



# COMMUNITY NEWSLETTER

## Management@DME

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## EDITORIAL

Dear reader,

You will find that the current issue of our newsletter is buzzing with the excitement that has been in the air about DME and its DME Management School. There have been numerous activities organized for the benefit of our students, from the Peter F Drucker Guest Lecture Series to "Management Unleashed" which provided management students with a platform to showcase their artistic and innovative abilities. Industrial visits for 1st year and 3rd year students have been conducted successfully and internal exams have just concluded.

As we refocus back to our classes, I cannot help but discuss from time to time about the dynamic business environment with my students. Among the most recent, notable developments in the business environment is the trend of "Mergers and Acquisitions in India Inc". Whether it is the telecom sector, the banking sector or the e-commerce sector, the industry is witnessing consolidation. According to an article in "The Hindu", India's M&A deal volume rose by 19% in the 2nd quarter of 2018 and M&A activity is likely to remain positive for the remaining quarters due to investor interest in India.

Walmart's acquisition of Flipkart has been the biggest acquisition deal of this quarter, amounting to 16 billion \$. Among the mergers, it is the Vodafone-Idea merger that has captured all the attention, especially for consumers. However, I would like to bring to the light a very interesting acquisition that may be of interest to coffee lovers. Coca Cola announced in early September, its 5.1 billion \$ acquisition of Costa. Yes, you read that right, a leading cola company has acquired a leading international coffee chain. Management experts say that this is a reflection of careful strategizing at Coca Cola as the company is slowly making a shift in its value proposition to consumers as it scales up and makes a foray into another popular and growing beverage market of coffee. After all, consumers are becoming more and more health conscious and it goes to show how changing tastes and preferences of consumers are affecting corporate level strategies.

When you analyse this acquisition, it makes complete sense as Coca Cola can expand its horizons and outperform its rivals using this strategy. We can all imagine "thandamatlab Coca Cola" and nothing appeals more than that cold drink we've grown accustomed to during our pizza parties with family, friends or colleagues. However, with the winters approaching, I wonder if we'll soon see Coca Cola campaigns about a cosy corner with a hot cup of coffee to keep the winter chill away. It is an exciting time for management students as they can gain immensely by following latest updates on M&A dealings to learn practically about these concepts. It can easily become a live case study for students.

*Ms. Navya Jain*  
Assistant Professor,  
DME Management School

## Management Unleashed



- Dr. Swati Jain  
Assistant Professor

The DME Management School organized an intra-departmental activity "Management Unleashed" on September 6, 2018, Thursday, wherein the students from all the three years of BBA course participated enthusiastically. The event was organized to sensitize students about the burning issues of the era - environmental protection and values and ethics. Almost 55 teams comprising of approximately 150 students participated in the same. The students painted relevant pictures related to the themes of sustainable development, e-waste, healthy society, deforestation, etc. beautifully on the T-shirts. The "Best out of waste" event saw some very innovative working models and decoration pieces made completely out of waste material by the students. The judges for the event were Prof. Dr. Bhavish Gupta (DME Law School) and Ms. Bhavna Singh (DME Law School) for "Best out of Waste competition"; Dr. Sushmita Bala (DME Journalism School) and Ms. Shambhavi Mishra (DME Law School) for "T-shirt painting".

Ayushi Dixit, Mansi Aggarwal and Akshara Verma of BBA 1st year won the first prize in "Best out of Waste" event; Jagjit Singh, Shubham Sharma and Shubham Thakur from BBA 3rd year won the second prize. The 3rd and Consolation prizes were won by Aman Tyagi, Harshit Verma, Nakul Verma of BBA 3rd year; Niharika Aneja, Jasleen Thethi and Chirag Parasar from BBA 1st year respectively. In the T-shirt painting event, Agrim, Simi and Adnan of BBA 2nd year won the first prize while Kritika Rai; Kartik Somani of BBA 1st year won the second prize. Gaurav, Nimit and Sparsh of BBA 2nd year stood third; Nimisha, Prateek and Niket of BBA 3rd year got the consolation prize.



