



**MDI**  
MURSHIDABAD

Management  
Development  
Institute



# MARKONNECT

Mirror of Marketing



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## Markrone

An adept communicator, the mind of a strategist, and intellect full of titillating ideas. Amalgamation of such virtues – One becomes an ace marketer. MarKrone, the Marketing Club of MDI Murshidabad, stands for all these virtues and more.

A club run by and for the students, created with the purpose of grooming marketing talent of fellow students in tandem with keeping them abreast with events across the marketing universe and providing a platform to the marketing enthusiasts to showcase their skills in every possible vertical.

We eagerly look to create opportunities for growth throughout the spectrum by collaborating with industry stalwarts and peers in the marketing community.

Inspire. Educate. Entertain

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Dr. Naveen Pol  
Assistant Professor, Marketing.



The marketing ecosystem is fast evolving in recent years. The world has witnessed numerous instances where in organizations have postulated paradigm shift over the conventional business practices. The company's adoption of ongoing trends and developments in their micro and macro environment has become need of the hour. Management development Institute – Murshidabad (MDIM), is one of the leading business schools in India which strongly believes in sourcing intellects who will further be a part of such challenging business dynamics.

“**Markrone**” the student driven unique marketing club at MDIM, constantly strives itself in bridging the gap between, business environment and student thought process. The club has been floating attractive activities like the **Trivianni Tuesday**, **Logo Rhythm**, **Webinars** and the likes. It has been a rollercoaster ride so far, and as a mentor I feel extremely proud of the proactiveness and effort put in by each and every member of the club. I further have same sense of confidence with the newly joined members of the group. I wish the team a successful way ahead and would like to thank team Markrone to having me as their mentor.

## Ola EV

- RAVI MISHRA (21PGDM081)

With his tweets about Ola Electric's imminent debut of an electric scooter, Bhavish Aggarwal, the well-known cofounder and CEO of ride-hailing company Ola Cabs, caused a Twitter fury. On July 2, he wrote, "Took this beauty for a spin! Goes 0-60 faster than you can read this tweet! Ready or not, a revolution is coming! #JoinTheRevolution."

He prompted a buying frenzy a fortnight later when he tweeted: "India's EV revolution begins today!" The Ola Scooter is now accepting reservations! India has the potential to become the world leader in electric vehicles, and we're happy to be at the forefront of this movement!" The reaction was ecstatic, forcing Aggarwal to apologise a few hours later, saying that the company hadn't anticipated the "huge demand" and "didn't prepare enough scalability of the website." It's all good now!"

Bhavish Aggarwal and partner Ankit Bhati, who created Ola Cabs in 2010 to take on ride-hailing behemoth Uber, launched Ola Electric in 2017. In 2015, Ola Cabs became a unicorn—a private firm worth \$1 billion or more—and in 2019, Ola Electric did the same. Ola Cabs and Ola Electric have raised multiple rounds of funding from high-net-worth people, international and local venture capital and private equity organisations, and automakers such as Hyundai and Kia.

Ola Electric is one of a spate of enterprises, both established players and startups, betting big on India's e-vehicle sector being set to take off. The rising cost of gasoline and diesel—up nearly 22% in Delhi this year—along with a slew of government incentives make e-vehicles a more viable option.

Ola claims to be creating the world's largest scooter factory, with an annual production capacity of one crore scooters. The company claimed ten lakh capacity was ready as part of its phase one strategy, with another ten lakh set to be ready in a few months.

The device could be disruptive based on the specifications and features, as it appears to fulfil the goals of younger groups and higher-end segments. However, there is no information on the battery's quality or cost. If the battery needs to be replaced after three years, it would cost a fortune—60,000 to 70,000 INR, according to the specifications in S1 models.

