### TODAY ON ■ ETPrime.com

Voonik & LimeRoad's **Business Models** 



LimeRoad claim they are on their path to profitability. ET Prime takes a detailed look at their business models to understand how companies with much smaller market share are working to crack the profitability code.

### Dark Days for Coal Power Plants



scanner.

in a hot mess globally and India is no exception. The fossil fuel, which continues to be a major power producer in the country, is often blamed for the rise in pollution level. With a rising NPA level, coal-fired

Monsanto Case: A Look at SC Order

power plants' feasibility

has also come under the



case on January 8 has been grossly misinterpreted, with many calling it a victory for Monsanto. But a simple reading confirms that the apex court has merely asked the lower court to examine Monsanto's patent claim.

### What's Hot

### Social Media **Gets Bad Name**

Washington Scientists have found a connection between excessive social media use and impaired risky decision-making, which is commonly deficient in substance addiction. An assistant professor at Michigan State University said some users of social media are displaying maladaptive, excessive use of these sites.

### **Pitch Report**

### **GoAir Flight Faces Glitch**

MUMBAI A Pratt & Whitney-engine powered A320neo GoAir plane returned to the city due to "high engine vibrations" an hour after its take-off for Delhi on Thursday, a source said. The plane made a safe emergency landing at the Chhatrapati Shivaji Maharaj International Airport.

### **Honda Rolls Out New City**

**NEW DELHI Honda Cars** India on Wednesday said it has launched a new variant of its mid-sized sedan City priced at ₹12.75 lakh (ex-showroom Delhi). The new trim - ZX MT - is powered by 1.5 litre petrol powertrain mated with manual transmission and comes with added features.

Press Trust of India

New Delhi: Prime Mini-

ster Narendra Modi will so-

on flag off Train 18 — the co-

untry's fastest train — on

the Delhi-Varanasi route, Union Minister Pivush Go-

val said on Thursday. The

train, built under the 'Make

In India' initiative, will pave

the way for bullet trains, the

18 on Delhi-Varanasi rou-

te...It has maximum speed,

railways minister added.

# **Playing with a Straight Bat**

Virat Kohli, captain of the Indian cricket team and a youth icon, has topped the powerful celebrity brand list of Duff & Phelps, the global valuation and corporate finance advisors, for the second year in a row. Kohli has retained his position with a brand valuation of \$170.9 million. Bollywood actress Deepika Padukone has climbed to the No.2

position – the only other celebrity with a brand value of over \$100 million. TOP 10 CELEBRITIES AND BRAND VALUE Brand Rank @2018 @ 2017 SHAH RUKH SALMAN DEEPIKA AKSHAY RANVEER **AMITABH** ALIA HRITHIK BACHCHAN BHATT KOHLI PADUKONE KUMAR SINGH KHAN KHAN DHAWAN ROSHAN Film Stars 76% **TOP POWER TOP REGIONAL** COUPLES Sportsmen **CELEBRITIES IN TERMS OF** ENDORSEMENT **BRANDS ENDORSED (2018)** #DeepVeer • #Virushka SHAREOF Television #Saifeena • #AkshayTwinkle Mahesh Babu 15 DIFFERENT stars #SRKGauri Tamannaah 8 Diljit Dosanih 6 Rana Daggubati 6 Shruti Haasan 6 Total number of product brands Allu Arjun 🍮 endorsed by top 20 celebs was 272 in 2017. It is 314 in 2018

# Maruti Suzuki Hikes Vehicle Prices by Up to ₹10,000

GIONEE

Higher input costs and forex swings weigh on automaker; revised prices to be effective from Jan 10

### **Our Bureau**

New Delhi: The country's largest carmaker Maruti Suzuki on Thursday said it is raising prices across its range of vehicles by up to ₹10,000 due to higher commodity costs and adverse foreign exchange situation.

"Maruti Suzuki India on Thursday announced a price change for select models owing to increase in commodity prices and foreign exchange rates etc," the company said in a statement. The revised prices will come into effect from January 10, 2019.

The company had last month announced its intention to raise vehicle prices in the new year, but didn't talk about the quantum of increase.

Several other automakers have either increased prices or are in the process of doing so. Home-grown auto major Tata Motors has raised prices by up to Most automakers tend to raise prices to-₹40,000 (depending on the model and the city) from January 1 citing rising les, said industry experts. Customers

Toyota Kirloskar Motor, the local unit of Japan's Toyota Motor, said it has raised prices by up to 4% from January 1. Ford India, too, has increased prices across its portfolio in the range of 1-3%. "Prices of Ford India's vehicles were increased between 1% and 3% on January 1, 2019. The price change was necessitated by rising input costs and fluctuations in exchange rate," Ford Indiasaid in response to a query.

cles have since stabilised at 35-40 days. Ashish Kale, president, Federation of Automobile Dealers Association (FADA), said, "Passenger vehicle inventory has come down to normal levels. Consumer sentiments have started improving. We have seen better than expected traffic at showrooms last two weeks and hope to close the fiscal year on a positive note."

