

# 2017

AURORA'S BUSINESS SCHOOL

## akshara

NEWSLETTER

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## FROM THE DIRECTOR'S DESK

Batch 13 of the B'School (2018-2020) is formed with students hailing from all over India and even Nepal. The number of admissions is all time high. They hail from six different religions and together speak 18 different languages. There are students hailing from highly reputed colleges like St. Anns, Villa Marry, St. Francis, Loyola, Aurora, Sri Nidhi, E Themis, Amity, Badruka, St. Joseph, Little Flower, Women's College, Bangalore University and Madras University etc.

This augurs well for the B-School as well as students. The students, since the student composition has become very broad based. I am happy that we could achieve a very high diversity index. This is indicative of our growing all-India stature.

Wish you all a happy reading of Akshara !

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**Dr. Raghu Naga Prabhakar**  
Director  
AURORA'S BUSINESS SCHOOL

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## Business News- July, 2017

- UrbanClap has raised \$21 million in a series C funding round led by Internet investment fund Vy Capital. Vy Capital has also spent approximately \$1 million more to buy shares held by some employees and a part of stakes of Snapdeal founders Kunal Bahl and Rohit Bansal. Dubai-based Vy Capital is a major investor in Zomato and has recently invested in rewards app MagicPin.
- Shriram Properties, real estate arm of Rs.90,000 crore Shriram Group, is planning to go public by next year to raise about Rs 800 crore to fund its new project.
- CMS, the largest cash management company in India managing entire flow and management of money for around 100,000 ATMs and retail points, is working on IPO to raise around Rs.700-800 Crore.
- Whirlpool shall be investing around Rs200 crore on technological innovations and to increase production capacity spread over the next three years.
- Rahul Yadav, Co-founder and ex-CEO of Housing.com, has joined ANAROCK Property Consultants, a newly launched venture of Indian real estate industry stalwart Anuj Puri. ANAROCK is targeting a total portfolio of approx. \$500 million for its fund business by 2020.
- Right after the investment of Rs 1,680 cr in Indian online business, Amazon has infused Rs 341 crore into India wholesale business through its wholesale B2B arm, Amazon Wholesale India.
- The first six months of 2017 witnessed deals worth a total of \$11.33 billion. Marquee transactions such as the \$1.4 billion investment in Flipkart by Tencent, eBay and Microsoft, the \$1.4 billion investment by SoftBank in Paytm parent One97 Communications and a \$951 million stake acquisition in Bharti Infratel by KKR and Canadian Pension fund CPPIB topped the list.



- Online grocery startup Jumbotail has raised \$8.5 million in a funding round led by venture firm Kalaari Capital with the participation of Nexus Venture Partners. Funds will be used to enhance technology and operational capabilities.
- Epigamia, a Greek yogurt maker in Mumbai, has got fresh round of funding of Rs.90 crore from its existing investor Verlinvest, the Belgium based investment holding company. Funds will be used to set up a production facility in South India.
- Innoviti Payment Solutions, a payments technology company backed by Narayana Murthy's Catamaran, has raised Rs120 crore in its latest round of funding from SBI-FMO and Bessemer Venture Partners. Funds will be used to boost its businesses across the retail supply chain.
- Flickstree, a personalised digital video curation platform, has received funding of approx. Rs.3 Crore from Sourav Ganguly, Aditya Group and Moksh Sports. The platform curates data for end users from across sites including YouTube, Vimeo, Facebook, etc.
- Ola Fleet Technologies, fully owned subsidiary of ANI Technologies, signed loans of up to \$1.4 billion (Rs 9,500 crore) as of the end of 2016, to lease cars to drivers on Ola's platform and stay ahead of its rival Uber.
- Indigo is working to find ways to meet the 25% minimum public shareholding norms. The promoter shareholding in the company is currently 85.9% and needs to be brought down to 75% before November 2018 to become MPS-compliant.
- Sumitomo Mitsui Trust Bank of Japan has sold its entire 2.77% stake in Reliance Capital for about Rs456 crore through open market transactions. Foreign investors, including Royal Bank of Scotland Plc, have purchased stake in the company.
- Bajaj Finance is planning to raise Rs4,500 crore via QIP over the next 2-3 months. Board approval for this has already been taken.