### Theme of the Current Issue

## MERGERS AND ACQUISITIONS IN INDIA INC.

Editorial Board: Prof. Dr. Ravikant Swami,  
Ms. Navya Jain, Ms. Roli Wadhwa



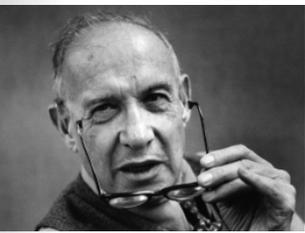
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# PETER F. DRUCKER

Management Lecture Series

## Advertising

- Ms. Avleen Kaur (BBA 1-A)

In the light of Peter F. Drucker's writings that have significantly contributed to the practical foundations of the modern business organisations, students of DME were grateful to be a part of the Peter F Drucker Lecture held on 28th September'18. It was an amazing opportunity for students to learn about advertising in India, the importance of marketing, the emergence and the impact of informative society. The guest speaker was the remarkable Mr. Vikas Sachdeva, Head, North India at Star Plus TV Channel.

the market in this era with approximately Rs. 53138 crore value in today's world. He not only shared with us the level of total profits incurred by this industry but also revealed to us how Hindustan Times- one of the leading newspaper of India, bears a cost of Rs. 14.5 per newspaper while selling it in just Rs. 4.5 per unit. The only and efficient reason because of Hindustan Times's huge profits after selling it in a loss is its coverage area, large reach and economies of scale taking place all together.



Advertisements though have such a strong base but still faced a downfall in the ending of year 2016 to 2017 because of demonetisation, but experts have also estimated huge profits of approximately Rs. 5000 crore in 2019 for the upcoming Lok Sabha Elections. Numerous brands like Patanjali, Oppo, Jioetc have also make their way all up in the existing established market due to this massive reach and good endorsements they practice. Mr. Sachdeva also told

The event started with the welcoming of Mr. Sachdeva by the Head of Department & Director, Prof. Dr. Ravi Kant Swami by sharing a token of gratitude on the behalf of everyone. Being an expert of media, advertising and management studies, Mr. Sachdeva easily grabbed the attention of the audience and was able to turn the event into more of an informative, practical based lecture rather than just a speech. He not only convey to us the relevance and importance of advertising and media in our day to day lives, but also told us the estimated profits and costs a company incurred in its daily coverage for doing brand endorsements.

us about the value of true salesmanship - to always retain the customer for the value of the product such that he/she will prefer buying it in future too. With the thumb rule of "Customer Comes First", he not only told us about the benefits but also the drawbacks of internet shopping or E-commerce in our lives by quoting "Internet can only give you choices, but it can't help you choosing".

Surrounded by different types of advertisements around us, be it the television, printing, digital or radio, it is not wrong to say that advertising is the biggest and the most growth driven industry in

Concluding my thoughts, media, marketing management and advertisement put together can be seen as an integrated and a very detailed process of influencing the behaviour of social beings and persuading their minds to buy a particular brand and its product and create a brand name in the market. By harvesting this fruitful knowledge in everyone's minds in a very creative and humorous manner, Mr. Vikas Sachdeva used every bit of his knowledge about advertising to make this guest lecture a very interactive, informative and successful session for everyone.



## Teachers' Day Celebrations at DME



- Ms. Navya Jain  
Assistant Professor

On 5th September, 2018, DME celebrated Teachers' Day with great aplomb. The Family Like You Committee, in collaboration with all the Cultural Societies of DME, held the Teachers' Day Celebrations at Nelson Mandela Auditorium at 3:45pm. All faculty members and staff were invited for the occasion and the event was blessed with the graceful presence of the honourable Director General, Mr. Justice Bhanwar Singh, Vice Chairman, Mr. Aman Sahni and Director (also HOD, DME Management School), Prof. Dr. Ravi Kant Swami, Prof. Dr. Manjula Batra, Director Research, DME (also Dean, DME Law School), Prof. Dr. Sushmita Bala (HOD, DME Media School), Dr. Parul Mehra (HOD, 2nd Shift, Journalism & Head, Cultural Committee), Dr. N.K. Bahl (Head, Judicial Training Academy) were also among the attendees.

