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AZIM PREMJI BIOGRAPHY

Name	Azim Premji
Born on	24 July 1945
Place of Birth	Mumbai, India
Educated	Stanford University
Works for	Wipro
Valued at	US \$ 19.1 billion
Position	CEO
Married to	Yasmeen

ABOUT AZIM PREMJI

Born on 24 July 1945, Azim Premji is one of the instantly recognizable faces in the Indian business industry. Apart from being a business tycoon, he is the Chairman of Wipro and a well-known philanthropist. He is also unofficially regarded as the Czar of the information technology industry of India. Ever since its inception, Wipro – under Premji’s capable guidance and leadership – has kept growing and diversifying and is right now held as one of the leading companies in its domain in the country. Premji was also supposedly the wealthiest person in the country in the six-year span of 1999 through 2005 according to Forbes

The same globally-revered magazine also states that as of 2015, he is the fourth richest in India and 61st across the world. As of 2014, his personal wealth totalled to 16.4 billion. His personal net worth was estimated at 19.1 billion dollars in March

2015. During 2010, he was voted in Asia Week as one of the 20 most powerful men in the continent. TIME Magazine has twice enlisted him among the most influential 100 people in the world – first in 2004 and then in 2011. Premji holds 75% of the shares of his company, besides owning a private equity fund named Premjiinvest. Premjiinvest is responsible for managing the personal investment portfolio of Premji, which is estimated to be worth a billion dollars.

AZIM PREMJI'S FAMILY

Azim Premji was born in Mumbai on 24 July 1945. He is a Gujarati Muslim and his family is originally from Kutch. His father Mohamed Hashem Premji was a famous businessman in his time and was also referred to as the ‘Rice King of Burma’. When India was partitioned, Muhammad Ali Jinnah – the founding father of Pakistan – had invited Premji’s father to stay over there. However, this request was turned down by Mohamed Premji. Azim Premji is married to Yasmeen Premji and they have two sons – Tariq and Rishad. Rishad is currently working as the Chief Strategy Officer for the IT business activities of Wipro.

EDUCATION OF AZIM PREMJI

Azim Premji obtained a Bachelor of Science in Electrical Engineering from Stanford University. This is almost equal in importance to a graduate degree in engineering in India.

AZIM PREMJI'S CAREER

Premji's career started in 1966 when he had to cut short his education at Stanford University upon receiving the news of his father's demise and come back home to take charge of his father's company, which had been started in 1945. At that time, Wipro was working out of a small town in Maharashtra named Amalner and dealt in Sunflower Vanaspati, a cooking oil brand, and 787, a laundry soap that was the



byproduct of cooking oil production.

Premji managed to diversify the company's offerings by starting the production of bakery fat, various kinds of lights and related products, toiletries made from locally available ingredients, hydraulic cylinders, hair care soaps and toiletries for babies. Thanks to his visionary capabilities, he was able to understand the potential of information technology in the 1980s. At that time, there was a significant gap in the IT market in India when IBM was shown the door. So, Premji changed the name of his company to Wipro and started to make microcomputers so as to gain entry into the sector for high technology products. In this project, he collaborated with Sentinel Computer Corporation, an American organization. Very soon, he made a

complete shift from fast moving consumer goods to the technology industry.

NGOS AND FOUNDATIONS OPENED BY AZIM PREMJI

The life and times of Azim Premji are testament to the fact that he believes in giving back to the society in a meaningful manner and help it go ahead. In that vein, he has opened a number of charitable institutions and NGOs over the years. He has also taken part in some key charitable initiatives.

*M.Mugesh Kanna,
MBA(International business)*

SWOT ANALYSIS OF CADBURY

Cadbury is one of the topmost FMCG brands in India and hence there is no doubt that the strengths and opportunities of Cadbury are far more than its weaknesses and threats. Let us delve deeper in the SWOT of Cadbury.

Strengths in the SWOT analysis of Cadbury

World leader – Cadbury is the world's leader in chocolates. Known to have the best manufacturing and a wide distribution channel, Cadbury has a presence in 200 or more countries.

Powerhouse brands and Products – Cadbury has many strong brands in its product portfolio such as dairy milk, Bournvita, Oreo, five star and others. The product are high quality products and some of them are cash cows for Cadbury.

