

TODAY ON ETPrime.com

**Voonik & LimeRoad's Business Models**  
Online apparel business has not been profitable for any player, including market leaders Myntra and Jabong. But Voonik and 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**  
Coal-based power is caught 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 power plants' feasibility has also come under the scanner.

**Monsanto Case: A Look at SC Order**  
The Supreme Court's order in the ongoing Monsanto-Nuziveedu 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.

PM to Soon Flag Off Train 18 on Delhi-Varanasi Route: Goyal

**Press Trust of India**  
New Delhi: Prime Minister Narendra Modi will soon flag off Train 18 — the country's fastest train — on the Delhi-Varanasi route, Union Minister Piyush Goyal said on Thursday. The train, built under the 'Make in India' initiative, will pave the way for bullet trains, the railways minister added. "Prime Minister Narendra Modi will launch Train 18 on Delhi-Varanasi route... It has maximum speed, built with indigenous design in Indian factory un-

der Make in India initiative," Goyal said. He was speaking at the launch of PSU Concor's containers voyage through coastal shipping, flagged by Shipping and Road Transport Minister Nitin Gadkari. 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 trains, this will be the first baby step in that direction," the minister said. He said the Indian Railways has taken several initiatives in the last four-

and-half years and has completely stopped old coaches and introduced LHB coaches for passenger safety. He said Indian Railways will be one of the first railways in the world to be run entirely on electricity. A Rail University has also been started with the objective to augment the transportation sector, he added. Unmanned level crossings on the broad gauge is negligible, he said, claiming that perhaps only one such unmanned crossing exists.

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

New Delhi: In an attempt to bring transparency in political advertisements ahead of general election in India, Twitter on Thursday said it will provide a new dashboard showing such expenditures by political parties on its platform. The US-based company is also engaging with various stakeholders, including Election Commission of India (ECI), to verify candidates as well as train parties and election officials on using Twitter

and teach them how to report suspicious, abusive, and rule-violating activity to Twitter. "We are going to implement here in India something that we started this past election in the US, which is an advertising

dashboard that provides transparency to the public so that users can take a look at spending on the platform during the course of the election," Twitter Global vice-president (Public Policy) Colin Crowell said here.

He added that the tool — Ads Transparency Centre — will be made available over the course of next several weeks as the company is working on finer details of the features that will be offered in India. —PTI

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

	1	2	3	4	5	6	7	8	9	10
	Virat Kohli	Deepika Padukone	Akshay Kumar	Ranveer Singh	Shah Rukh Khan	Salman Khan	Amitabh Bachchan	Alia Bhatt	Varun Dhawan	Hrithik Roshan
	\$170.9m	\$102.5m	\$67.3m	\$63m	\$60.7m	\$55.8m	\$41.2m	\$36.5m	\$31.6m	\$31m



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

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 car maker 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



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

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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 average 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.

facebook presents THE ECONOMIC TIMES WOMEN'S FORUM THE POWER OF HALF A BILLION

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

Comments from Bhavati Pandya Bhatt and Sutapa Kanjilal on workplace diversity.

https://etwomensforum.com/debates

Comments from Nupur Awasthi and Sheeba Samuel on workplace diversity.

OTHER WAYS TO JOIN THE HALF-A-BILLION DEBATES

On Facebook/MyETpaper, Twitter @ETWomensForum, Instagram @ETWomensForum

A mentor who inspired me! 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 impact from India and abroad. 8 February 2019, Mumbai. To request an invite, visit www.etwomensforum.com

STAR CAST. 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: OYO

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 Mathur said. "However, some such individuals have also been threatening to ignore the agreements and not accept online bookings, which will lead 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% franchise fees. "OYO has not charged franchise fees over 25 per cent and neither does it intend to, unless it invests in capital expenditure to transform a home or hotel space for better footfalls and occupancy," Mathur said. OYO said it is engaging with the Federation of Hotel and Restaurant Associations of India, and is open to creating a platform for potential discussions and inviting all other hotel chains in the country who operate leased or franchised assets to be a part of the discussion.

Real Agarwal Packers (DRS Group) is now NSE Listed. Leader in Packing & Moving. DRS Dilip Roadlines Ltd., Hyderabad. M: 93 6001 4001. agarwalpackers.in

RP-Sanjiv Goenka Group Growing Legacies. INTERNATIONAL MANAGEMENT INSTITUTE. Shaping global leaders for tomorrow. Missed out on applying to a top tier B School with amazing placements? Here's your second chance - Admissions Reopen for 2019-21. PGDM, PGDM (HRM), PGDM (Banking & Financial Services) New Delhi, Bhubaneswar, Kolkata. Application closes: 21st January, 2019.

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