"The EV supply chain's difficulties have been extensively documented and accepted. Because many EV components are currently imported, any disruption in the supply of crucial components like battery cells or packs could jeopardise manufacturing schedules. If Ola can fulfil the 1 lakh+ bookings in a decent amount of time, it will be a wonderful start for India's newest EV business. However, if Ola waits too long, there's a possibility of cancellations, which could hurt sales as well as Ola's image as an OEM



## LOGO EVOLUTION ~ LAY'S

- REITU PARNA BHOWMIK (21PGDM158)

Lays is an iconic brand of snack from the USA, which was established in 1932. Today it is one of the most famous label of chips, with distribution and production facilities across the globe. The company carried out a global redesign several times, but its name was always present on the logo.

### From 1932 to 1965,

The initial Lay's logo was established in 1932, and it still serves as the foundation for the renowned brand's visual identity design today. A red horizontal rectangular with rounded corners and white bold letters made up the logo.

### From 1965 through 1986

Lays' logo, designed in 1965, was stylish and modern. It was still white letters on a red background, but the red banner's shape was stiffer this time - a rectangle with rounded corners. The inscription was written in an ExtraBold sans-serif font, with the lowercase letters' tails protruding from the rectangle and shifting colour from white to red.

### From 1986 to 1997,

The logo is redesigned in 1986, but the colour scheme remains the same. The wordmark has been emphasised, giving the letters larger, more confident lines.

The red rectangle has vanished, and the background now mimics the shape of the nameplate. The red-white colour combination, which reflects warmth, passion, and energy, makes the logo vibrant and eye-catching.

### From 1997 to 2003

In 1997, the logo is given a new hue - yellow. It's utilised for a background circle that's created unevenly and looks active. The lettering has a blue shadow and is refined in more classic forms.

The crimson ribbon created around the golden sun has taken the place of the red background. It is the very first iteration of the logo that we are all familiar with today.

### From 2003 to 2007,

The logo's lettering and shape were slightly altered in 2003. A dark crimson shadow replaces the blue shadow, giving it a more elegant and confident appearance. The emblem's lines are now cleaner and more defined.

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### From 2007 to 2019,

The logo takes on a three-dimensional aspect in 2007, while maintaining the classic colour and shape composition. It appears to be brilliant, impressive, and stable. The text is robust, with a strong and sophisticated style, and the emblem's shape has been precisely matched.

### 2019 - Today

The Lay's logo was flattened again in the 2019 facelift. The insignia, which is done in bright yellow and red with white letters on a banner surrounding the yellow circle, has some gradient colours, but they provide movement and dynamics to the image rather than volume. The wording was improved and made more compact, giving the insignia of the distinctive badge a balanced and professional appearance.

### Significance of Lays logo:

The yellow and red color palette of the Lays logo is a representation of energy, power, and passion, and in combination with white, it evokes a sense of professionalism and reliability of the brand, which is concentrating on the quality and flavor of its product.





## SHUTDOWN?!

-HARSHITA VERMA (21PGDM067)

WhatsApp, Instagram, and Facebook just experienced a six-hour outage. Many users initially blamed their internet service provider, but the understanding that the problem was not with their internet connection, but rather with the reality that these social media platforms were not functioning came as a shock to many. Despite the fact that many users of these networks migrated to Twitter to generate jokes about the disruptions, the impacts of the outages were severe.

Facebook and Instagram have become the dominant platforms in many nations. It is used for chatting, live streaming, producing virtual reality, and a variety of other digital services in addition to serving as a source of entertainment. More than 3.5 billion people, that is, approximately 50% of the total population, use one or more of these platforms for one reason or another like staying in touch with friends and family, political campaigns and running businesses.

### Users shifted from Whatsapp to Telegram

Telegram has surpassed WhatsApp as the most popular messaging app.

Due to the interruption caused by WhatsApp, many users have switched to Telegram to communicate with others. This change cost WhatsApp a lot of money, even though it had no effect on other firms. Furthermore, as a result of the outage, people's attitudes have shifted, and instead of relying just on one messaging app, they will engage in a variety of communication platforms.