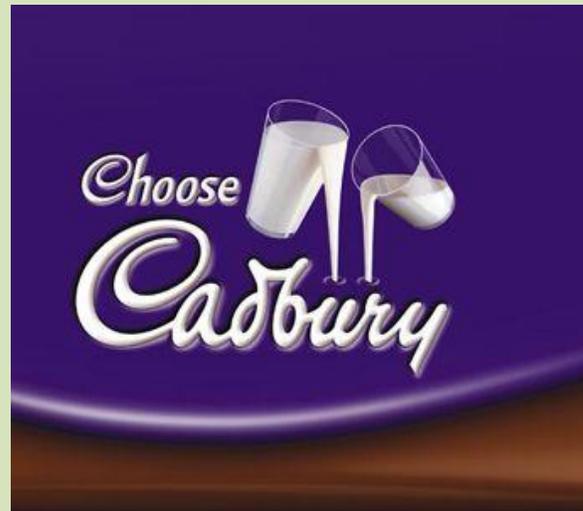
Brand name, brand equity and Brand loyalty – Cadbury products are blessed with a fantastic brand loyalty. Due to its marketing and strong branding over the years, the brand equity of Cadbury is also high and hence Cadbury is comfortable charging a premium for its product because of the high brand equity. Finally some brand names within the Cadbury family are known worldwide and are des Positioning as gift – The smartest tactic that Cadbury has done over the years with products like dairy milk and celebrations is that these chocolates are positioned for gifting. In fact the recent Bournville, has a complete focus on the gifting position. Due to this smart strategy Cadbury has safely differentiated itself from majority of its competitors.

Promotions – With an amazing tag line of “kuch meetha ho jaye” along with fantastic ATL and BTL activities, Cadbury has one of the strongest promotions in the FMCG industry. This further imparts strength to Cadbury because it provides excellent brand recall.

Indian connects – Cadbury is one of the few brands which connect so well with the Indian Diaspora. For Indians, family, friends and love are all important parts of their life. And Cadbury has always focused on emotional marketing to connect with the Indian audience.

Placement and distribution – Cadbury has a superb distribution strategy in place and like all FMCG companies, it uses the strategy of breaking the bulk. Distributing to 200 countries with a variety of more than 40 variants is not a

small feat. And Cadbury has been achieving the same for the past many years. It is known to have one of the best FMCG distribution channels in India.



Weaknesses in the SWOT analysis of Cadbury

As mentioned previously, a brand like Cadbury is expected to have much strength and few weaknesses, and the same is the case. Cadbury’s weakness is its rural distribution considering India has such a wide rural Diaspora which can be covered. At the same time, A few cases here and there have happened based on the quality of the product where cockroaches or other rodents were found in the chocolate. It is inexcusable for a brand like Cadbury to show such ignorance because such infected chocolates should not leave quality control at all. Thus quality control needs to be strengthened.

Opportunities in the SWOT analysis of Cadbury

Rural markets – What is a weakness can become an opportunity. Penetrating rural

markets and distribution in rural markets can be a large opportunity for Cadbury. It is present in foreign countries and a rural presence is much needed for Cadbury which will boost the brands presence and turnover.

New Tastes – Indian consumers have a sweet tooth and they frequently like to eat small chocolates as well as chocolate bars. On top of it, there are various flavors which consumers like. Thus, new tastes and new flavors are an opportunity which Cadbury can generate regularly.

Threats in the SWOT analysis of Cadbury

Cost and price increase – With an increase in fuel cost as well as cost of transportation, distribution cost has gone up. At the same time, the cost of procurement and manufacturing is high as well. Thus, over the years, the constant increase in costing and thereby pricing of the product is a threat to Cadbury as it creates a gap for other companies to enter.

Health consciousness on the rise – Health consciousness is on the rise amongst the Indian population. Many people prefer drinking health juices as well as fruits rather than having chocolates. Every week you will see articles on news papers as well as on blogs which advice against eating chocolate and propagate the benefits of staying healthy. At the same time, many parents have stopped giving chocolates to their kids looking at the adverse affects.

Decreasing importance of festivals – Cadbury has spent years to get the position of a gift on festivals and occasions. What happens when the importance of these festivals drops? The buying of chocolates also drops.

Rising demand of people, growing purchasing power – Nowadays, if you gift a chocolate to children, they are likely to demand a toy car, a bicycle or for a young adult, a computer. Thus, with a rise in purchasing power, the demands of gifts also have gone up in value and just a chocolate will not suffice. This is also a threat for Cadbury.