The student anchors began with a quote honouring and welcoming all the faculty members. This was followed by Director General's blessings to the gathering. In his address, Sir enumerated the many virtues that make an ideal teacher. He enlightened the audience, students and faculty alike, as to the inspirational life of Dr. Sarvepalli Radhakrishnan. The former Indian President and philosopher was a teacher par excellence and Sir shared various life lessons and values that faculty members can imbibe from the great teacher.

While the audience was left with much to reflect, the

dignitaries were invited for the cake cutting ceremony to officially unleash the festivities and celebrations for the day. While the audience relished on cake and snacks, the dance society of DME, Fitoor, presented its classical and semi-classical act that captivated the audience with the performers' grace and talent. The music society of DME, Alankaar too showcased its melodious performances, charming one and all with their renditions of some popular sufi and Bollywood numbers. Between these acts were pieces of original poetry by the students, tributes to their beloved faculty members.

All dignitaries and faculty members were presented with their individual Teachers' Day cards, each card beautifully weaving together messages from students and mentees. Kudos to the Arts society of DME, Spectrum, for such intricately designed cards that touched the hearts of one and all. As the grand finale, a video segment prepared by DME TV & Radio was played much to the delight of the entire gathering. Some candid shots and some posed, all in all, the video captured moments of fun, pride and achievement from all 3 schools beautifully. All through the celebrations, DME's photography society, DME Frames, was capturing Kodak moments and candid shots that will most likely find their way into next year's celebrations.



A photo walk was organized to Mehrauli archeological park on 11th September 2018 by DME. Student members of DME Frames and DME Media School, along with the faculties, Mr. Harjeet Singh Kukreja, Mr. Rahul Joshi, Mr. SumantraSarathi Dasand Dr. ShuchiGoelwere a part of the same. Fortunately, I was there too. The event was organized for camera enthusiasts like us to get an opportunity for capturing some good shots of the archeological beauty there and to learn and enhance our skills in photography.

As soon as we entered the park, around 9:30am, everyone excitedly dispersed around the monument to capture the beauty of the sites: the colors, the greens and the blue sky above. While taking the pictures, I was astonished and mesmerized by looking at the architecture of these archaic buildings. The way they were built, the skills they used to build it, the time and knowledge they devoted in the past to create these heritage sites, it is all so commendable.

There were a lot of things for us to see and capture not only in our cameras but in our eyes and souls too. We saw a tomb in the park and a mosque named 'JamaliKamali'. Looking at them, we were all tempted to take the photographs of these

incredible buildings. We were also able to see the famous 'QutubMinar' from the park at some distance. Although it was a hot day, we were still busy in capturing the beauty of that place as much as possible. The whole scene was interesting. The woods around, the bricks, the floor, they didn't seem to be non-living at all, they all seemed to be telling a story; a story they conceal and never reveal; a story that is known to everyone but is still a secret.

I was so surprised while taking the photos and was thinking how we never pay attention to these fascinating heritage sites around us in our busy lives. It was so peaceful there. We also got a chance to learn about the rich historyof our country, which only few people are aware of these days. India is, indeed, a place of rich culture. These archeological sites give us the evidence. Yet we never get time to explore our own culture, our own country. And in all these hours when we were there, I was doubtful about whether or not our cameras would do justice to the beauty of the place. We tried our best and hope that we get more such opportunities like this in future.