Passenger vehicle sales in the domestic market declined year-on-year for three months through September, before rising 1.55% in October. In November, too, passenger vehicle sales had dropped bv 3.43% to 266,000 units.

wards the end of the year to help boost sa-

usually hesitate to buy vehicles in Decem-

ber to avoid the old-year tag. With vehicle

makers struggling to grow volumes in re-

cent months due to increase in fuel costs.

interest rates and upfront insurance

costs, discounts, too, were at a record high

last month. This helped draw in custo-

Inventory levels of passenger vehi-

mers and push up retail sales.

facebook

THE ECONOMIC TIMES

Should workplace diversity be a

key deciding factor during hiring?

The participation of women in India's workforce stands at under

30%\*. At senior levels, their representation is even less. There

is, however, a strong correlation between diversity and business

outperformance, which raises an important question - whether

diversity should be linked to hiring?

BEST COMMENTS ON THE DEBATE ON WORKPLACE DIVERSITY

WAGONR

### Toyota Innova Crysta Generates ₹2,200-Cr **Business in December**

Ketan.Thakkar@timesgroup.com

Mumbai: India's largest selling MPV Toyota Innova Crysta has been able to generate more excitement in the brand and has managed to secure over 11,200 bookings and generate business of over ₹2,200 crore in the month of December alone, despite new competition in the segment.

The bookings received in December is almost double the average monthly volumes the company did over the last calendar year. The brand that generates over a couple of billion dollars to the turnover of the company closed 2018 with volumes of over 80,000 units. N Raja, deputy MD, Toyota Kirloskar told ET the Innova has witnessed a record growth in sales throughout the year despite the challenges faced by auto industry. "We had rolled out our annual 'Remember December' campaign consisting of exciting benefits to bring a year-end cheer to the customers in line with the company's consistent efforts towards enhancing customer delight. In the month of December 2018 we have witnessed high orders to the extent of 11,000 plus for Innova Crysta which is almost 50% jump as compared to the avera-

ge monthly orders," Raja informed. The launch of new Mahindra Marazzo and Maruti Suzuki Ertiga were expected to pose a challenge to the higher priced Innova, but the growth in Innova bookings and over 60,000 bookings of Ertiga and Marazzo indicates that people are coming back to MPVs over more flamboyant SUVs in the market.

der Make In India initiati- and-half years and has

He was speaking at the coaches and introduced

er safety.

added.

sing exists.

launch of PSU Concor's LHB coaches for passeng-

Transport Minister Nitin ilways in the world to be

### https://etwomensforum.com/debates

## PM to Soon Flag Off Train 18

completely stopped old

He said Indian Railways

will be one of the first ra-

run entirely on electrici-

ty. A Rail University has

also been started with the

objective to augment the

transportation sector, he

Unmanned level cros-

sings on the broad gauge is

negligible, he said, clai-

ming that perhaps only

one such unmanned cros-

NUPUR AWASTHI

Encouraging diversity is an attitude which cannot be forced. A reservation to encourage diversity will be an incorrect starting point and would lead to increased unconscious bias. We need to identify people/companies who can lead by action and bring about a change in mindset.

BHAVATI PANDYA BHATT, MUMBAI

should be equality while hiring and

Workplace diversity should not

be a key deciding factor. There

no discrimination on the basis of

SHEEBA SAMUEL

SUTAPA KANJILAL, MUMBAI

Gender diversity should not be a key

deciding factor, but there should be

a higher percentage of women in the

workplace because that balances how

people interact with each other.

We need to aim to increase diversity right from the beginning by making an effort to hire a diverse range of people, across gender, age, and cultural backgrounds. It should go beyond gender and race and ethnicity and religion and include diversity of thought as well.

### OTHER WAYS TO JOIN THE HALF-A-BILLION DEBATES

A mentor who inspired me!

On Facebook/ MyETpaper

Twitter @ETWomensForum

Instagram @ETWomensForum

- Vaidehi Phansalkar @Vaidehi 1269

"The woman mentor who inspired me is Mateshwari Karnani. She is a leader who built a professional team from homemakers, gave us income, confidence. and an identity. She continues to inspire us while fulfilling her responsibilities as a family person.

The Economic Times Women's Forum Partnered by Facebook, the Forum promises to be a fast-paced. multimedia extravaganza. It's a gathering of diverse and influential women of

8 February 2019, Mumbai To request an invite, visit www.etwomensforum.com

impact from India and abroad.

\*WEF The Global Gender Gap Report 2018

### Twitter to Bring New Dashboard for Enhanced Political Ad Transparency in India

bring transparency in political advertisements ahead of general election in India, Twitter on ding Election Commission of Thursday said it will provide a India(ECI), to verify candidates new dashboard showing such as well as train parties and elec-

various stakeholders, inclu-

on Delhi-Varanasi Route: Goyal

containers voyage thro-

ugh coastal shipping, flag-

ged by Shipping and Road

Goyal said Train 18's run-

time would be eight hours,

about one-and-a-half times

faster than the fastest train

on the route. "For bullet

He said the Indian Rail-

tion," the minister said.

ve," Goyal said.