## Business News- August, 2017

- India is expected to reject Shanghai Fosun Pharmaceutical Group's proposed \$1.3-billion takeover of drugmaker Gland Pharma. The Cabinet Committee on Economic Affairs chaired by PM Narendra Modi has decided to block the Chinese firm's purchase of an 86 per cent stake in Gland Pharma due to increasing cross border tensions.
- Promoters of Innoventive Industries, which was the first case to be admitted for insolvency, have offered to turn around the company as well as pay the debt to creditors. Some private equity players have also shown interest in buying the firm.
- SoftBank Vision Fund, the \$100-billion fund floated by SoftBank Chief Masayoshi Son to invest in technology companies, is in talks with Flipkart to invest \$2 billion. \$1 billion will go to investor Tiger Global, which has been looking for a partial exit from Flipkart. The remaining amount will be used to build a \$2.5-billion war chest to fend off attacks from Amazon.
- Delhi High Court has directed IT department not to take any coercive step against NDTV in connection with a Rs 428 crore demand raised by them and has sought their response to NDTV's challenging plea.
- Azim Premji's two philanthropic arms, Azim Premji Philanthropic Initiatives Pvt. Ltd and Azim Premji Trust shall get approx. Rs5,000 crore from Wipro Ltd's proposed Rs11,000 crore share buyback. Both APPI and APT have additionally sought approval from Sebi to sell more shares than other promoters back to the company for advancing their philanthropic objectives.

- Airtel is planning to sell 3.7% in Bharti Infratel for Rs 2,500 crore to help company lower its debt. Bharti Airtel and Nettle jointly hold 61.65 per cent in Bharti Infratel.
- To reduce its dependency on outsourcing, Britannia is in the process of installing a new manufacturing plant with an investment of about Rs.1000 Crore. Land acquisition work is in progress.
- DLF's promoters are likely to enter into an agreement this month with Singapore's sovereign wealth fund GIC to sell their 40% stake in the rental arm. The deal is estimated to be around Rs.13,000 crore.
- Bajaj Finance has hired three investment banks and started work on a qualified institutional placement (QIP) to raise around \$700 million (Rs.4,500 crore). Fund-raising is likely to be launched before the end of this quarter.
- DLF debt is set to spike due to higher construction spending, weak sales. In the last one year, DLF's net debt has risen by almost Rs.3,778 crore.
- Panasonic will pump in about Rs.200 Crore this year in marketing and promotion of its smartphones. It also has plans to launch 28 new devices.
- Tata Motors to fuel business with Rs 4,000-crore investment. Of that Rs 2,500 crore will go to the passenger vehicle business.
- Digital lending firm Capital Float has raised \$45 million (Rs293 crore) in a series C round led by Palo Alto-based fin-tech investor Ribbit Capital. The funds will be used to expand its lending efforts, increase geographical footprint and invest in products and technology.



- Infrastructure Leasing and Financial Services (IL&FS) is working on plans for issue of Bonds to refinance its Rs 6,000 crore debt. The debt was taken to finance the 9.2km Chenani-Nashri tunnel in Jammu and Kashmir, the longest road tunnel in India.
- DLF promoters have sold 33.34% stake in DLF Cyber City to GIC's affiliate Reco Diamond for Rs10,000 crore to form the joint venture. DLF stake sale to GIC will lead to Rs13,000 crore capital infusion by November.
- Mobikon, a marketing and customer engagement platform for restaurants, has raised about Rs.45 Crore in its third round of funding. The latest round takes total capital raised by the company so far to about \$12 million.

## News & Events@ Aurora's Business School - July, 2017

S. No.	Date	Event
1	06.07.2017	Dean attends a meeting at Osmania University.
2	07.07.2017	Director conducts a Faculty and Staff meeting to review the academics & administration.
3	11.07.2017	Off-Campus Placements Drive of DQ Entertainment International for HR sepecialisation held.
4	11.07.2017	Faculty & Staff meeting on discipline was held by Director.
5	12.07.2017	PGDM I year III Trimester Term End Exams Commence in 10.00 am to 1.00 pm session
6	15.07.2017	Dean delivers two video lectures on Public Policy entitled 1) Public Policy Implementation and 2) Public Policy Evaluation at the University of Hyderabad under the e-pg Pathshala Project of the Ministry of HRD, Government of India.
7	19.07.2017	I year III Trimester PGDM End-Term exams conclude.
8	24.07.2017	II year I Trimster PGDM classes commence.
9	25.07.2017	Kezia Florence Payella, DM-11-051, gets placed with Aegon Life with a CTC of Rs 3.00 lacs.



## News & Events@ Aurora's Business School - August, 2017

S. No.	Date	Event
1	01.08.2018	Batch 13 of the B'School (2018-2020) is formed with students hailing from all over India and even Nepal. The number of admissions is all time high. They hail from six different religions and together speak 18 different languages. There are students hailing from highly reputed colleges like St. Anns, Villa Marry, St. Francis, Loyola, Aurora, Sri Nidhi, E Thems, Amity, Badruka, St. Joseph, Little Flower, Womens College, Bangalore University, Madras University etc.
2	02.08.2017	Three week Bridge Course classes for PGDM I year commence.
3	02.08.2017	Ms Devika Bhatnagar, Deputy Director of Placement & Training, Aurora Consortium delivers a lecture on placement protocols.
4	03.08.2017	Lecture on Introduction to Case Analysis for Management Studies by SPR Vittal, Prof of Financial Management.
5	03.08.2017	Dean Prof G. Sreenivas Reddy completes language editing of e-text book on Public Policy sponsored by the Ministry of HRD, Govt. of India and coordinated by Prof. I. Ramabrahmam of the University of Hyderabad.
6	05.08.2017	Lecture on Introduction to Written Analysis & Communication by Prof V K Mohan Professor of WAC
7	05.08.2017	Ms Roshini Sequeira & devansh Gupta, PGDM II Year participate in the Quiz context organised by NTPC.
8	07.08.2017	Abhishek Kumar, DM-11-023, secures placement with Cognizant with a CTC of 3.20 lacs.