### Facebook's Stock Has Dropped

Perhaps the most significant loss was that of Facebook. Facebook's stock dropped by 5.4 percent as a result of the downtime. According to a Fortune estimate, the downtime cost the company \$99.75 million in revenue. Even if this figure is large for many companies, it is possible that the loss will be overlooked by the company's investors.

### Effect on London Trading.

Many financial institutions, despite the fact that it is not encouraged, use platforms like WhatsApp to communicate with clients about trades, particularly in over-the-counter markets. When WhatsApp and Facebook fell down, BCB, a crypto business based in London, felt the brunt of it. Many individuals were unable to update their WhatsApp status, but businesses suffered poor trade volumes when these social media networks were down during their peak hour. Many other parts of Asia-Pacific and Europe had the same problem.

### Small Businesses facing the brunt

Small enterprises that arose as a result of the pandemic rely heavily on Facebook or Instagram to promote their wares. Small enterprises suffered greatly as a result of their lack of other strong foundations and total reliance on these platforms. Many small enterprises were temporarily shut down during the six-hour interruption.

Facebook's monopolistic behaviour, which was previously unnoticed by its users, certainly felt the heat. Perhaps this is why, after WhatsApp stopped operating, many users switched to Telegram or Signal. Though the outage created troubles and many regrets, it also served as a reminder that relying on a single platform is a bad idea. If they fall down again, no one knows what will happen.

## HOW BRANDS ARE LEVERAGING SQUID GAME

-DALJEET SINGH BHOGAL (21PGDM063)

Squid Game, a South Korean thriller, has become one of the most talked-about shows in 2021. Squid Game, which debuted on Netflix three weeks ago, has been seen by millions of people worldwide and is on its way to becoming the streaming platform's most popular original series of all time. Squid Game has generated a lot of interest on social media, thanks to its horrific take on childhood pastimes, beautiful aesthetics, and troubling examination of human nature.

With the show's increasing popularity in recent weeks, brands were quick to develop trendjacking content opportunities. When it comes to trendjacking, time is of the essence, and marketers can track popular topics in real-time via social listening. Brands may track sentiments and emotions from social interactions to identify how best to engage and offer value to conversations in relevant and purposeful ways, in addition to staying up to date on the newest developments. Several firms rapidly joined on the bandwagon, capitalising on the tremendous buzz that Squid Game has generated.

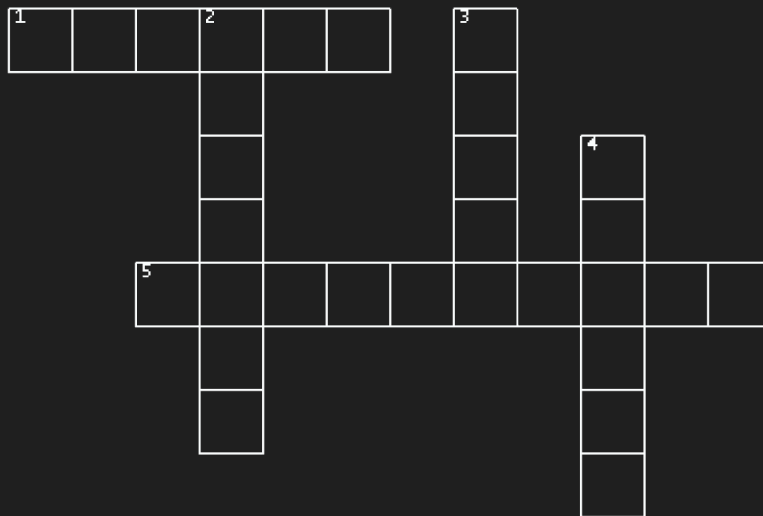


Dominos capitalised on the Squid Games craze, incorporating symbols and references from the programme to sell its pizza. Pepsi was a little more discreet, embedding a Squid Game emblem in their iconic fizzy drink with the caption, "if you know, you know."

