

Corporate Snapshot: INDIA & GLOBAL

Jio tops brand recall charts for IPL for second straight year

The numero uno position of the IPL among marketing platforms is indisputable and every year, before the series kick-off, marketing heads at most prominent brands try to justify to their bosses why they should or should not join the bandwagon.

However, there are only a few who have aced the game of building the brand during the annual cricket extravaganza, and the leader is Mukesh Ambani-owned telecom player, Jio.

For the second straight year, Jio has remained the most recalled brand as per IPL Brand Effectiveness Study by Kantar Analytics and media agency network GroupM. The report, based on mobile surveys conducted across 10 metro cities, concluded that Jio, Vivo and Paytm have been the top three brands noticed this year using a variety of sponsorship strategies.

“Jio was once again the top recalled IPL brand this year,” said Irvinder Kaur, managing partner at mConsult. “Jio used a smart combination of cricket and Bollywood. It roped in Deepika Padukone, in addition to custom promos with every team, which resonated across all regions.”

Jio, apart from being co-presenting sponsor on Star Sports, also signed sponsorship deal with all the eight franchises this year.

Interestingly, while 63% of respondents recalled Vivo as the main sponsor of IPL during the first week of the tournament, it lost out to Paytm and Jio, which were present on multiple platforms. Paytm, after the first three waves, was the second most recalled brand.

“Paytm as a first time central sponsor, performed brilliantly aided by dominant exposure on umpire clothing, and during decision reviews,” Kaur added.

Paytm, which spent approximately 10-15% of its entire marketing budget only on IPL, has been associated with the BCCI as the title sponsor for Indian cricket since 2015, which Jaskaran Kapany, VPmarketing at Paytm, said has worked very well at various levels.

On the IPL branding opportunity, Kapany said that the company was very clear that any association it makes should be unique, uncluttered and innovative. “To this extent, our umpire branding, QR code sight screen branding, umpire reviews etc have worked very well.”

In addition to being present through on-ground association, PayTM also took around 9-10 spots per match on Star Sports

network. “Cricket will continue to be a significant part of our marketing spends.”

Surprisingly, Coca-Cola, which spent over Rs. 100 crore to take co-presenting sponsorship on Star Sports, did not feature even among the top 15 brands in the report, while Amazon, AirtelNSE -0.66 % and Vodafone, which have been sponsors of IPL for many years earlier, were among the top recalled brands.

“Coca-Cola parked all its money on sponsorship and didn't do anything on social, while Amazon, Airtel and Vodafone decided not to take sponsorships, but being sponsors over the year had a spillover effect,” Kaur added.

IPL is also a darling of advertisers because it delivers constant viewership every single day, for 50 straight days.

India Ranks 4th in the List of Top 10 Target Countries for Web Application Attacks: Akamai

India ranked fourth in the list of top 10 target countries for Web Application Attacks as bot-driven abuse and distributed denial of service (DDoS) attacks continued to rise from November 2017 till April this year. Registering over 28 million attacks, India also ranked eighth globally in the list of Web Application Attack source countries.

Cyber-security defenders face increasing threats from organisations in the form of bot-based credential abuse targeting the hospitality industry and advanced DDoS attacks, said the "Summer 2018 State of the Internet/ Security: Web Attack report".

Geographic analysis of attack traffic origination revealed that Russia, China and Indonesia were major sources of credential abuse for the travel industry, directing about half of their credential abuse activity at hotels, cruise lines, airlines, and travel sites.

Akamai researchers analysed nearly 112 billion bot requests and 3.9 billion malicious login attempts that targeted sites in the travel industry, including airlines, cruise lines and hotels among others.

"These countries have historically been large centres for cyber-attacks, but the attractiveness of the hospitality industry appears to have made it a significant target for hackers to carry out bot-driven fraud," said Martin McKeay, Senior Security Advocate, Akamai.

Akamai measured a 16 percent increase in the number of DDoS attacks recorded since last year.

The report highlighted the importance of maintaining agility not only by security teams but also by developers, network

operators and service providers in order to mitigate new threats.

Uber may launch air taxi service, delivery through drones in India within 5 years

India is one among five nations shortlisted by ride-hailing giant Uber to launch its air taxi service, aka Uber Air, within five years. Uber made the announcement at its Uber Elevate Asia Pacific Expo in Tokyo on Thursday. Japan, Australia, Brazil and France are the other shortlisted countries. The company also announced that it is looking to introduce food delivery through drones in the country as well, leveraging the same assets and systems being built for Uber Air.

Uber has been working on taking the aerial route under its Elevate program for sometime now. The vision is to offer a flight on demand at the push of a button, or in Uber's case, tapping the necessary toggle in its Android and iOS app. The vision is to fight the nuances of traffic congestion on roads and take users from point A to point B faster, something that would make a lot of sense in India, especially in cities like Delhi, Mumbai and Bangalore. This would of course need a lot of ground work and regulatory clearances to bear any fruit and Uber it seems is up to the task.

The ride-hailing company says that it has assembled a network of partners that includes vehicle manufacturers, real estate developers, technology developers and more, to carry Uber Air forward. Dallas and Los Angeles were previously announced as the first two US launch cities, and at the second annual Uber Elevate Summit in May, Uber announced it was seeking an international city as a third partner. India can be that third partner.

"Mumbai, Delhi, and Bangalore are some of the most congested cities in the world, where traveling even a few kilometers can take over an hour. Uber Air offers tremendous potential to help create a transportation option that goes over congestion, instead of adding to it," Uber said in a statement.

There's a method to how Uber would go about choosing its third partner. Its Uber Elevate program has established a criteria framework to select this third city, based on three principles. This partner, or market, would be large with a

strong and present need for innovative transportation solutions, and with a metropolitan population of over 10 lakh people. It would be choosing a market that is locally committed to bringing Uber Air there which ideally means federal, state, and local governments as well as members of the community that Uber "hopes to serve" should be welcoming of it. At the same time, Uber Air would require a robust Uber ground network as well. A country that fulfills all of these three guidelines would then be chosen as the next destination where Uber Air will go live, tentatively in the next five years.

Uber will announce the chosen Uber Air international city within the next 6 months.

Buying cars and bikes to get costlier from September

From September 1, buying cars and bikes will need a bigger budget since third party insurance is mandatory as per the Supreme Court order.

It will be now be mandatory to take long term third party insurance with purchase of any vehicle from September 1. This is expected to increase the cost by Rs 24,000 for a new car and Rs 13,000 in case of a new bike.

As per the IRDAI (Insurance Regulatory Development Authority of India) circular, all general insurers have been asked to abide by the changes in third party insurance in accordance with the Supreme Court orders. Insurance companies will facilitate covers for 3-5 years, which can also be offered bundled with third party insurance and own damage insurance.

Third party insurance is a kind of liability insurance where an insurance company helps you protect yourself from the claims of a third party arising due to a damage caused by you to the their property.

Is there any way of saving from these mandatory third party insurance?

Yes, there is a solution to save some taxes while you take these insurance policies. The premium paid on all general insurance policies, including liability insurance, can be claimed as expense allowance under the Income Tax Act, 1961. Therefore, this claim will help you reduce your total taxable income. However, this benefit is only available if you bought the vehicle for business or professional use.