S.No.	Date	Events
9	07.08.2017	Off-Campus Placement with Jasper Industries for HR specialisation held.
10	08.08.2017	Lecture on Business Analytics by Dr. Raghunath Acharya, Professor of Business Analytics.
11	09.08.2017	Conducted Mock Interviews for II year I Trimester students
12	09.08.2017	Lecture on Accounting for Management by Prof. Narsimham Professor of Business Accounting
13	10.08.2017	Lecture on Marketing Management by Prof. Raspal Singh. Sadhana
14	11.08.2017	Management Activities and Games conducted by Ms. Sunita Attri
15	12.08.2017 to 14.08.2017	Home Sick Holidays for I Year students
16	15.08.2017	The Business School celebrates 71st Independence Day with Flag hoisting by Director Dr. Raghu N. Prabhakar, speeches by faculty and students & distribution of sweets.
17	16.08.2017	Lecture on Operations Management by Mr. Uday Tiwari
18	16.08.2017	Published Academic Manual of PGDM batch, 2017-2019 of Aurora's Business school.
19	17.08.2017	Published Hand-Book of Assessment of the Aurora's Business school for Batch 2017-2019.
20	17.08.2017	Manual of Examination & Grading system at ABS by Dr. Sree Jyothi Controller of Examination
21	18.08.2017	Lecture on the Field of HR by Dr. Sangeetha Thakur Business Partner, Husys Consultancy
22	19.08.2017	Lecture on Published Hand-Book of Teaching-Learning Practices at the Aurora's Business School for PGDM Batch 2017-2019.



S.No.	Date	Events
23	19.08.2017	Introduction to Management by Prof G. Sreenivas Reddy, Professor of Management & Research Methodology.
24	21.08.2017	The Three-Week Bridge Course for newly admitted PGDM students (Batch 2017-2019) concludes.
25	22.08.2017	PGDM I Year I Trimester classes commence in two sections viz., Section A & Section A1.
26	23.08.2017	Off-Campus Placement Drive of Human Capital Solutions for HR Specialisation held for the position of Associate Consultant.
27	24.08.2017	Off-Campus placement of Wild Craft India Ltd for Corporate Manager position with 4.00 lac CTC held for all specialisations.
28	25.08.2017	Faculty and Students erect Ganesha Pandal on the campus.
29	26.08.2017	Off-Campus Placement with Kantar GDC for all specialisations with a CTC of Rs. 3.00 lacs+incentives+allowances.
30	26.08.2017	JAM session held for PGDM I Year A Section.
31	26.08.2017	Peer Introduction Session held for PGDM I Year A1 Section.
32	27.08.2017	Off-Campus Placement Drive of Genpact held for all specialisations- CTC Rs. 3.00 lacs.
33	29.08.2017	Ganesh Nimarjanam function organised with musical band, Idol procession, cultural activities and distribution of prasadam.
34	31.08.2017	Mr. Sujith Reddy Y, Head Campus Hiring Intone Networks, delivers "Guest Lecture on HR Skills & How to Get Hired".
35	31.08.2017	Shiva Vipin Goyal, DM-11-046, secures placement with Novartis as Procurement Analyst with a CTC of Rs. 4.00 lacs.

Dear **JULY** Born,  
Happy B'Day  
to You All !

- |    |                      |            |
|----|----------------------|------------|
| 1. | Balam Anirudh        | 05/07/1992 |
| 2. | M Madhu Dutt         | 08/07/1995 |
| 3. | Karnati Ravali       | 13/07/1994 |
| 4. | Rachapudi Karthik    | 17/07/1993 |
| 5. | Kasturi Biswal       | 23/07/1994 |
| 6. | Talluri Soumya       | 26/07/1994 |
| 7. | Bhaskar Rao Malineni | 26/07/1995 |



Dear **AUGUST** Born,  
 Happy B'Day  
to You All !