Thus, this is the complete SWOT analysis of Cadbury. If you have a suggestion for any further strength, weaknesses, opportunities or threats for the Cadbury brand, then please suggest the same in the comments column below.

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General News

PM Modi launches country's 1st solar-powered e-boats in Varanasi

Prime Minister Narendra Modi has launched the country's first solar powered e-boats at the Assi Ghat in the river Ganga, Varanasi. The initiative is aimed at reducing pollution and keeping the Ganga River clean. With the help



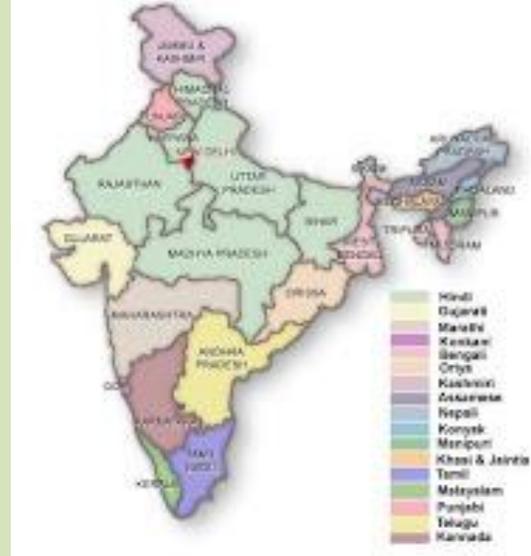
of this e-boats, the boatmen will be able to save Rs. 500 a day without spending on diesel.

Tamil, Telugu, Kannada, Malayalam & Odia now classical languages of India

All four Southern languages - Tamil, Telugu, Kannada, Malayalam and Odia are now the classical languages of India. Earlier, Sanskrit alone had this status. Demands have come to grant the classical status to Marathi as well. Culture Minister Mahesh Sharma gave this information in the Lok Sabha. He elaborated that any language to have a classical status must have high antiquity going back to 1500 to 2000 years. Ancient texts and literature are also considered a valuable heritage. The literary traditions must be original and not borrowed from another speech community, he added.

NABARD partners Germany for food security initiative

National Bank for Agriculture and Rural Development (NABARD) has entered into collaboration with German government for a special programme on 'Soil Protection and Rehabilitation for Food Security'. The programme is part of the German government's recently introduced special initiative 'One World, No Hunger' initiative. India is the only country in Asia chosen for this initiative. As part of the collaboration, NABARD is anchoring two major



programmes — soil conservation and rehabilitation of degraded land programme in Maharashtra and Madhya Pradesh.

Airtel and GBI announce partnership for West Asia

Airtel, the enterprise arm of Bharti Airtel and networking player GBI has announced the partnership to increase its direct reach in



West Asian countries. Till now, the Airtel Business only offers enterprise services to its clients in the Middle East. But after this partnership, the company can extend its network and further enhance the benefits for their customers and partners.

Reliance Defense gets 15 new defense licenses

Anil Ambani-led Reliance Defense has received 15 new industrial licenses to



manufacture a range of defense equipment. The total number of licenses is the highest held by a private firm in India. Reliance Defense had last week collaborated with three Ukrainian firms including two state-owned firms for their range of military equipment.

World Press Freedom Day celebrated today

The World Press Freedom Day (3rd May) was observed across the world with the theme Access to Information and Fundamental Freedoms - This Is Your Right! The day proclaimed by the United Nations in 1993, is celebrated on May 3 every year. The main aim of day is to draw focus on the freedom of information, protecting journalism from censorship, and ensuring safety for journalists.

Andhra Pradesh Chief Minister launched Chandranna Bima Yojana

Andhra Pradesh Chief Minister N. Chandrababu Naidu has inaugurated an insurance scheme 'Chandranna Bima Yojana' for the working class people. The total investment is around rs. 132 Crore for the implementation of this scheme. Under the scheme, 5 Crore workers would be covered under the scheme, 5 Lakh would be paid if the Insurer worker met with an accidental fatal and 5 Lakh for Permanent disability and Rs. 3 Lakh for Partial disability.

Google acquires start-up by Indian-origin businessman

An American multinational technology company, Google has acquired a business



technology start-up 'Synergyse' founded by an Indian-origin entrepreneur as part of its plans to scale training offerings for Google Apps to its customers and customers' users. The Toronto-based Synergyse is founded by Varun Malhotra in the year 2013. It aims to teach users how to use Google Apps. Synergyse will help users get up to speed quickly including when new features are rolled out. Till now Google did not disclose the financial details of the deal.

