would just need to look out for a nine-digit number under the crown and SMS the code to a particular number and 300 lucky consumer could win free talk time every hour. The postpaid consumers could win STD calling cards of Rs 500.



Sprite Kholega Toh Bolega plan offers free talktime on mobile phones

"The initiative is basically targeted at youths. Out of the 230 million mobile phone users in the country, the youth continue to be the largest users of prepaid mobile phones. This segment loves free talk time and digital downloads such music videos, movie clips, games wallpapers, ring tones. The mobile enabled initiative *Sprite Kholega Toh Bolega* is an attempt to connect and engage with the youth" said Venkatesh Kini, vice-president marketing, Coca-Cola India.

Additionally, a consumer also gets a WAP link to download latest music videos, movie clips, games wallpapers, ring tones and other contents. The winners of the free talk time will be informed by an SMS along with the 16 digit personal identification number (PIN), to be used to recharge their mobiles phones. The offer will be offered on 200 ml and 300 ml returnable glass bottles (RGB) as well as on all PET pack and the scheme would be applicable on all mobile services be it GSM and CDMA. The programme will continue until July 4.

abhishekanand@mydigitalfc.com



April car sales zoom

Segment	Sales April 2008	Sales April 2007	Change Percentage
Passenger cars	98,740 units	84,283 units	17.15%
Total passenger vehicles	1,30,013 units	1,07,263 units	21.21%
Total Commercial vehicles	33,271 units	30,914 units	7.62%
Motorcycles	5,01,592 units	4,63,091 units	8.31%
Total two-wheelers	6,16,038 units	5,70,381 units	8%

■ Total passenger vehicle sales include passenger cars, utility and multi-purpose vehicles
■ Total two-wheeler sales include motorcycles, scooters, mopeds and electric two-wheelers
Source: SIMA Shiv Kumar

GN looks to make Bluetooth in India

MANSI TANEJA
New Delhi

DENMARK-based GN Store Nord A/S, the maker of Bluetooth headset Jabra, is mulling the possibility of setting up a manufacturing facility in India in the next three-four years. The company, which launched its operation in India last year, has achieved 200 per cent growth in its revenues here.

"It's been a year since our launch in India and we have doubled our revenues," Shaz Khan, president GN Asia Pacific, said.

He said currently the sale volumes are very low. Less than 1 per cent of the total handsets sold in India per month are

Bluetooth enabled. The company sold about 29 million handsets last year globally.

It would not be financially viable for the company to set up its manufacturing unit right now, Khan said, adding that going by the growth which GN has achieved in past one year, the company surely would look at it in the near term.

However, Khan declined to reveal the revenues figure for the Indian market.

"India is the fastest growing market for the company in the Asia Pacific region. It will be our focus market in the coming times," he said. GN plans to introduce more than five models this year.

mansitanaja@mydigitalfc.com



Power Plate in India

Fitness freaks now have a new reason to smile as Power Plate, a machine that works on vibration technology, has come to India. The gizmo helps cut down on those extra flabs. It is manufactured by London-based maker of advanced vibration products Power Plate International (PPI), which not only helps the user to lose weight but also increases bone density and as a whole improves one's health. Hero Motors introduced Power Plate in India after it formed a joint venture with PPI.



Govt agencies to get Walther weapons

India's ace shooter Abhinav Bindra promoted company Abhinav Futuristics Ltd., the sole agent of Germany-based Walther brand of weapons for India, would now market their arms to country's law enforcement agencies. The firm expects a turnover of Rs 100 crore by the year 2010 from this venture.

MTNL to offer TV on cellphone

Telecom operator Mahanagar Telephone Nigam Ltd. (MTNL) said from June onwards it will launch mobile TV, for which it is carrying out field trials. "We have tied up with a technology partner, who is carrying out the trials. We would provide 21 channels," J Gopal executive director MTNL said.



Karan Bhatia
via email

KUDOS to FC team

I read the online edition of *Financial Chronicle* after its launch in Chennai and Hyderabad. I wish it could be launched in Bangalore too. I came across the panel on My Brands pages, which carries companies' top official's quotes on a daily basis. Kudos to the team for organising the quotes' column. They give a quick review of the company's recent plans and information on certain other happenings of the sector.

Ananya Pillai
Bangalore

REFRESHING read

THE article on Dhoni and his life is a good article. It's different from the regular business news. You should carry more such stories, which will make the reader happy. All company news becomes a tad bit boring at times.

Santosh Rajan
via email

mail to: mybrands@mydigitalfc.com

Worldwide, companies are turning green

ASSOCIATED PRESS

Concord, New Hampshire

THE fast-food industry is anything but speedy when it comes to responding to climate change, according to a new consumer scorecard highlighting Earth-friendly meals, clothing, electronics and other goods.

The scorecard released on Wednesday by Climate Counts rates 60 companies, grouped by industry, on how they review and reduce their greenhouse gas emissions, the positions they've taken on proposed regulations and how open they've been with the public on the issue.

Since the group released its first scorecard a year ago, 84 per

cent of the companies it tracked improved their scores, suggesting that companies are starting to pay attention to the risk of climate change. But the average score was only 40 out of a possible 100 points, with the food service sector in particular showing little or no progress.

Nike earned the highest overall score of 82 points, in part because it has supported climate change legislation and reduced its carbon footprint by 80 per cent in the last decade.

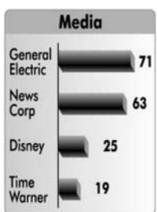
Google showed the most improvement since last year, increasing its score from 38 to 55. McDonald's gained 5 to score a 27. Yum! Brands, which owns Taco Bell, Pizza Hut and Kentucky

Fried Chicken, scored one both years. But there was no change for Burger King and Wendy's.

"It's a call to action to us to really begin to focus more heavily on those companies in particular," said Wood Turner, project director for Climate Counts, who noted there are hundreds of thousands of fast food companies in the US using billions of dollars worth of energy each year. "These companies do have an impact on climate change and need to be part of this conversation."

Climate Counts has distributed hundreds of thousands of pocket-sized scorecards for consumers, and its website allows consumers to send messages companies about their purchasing decisions.

Fast food firms are lowest on the rung



■ The higher the score, the greater the company's commitment to fighting global warming

Source: Climate Counts, Shiv Kumar