1.	Vodela Anudeep	01/08/1994
2.	Aditya Mishra	01/08/1995
3.	Shivani Kela	02/08/1996
4.	Kurmala Venkata Naga Ramakanth	02/08/1996
5.	Ponguleti Sai Charan Reddy	08/08/1994
6.	Ganesh Neela	10/08/1995
7.	Kondoju Rajesh	11/08/1994
8.	Vijay Ahuja	11/08/1996
9.	Patlolla Haindavi	13/08/1995
10.	Radhe Sonthalia	14/08/1995
11.	Md aleem Baba	16/08/1996
12.	A.P. V. Sai Kumar	18/08/1996
13.	Oggu Anil Kumar	20/08/1996
14.	Shaik Chand Shahid	22/08/1992
15.	Vamkayalapati Manasa Chowdary	23/08/1993
16.	Kothuru Rajesh	23/08/1993
17.	Nagurur Naga Sai Kumar Gupta	28/08/1993
18.	Chitupolu Sravani	28/08/1995



## Celebration of International Day of Cooperative-July, 1<sup>st</sup>

The International Day of Cooperatives was celebrated all over the country on 1st July, 2017. "Choose cooperative Choose equality" was the theme for this year. Speaking on the occasion Dr. Bijendra Singh, Vice President of the National Cooperative Union of India said that people themselves must take initiatives to promote equality by helping the poor instead of depending on the government support. He also said that cooperatives which are people-centric organisations with their wide network and reach can play an important role in tackling hunger.

International Day of Cooperatives was also celebrated by International Cooperative Alliance and United Nations on 1st Saturday of every year in the month of July. The event of this year was attended by key representatives of national/international level cooperative organisations. Dr. J.N.L. Shrivastava, Managing Trustee of IFFCO Foundation speaking on the occasion said that cooperatives can play an important role in promoting gender-equality. He lamented that women do not have an important say in the decision-making of cooperatives as many of the cooperatives don't have two women in their Board. He said that IFFCO Foundation has recently conducted various women leadership programmes so as to bring women on parity with men in the



leadership role. Dr. Shrivastava further emphasised on the need to involve youth participation in the cooperatives.

Speaking on the occasion Shri B.K. Mishra, Managing Director, FISHCOFED said that fisheries is an important sector of the cooperatives for weaker sections, for which equality is very important. However, he lamented that the government lays more emphasis on the agriculture sector than the fishery sector. He also said that cooperatives are not given due recognition in the planning process of the country, and also by the international organisations. He drew attention to the fact that 1/3rd of India's population is still poor, and here cooperatives can play an important role. He emphasized on the need to involve youth in cooperatives through formation of youth cooperatives.

# ABS Students Participating in Vinayaka Nimarjanam







## **Students & Faculty @ Independence Day Celebrations**

## The Importance of Finance in Business

**Pratyusha Reddy P, Aurora's Business School (She can be reached at [prrrpaduru@gmail.com](mailto:prrrpaduru@gmail.com))**

The three main sources of funding for a business are revenues from business operations, investor finances such as owner's, partner's or venture capital, and loans from individuals or financial institutions. Businesses need finances for daily operations and to meet essential expenses and payments. Expenses are either short term, such as payroll payments, or long term, such as purchasing buildings.

### Significance

It is impossible to achieve your long-term and short-term goals without effectively managing your finances. Inefficient management of finances could lead to liquidity shortages. You need funds for business growth, market competition, and to keep your business operational and maintain your customer base. If your finances are restricted, risks that can negatively affect the accumulation of necessary business funds should be hedged with adequate insurance coverage and effective internal controls. You can obtain insurance for accidents, liabilities and business vehicles to protect your finances from sudden untoward impacts.



### Short-Term Activities

Your business can come to a halt or your working capital management may be jeopardized if you do not have the essential finances to cover short-term expenses. Creditors can demand payment for the items or services they have delivered to you at any time. Failure to meet these demands can cause inventory shortages or damaged business relations. Short-term sources of finance, such as cash revenue and advance receipts, must be obtained sufficiently through effective debt and discount policies. Preparing cash budgets can help you forecast outflow of money and the amount of finances needed to meet those outflows.

### Long-Term Activities

Long-term sources of finance must be available for achievement of long-term goals, such as purchasing new machines. Relying on short-term sources would lead to a finance shortage for long-term projects and could repeatedly stall these projects. Finance long-term projects using your business's savings, or obtain bank loans. To fund expenses of such magnitude, you cannot rely on short-term financial sources, because doing so could adversely impact your short-term activities. Use tools such as capital budgeting and proper planning to time when your long-term expenses occur.

## Achieving Financial Goals

Every business owner has a vision for his company, and that vision is frequently manipulated by managing and prioritizing the use of financial resources. Given a set amount of finances, your financial objectives and anticipations will shape how you spend your business funds. For example, your immediate goal may be to increase sales by financing discounts, or you may have a long-term goal of expanding your manufacturing capacity for lower average costs. If you draw most of your finances from loans, repaying the principal amount and interest should concern you. If you obtain financing from your investors' money, giving them the best possible returns must be a key objective