Indian American Sikh woman elected to key Republican position

An Indian American Sikh woman from California, Harmeet Kaur Dhillon has been elected to an important position in the Republican party at the US national level. She was born in Chandigarh, India but raised in rural North Carolina after her Sikh parents moved to the US. She was elected as the newest national committee woman of the Republican National Committee. She was the first woman elected to this position of vice chair of the California Republican Party.

Three Indian Scientists elected as Fellows of the Royal Society

Three eminent Indian Born scientists listed in the fifty scientists elected as Fellows of the Royal Society, a premier scientific academy of the U.K



and the Commonwealth. Their names had appeared on the list of 50 new fellows and 10 new Foreign Members announced by the Royal Society. They are- Physicist Sriram Ramaswamy, Director of TIFR Centre for Interdisciplinary Sciences, Hyderabad, 2nd - Biochemist Ramanujan Hegde, MRC Laboratory of Microbiology, U.K. and 3rd - Applied mathematician Lakshminarayanan Mahadevan, Harvard University.

Rohit Sharma Signs as Brand Ambassador for Hublot Watches

Rohit Sharma became the Brand Ambassador of world famous Swiss luxury watch maker Hublot. The Mumbai batsman is the second cricketer who has been assigned for the role. Earlier renowned cricketer after former Australian



captain Michael Clarke has been associated with the brand. The Swiss Watch company observed a lot of common between the Brand and Rohit Sharma as he combines traditional batting technique with entertainment.

Financial inequality highest in India, China: IMF

According to IMF, Financial inequality is highest in India and China among Asia

Pacific countries despite the two being among the fastest growing economies. China and India have grown rapidly and reduced poverty sharply; however, this impressive economic performance has been accompanied by increasing levels of inequality. On India, the report said inter provincial inequality is lower in India than in China, and rising inequality in India has been found to be primarily an urban phenomenon. The two countries have



introduced a number of policies to tackle the rising inequality.

63rd National Film Awards ceremony was held in New Delhi

The 63rd National Film Awards ceremony was held in New Delhi. During the ceremony, the Directorate of Film Festivals of India presents its annual National Film Awards to honour the best films of 2015 in the Indian cinema. The awards were announced on 28 March 2016. Actors Amitabh Bachchan and Kangana Ranaut received National Awards for their roles in 'Piku' and 'Tanu Weds Manu Returns'

respectively at the 63rd National Film Awards ceremony.



Meanwhile, veteran actor Manoj Kumar was conferred with the Dadasaheb Phalke Award at the ceremony. The awards were presented to the actors by President Pranab Mukherjee.

Commerce Ministry launches web-based dashboard for export, import data

Commerce Ministry has launched a web-based dashboard to provide an easy access to detailed trade data of the country.



The dashboard will provide an accurate perspective to the general public on the facts around the trade performance in India. The dashboard will provide a graphical collection of export and import from India. This will enable small and upcoming businessmen to foray into global trade based on reliable information directly accessible through government sources.

NSE to launch new exchange for MSME

NSE, the national stock exchange is all set to launch a new trade receivable and credit exchange platform for micro, small and medium enterprises (MSMEs). This new exchange will help MSMEs to file their bill against large companies, which can be accepted electronically and auctioned so that

these small enterprises are paid immediately. The new exchange platform will be a joint venture of NSE and Small Industries Development Bank of India (SIDBI) and could be the first



specialized exchange for micro SMEs. The platform would be known as 'Trades Exchange' as it will be based on the Trade Receivables Discounting System (TReDS). The new platform will be operational by the end of this year.

49th Annual Meeting of the Asian Development Bank started at Frankfurt (Germany)

The 49th Annual General Meeting of ADB is being held from May 2-5 at Frankfurt, Germany. The Indian Finance Minister Mr. Arun Jaitley has also reach there to attend the ADB's board of governors meet. There, Finance Ministry will have a bilateral meeting with Hans-Joachim Fuchtel, Parliamentary State Secretary to German Federal Ministry for economic cooperation and development.



He will discuss the economic assistance packages from India to Bhutan, progress of work of hydropower projects funded by India and the sub-regional cooperation in his meeting with Bhutanese finance minister

Lyonpo Namgay Dorji. Jaitley will then participate in the CNBC debate on 'Asian Economic Outlook-2016' along with other finance ministers of Indonesia, Pakistan, and ADB President Takehiko Nakao.