Gadkari.

"Prime Minister Narend-trains, this will be the first

ra Modi will launch Train baby step in that direc-

built with indigenous de- ways has taken several sign in Indian factory un- initiatives in the last four-

New Delhi: In an attempt to eson its platform. The US-based and teach them how to report dashboard that provides transcompany is also engaging with suspicious, abusive, and ruleviolating activity to Twitter.

here in India something that we course of the election," Twitter the company is working on fistarted this past election in the Global vice-president (Public ner details of the features that expenditures by political parti- tion officials on using Twitter US, which is an advertising Policy) Colin Crowell said here.

parency to the public so that Transparency Centre — will users can take a look at spen- be made available over the co-"We are going to implement ding on the platform during the urse of next several weeks as will be offered in India. — PTI

### STAR CAST



LIGHTS, CAMERA, SELFIE... A delegation of Hindi film actors and filmmakers including Karan Johar, Rohit Shetty and Ashwiny Iyer Tiwari met PM Narendra Modi in New Delhi on Thursday to discuss how the entertainment industry can contribute to nation building.

## **Boycott of Bookings by Hotels** Will Invite Legal Action: 0Y0

### Press Trust of India

New Delhi: Hospitality firm OYO on Thursday said it would take strict legal action for breach of contract against any hotel on its platform that boycotts bookings under the influence of small vested interest groups.

Most of the boycott threats are being made by small groups of people who have no property associated with OYO, the company said in a statement.

OYO has not received any formal communication from any of its asset owners and the company continues to engage with its franchisee hotel owners on a one-to-one basis to resolve issues, OYO Hotels & Homes Head of Supply Ayush Mathursaid.

"However, some such individuals have also been threatening to ignore the agreements ad to breach of contract and involve legal liabilities as we cannot and will not let anyone hamper the customer experience. We will take strict legal action and take them to court," he added.

Refuting the charges regarding deep discounts, Mathur said: "As per our agreement with our hotel owners, like many of our peers as well other brands operating franchising model, prices are determined by OYO." "We have 100% inventory, and determine price using a dynamic pricing mechanism to create a level-playing field for

even an independent hotelier while providing affordable and accessible accommodation options to the customer," said Mathur.

The company also emphasised complete inaccuracy of claims made by certain individuals and interest groups that have alleged that OYO charges 40% fran-

chisefees. "OYO has not charged fran-Most of the chise fees over 25 per cent and boycott neither does it intend to, unthreats are less it invests in capital expenbeing made diture to transform a home or by small hotel space for better footfalls groups of and occupancy," Mathur said. people who OYO said it is engaging with have no

the Federation of Hotel and Restaurant Associations of India, and is open to creating a platform for potential discus-

and not accept online bookings, which will lesions and inviting all other hotel chains in the country who operate leased or franchised assets to be a part of the discussion.





property

with OYO

associated

PGDM, PGDM (HRM), PGDM (Banking & Financial Services) New Delhi

Bhubaneswar

PGDM

**Application closes:** 

**PGDM** 

Kolkata

Apply online at http://admission.imi.edu NEW DELHI

For complete information on all

programmes, visit us at www.imi.edu

BHUBANESWAR Contact at: 011-47194194, 47194176, Contact at: 0674-3042168 / 112, 6370954600 / 6370954601 / 6370954602 47194203, 26528277 admissions@imibh.edu.in

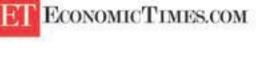
21st January, 2019 KOLKATA Contact at: 033-66529616 / 15,

M: +91-8697147008

E-mail: admission.imik@rp-sg.in

k.rao@imi-k.edu.in

A #TIMESINTERNET# INITIATIVE



## **TOWARDS A FERTILE FUTURE**

Healthworld

The Most Comprehensive Event Series on ART

29th January | Hyderabad

October 2018

New Delhi

February 2019

Chennai March 2019 Bengaluru April 2019

ETHealthworld Fertility Conclave aims to bridge the gaps hindering the growth of Indian fertility industry. This five-city event series will provide a common platform for key players of the fertility ecosystem to deliberate on medical, legal and financial issues of the industry.

A must attend conclave for Fertility experts, Gynaecologists, Researchers and IVF aspirants

SPEAKERS AT HYDERABAD EVENT

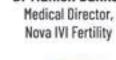


Honorary Obstetrician and Gynaecologist, PD Hinduja National Hospital and Medical Research Centre

Specialist - Reproductive Medicine and

Subfertility, Apollo Fertility







Director - Fertility,



Vinesh Gadhia Chief Operating Officer, Nova IVI Fertility



Dr Mamata Deenadayal

Clinical Director of Mamata Fertility Hospital

\* More speakers joining

FOR DELEGATE REGISTRATION & MARKETING ALLIANCE





Call: +91-971 785 4520 | Email: diksha.gupta@timesinternet.in | Visit: ethealthworld.com/fc/hyderabad