Amul, an Indian dairy brand, has joined the bandwagon, using the show in one of its most recent adverts. Although the visual portrayal of the masked men in pink jumpsuits makes participants nervous, they can't stop smiling when they see the buttery bliss. "Game of Debt?" read the text on the cartoon, referring to the show, in which 456 debt-ridden competitors compete in lethal versions of children's games for a large financial prize.

In keeping with its penchant for wordplay and puns, the cartoon added "Amul – It Squide Nice (It's very nice)" in celebration of the enthralling entertainment. Previously, Kerala Tourism used the same scene but substituted banana chips for the dolgona candy! Things got intriguing when Netflix India inquired whether they could bend out a 'Achappam from the mould' in a pleasant joke. Of course, the state tourism department rose to the occasion and wowed everyone with a flawless result! The Korean drama, which debuted in September, has become a fan favourite not only in India, but also among fans worldwide, thanks to its mind-boggling plot twists and captivating narrative. Meanwhile, desi memers in India are rewriting some scary and melancholy sequences from the show by adding a splash of humour, after finding a similarity between K-drama and Bollywood film Luck.

## Crossword



### HINTS:

#### ACROSS

1. This company currently holds the Guinness world record for selling a whopping 2.11 million phones in a single day.
5. built a special edition Car way back in 2003 that had an integrated PlayStation!

#### DOWN

2. Started by the IITian duo the business model was of an off trip company that provided weekend trips to the customers
3. Began their business through WhatsApp, largest hyper-local delivery service in India.
4. One of the most valuable brands in the world whose original name was Backrub.

## Guess The Logo



## Roll Of Honour for Konnect Quiz Edition 2

- Ashutosh Barnwal -20PGPM011
- Vihang S Mavani -20PGPM063
- Avik Ghosh -20PGPM012
- Saptarshi Dutta -20PGDM046
- Dhaanya Arora -20PGPM090
- Jessica Singh -21PGDM021
- Devansh Mittal -21PGDM112
- Devesh Mohta -21PGDM017
- Manish kaushik -21PGDM123

For any suggestions or contributions regarding Markonnect, reach out to us  
- Team Markrone



# TEAM MARKRONE



Ankur Sengupta

An inquisitive individual with 3 years of work ex and has a keen interest in marketing and brands. Uses Music, TV shows and Advertisements as coping mechanisms. An Arsenal supporter for more than a decade, led to the need of the coping mechanisms. Hoping to find his "Dunder Mifflin" soon.



Harshita Verma

A multitasker by nature and a fresh Marketing enthusiast. She is often found sipping on coffee while drooling over Leslie Knope! Uses sarcasm as defence mechanism and has a keen interest in travelling, dogs and thrillers! And oh! A good conversation makes her happy.



Harsh Jammarrh

A minimalist ambivert in the world of extroverts. Believes Marketing is that modicum nudge towards success. References range from MCU to World Wars. Aiming to be Jim Halpert with Michael Gary Scott's confidence.



Reitu Parna Bhowmick

Currently saying yes to new adventures. Interested in brands and keen about logos. On the lookout for good chai, stories, wit & wisdom.



Rishabh Palliwai

A Mechanical engineer with a marketing appetite. Extroverted introvert. Love a bit of Comedy, Football and Waseypur. Have you noticed that "Dogs are forever in the Pushup Position"?



Daljeet Singh Bhogal

An avid learner who keeps swinging between Marketing, psychology and technology. A tech savvy and a curious seeker of the future world who finds comfort in punctuality and order!



Vishal Dayma

An easy going person with a keen interest in marketing trends and brands. Enjoys playing video games and keeping up with what's going on in the world.



Ravi Mishra

A glutton, a casual gamer and an ambivert. Believer of the fact that we fall so that we can learn ourselves to pick back up. Trying to be the elaichi in chai and not the elaichi in biryani.



Rishabh Raj

An art is all he needs, interested in the existence of several knowledge systems. Aspire to learn and showcase all the abstract concepts of forces.



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