Bhupendra Kainthola appointed as Director of FTII

Indian Information Service (IIS) officer Bhupendra Kainthola has been appointed as the Director of Film and Television Institute of India (FTII) for a term of 3 years. He replaces Prashant Pathrabe, who had served as interim Director during the 139-day long strike by students opposing the appointment of Gajendra Chauhan and four other members of the FTII Society on the ground of 'merit'. He has also worked with PIB, Directorate of Audio Visual Publicity (DAVP), Directorate of Film Festival (as Director, National Film Awards and Indian Panorama) and also with the Lok Sabha Television.

SBI launches card-less payment solution for offline transactions

The country's largest bank, State Bank of India has launched a mobile payment solution that will enable customers to make digital payments at offline stores by scanning a QR (quick response) code on their smartphones at merchant outlets. Private lenders ICICI Bank and Axis Bank have already introduced the mVisa application for their customers. The service is launched in Bangaluru with a sizable number of merchants and will soon expand into other cities. The service will be available to all SBI credit card, debit card and net banking users. The Bank cu



stomers can simply download the latest version of SBI Anywhere application from Google Play Store.

ICICI first Indian bank to partner with New Development Bank

The largest private sector bank of India, ICICI bank has become the first financial institution in the country to tie up with the New Development Bank to explore opportunities around bond issuance, co-financing, treasury management and human resources.



The decision to consider each other as preferred partner to work in the aforementioned areas has been taken by the head of New Development Bank, Mr. K V Kamath. This MoU would help NDB in exploring bond issuance opportunities in the Indian and international bond markets, particularly in rupee-denominated bonds.

Google partners Idea for direct carrier billing

Google has entered into a partnership with telecommunications major Idea Cellular to offer direct carrier billing in India. Idea

users would now be able to make purchases on Google Play Store directly through their postpaid and prepaid accounts.



Costs for the same will be charged through monthly bills and phone balance respectively.

SPORTS

Sachin Tendulkar to be India's goodwill ambassador at Rio Olympics

Cricket legend Sachin Tendulkar has agreed to become India's Olympic goodwill ambassador, alongwith actor Salman Khan and Shooter Abhinav Bindra. AR Rahman was also approached by



Indian Olympic Association to become goodwill ambassadors of Indian contingent for 2016 Rio Olympics. This comes after superstar Salman Khan's appointment as goodwill ambassador created furore, with top athletes like Milkha Singh and Yogeshwar Dutt criticizing the move.

Virat Kohli nominated for Khel Ratna and Ajinkya Rahane for Arjuna Award

- BCCI has nominated Indian Test captain Virat Kohli for the prestigious Rajiv Gandhi Khel Ratna Award and his teammate Ajinkya Rahane for Arjuna Award. These

nominations by BCCI have come after a gap of four years.



- Other sports bodies and associations are also in the process of sending their nominations. Sports persons nominated for the Khel Ratna Award so far are Incheon Asian Games gold medallist shooter Jitu Rai, squash star Dipika Pallikal, athlete Tintu Luka and ace golfer Anirban Lahiri. For Arjuna Awards, Athletes Lalita Babar and OP Jaisha, shooters PN Prakash and Apurvi Chandela, and archer Laxmirani Majhi have been nominated.
- The Khel Ratna award carries a cash prize of Rs 7.5 lakh along with a citation while the Arjuna Award will carries a cash prize of Rs 5 lakh and a citation.

Rohit Sharma unveils India's first sports expo



Indian batsman Rohit Sharma has inaugurated India's first sports expo in Pune. It is the first sports expo being held in the

country organised by city-based Steps Sports Entertainment Private Limited and will be open for public till May 8. It is organised to showcase various products and modern technologies for fitness and sports by Indian as well as multinational brands.

India finish fourth in junior shooting World Cup

The Indian squad ended their campaign at the International Shooting Sport Federation (ISSF) Junior World Cup with a creditable fourth place finish in the medals table. Indian juniors had an overall tally of three



gold, four silver and three bronze medals in the competition which ended on Thursday

. Italy topped the medals tally with seven gold, four silver and one bronze in their kitty. Russia were second with five gold, six silver and nine bronze while Germany finished third with five gold, three silver and three bronze medals. A total of 585 shooters from 48 countries participated in the event, but only 24 countries made it to the medals table.