# Mergers and Acquisitions in India Inc.



- Roli Wadhwa  
Assistant Professor

While glancing through our favourite business newspapers and magazines, we often come across terms like mergers and acquisitions. For a layman, they might seem as jargons. However, management students spend a great deal of time on these concepts during their courses.

A merger basically refers to a union of two existing companies into a single legal entity. While, an acquisition is where in, one company takes control over the operations of another firm, by buying stake of that company. In today's time, Mergers and Acquisitions, (M&A) is a common path taken by businesses to achieve exponential growth and greater valuations and therefore, this realm continues to generate interest.

The Indian M&A scenario is not different. M&As have become a fundamental part of the Indian economy and daily headlines. Based on macroeconomic indicators, India is on a growth trajectory; with the M&A trend likely to continue. The catalysts for M&A could be varied, but, almost invariably, inorganic growth is on top of the agenda. This is because, despite government's efforts to improve ease of doing business in India, the gestation period for green field projects continues to be long, often rife with compliance and regulatory issues. Thus, for any business, inorganic growth through M&A continues to be an attractive option.

According to statistics, in 2017, the M&A activity in India in terms of deal values rose by 53.3 percent to reach USD 77.6 billion, compared with USD 50.6 billion in 2016. A similar upward trend has been continuing in 2018 as well. Some of the major deals in the recent times include:

## Vodafone-Idea

India's top wireless carriers, Vodafone India and Idea Cellular have merged operations in the country to create an entity that will be equally owned by UK's Vodafone Group and India's diversified Aditya Birla Group. The merger between the two carriers is expected to create India's largest telecom operator in times to come.

Deal size: USD 23 billion



## Walmart-Flipkart

US based e-commerce giant, Walmart acquired 77 percent stake in Bangalore based firm, Flipkart for a whopping USD 16 billion, which is seen as the largest buyout by the US firm. It has made the sellers at Flipkart jittery, as they fear that Walmart will cannibalise their market by offering ultra-low prices to the consumers.

Deal size: USD 16 Billion



## Tata Power-Welspun

In 2016, Tata Power Co. Ltd acquired renewable energy business of Welspun Enterprise Ltd in a transaction worth USD 1.4 billion, marking it as one of the biggest M&A deals in India's renewable energy space till date. This has expanded Tata Power's clean energy portfolio to 2.3 gigawatts (GW).

Deal size: USD 1.4 Billion

## Flipkart and Myntra

India's premier e-commerce startup Flipkart acquired its fashion-focused rival Myntra in May 2014, a move which was in light of Amazon's expanding presence in India. Myntra has remained a separate entity following the acquisition and has continued to expand its presence in the country.

Deal size:  
USD 300 million - 330 million



## Ola and TaxiForSure

Ola acquired the TaxiForSure for USD 200 million in a cash and equity deal in 2015. The deal saw Ola expand its presence considerably in the country by adding TaxiForSure's 15,000-plus fleet across 47 cities into its own platform.

Deal size: USD 200 million



## Axis and Freecharge

In 2017, Axis Bank acquired mobile recharge firm Freecharge in an all cash deal from Snapdeal. The deal was worth USD 60 million, which was much lesser than Snapdeal's acquisition of Freecharge in 2015, worth USD 400 million. However, Freecharge operates as a separate entity

Deal size: USD 60 million



## Industrial Visit to Coca-Cola Happiness Factory

- Ms. Yogita Motwani (BBA 3-A)

On 25th September 2018, DME Management School organized an industrial visit to Coca-Cola (Moon Beverages Pvt. Ltd.), Greater Noida. As a part of the industrial visit, seventy students of BBA, 3rd year visited the company premises along with two faculty members. The Coca-Cola factory was a half an hour drive from the college campus and the students were welcomed with their favourite beverage, Coca-Cola on arrival.

Post the welcoming, the much awaited tour of the Happiness Factory began. The Happiness Factory is a concept developed by Coca-Cola wherein the invitees are taken on a tour of fun filled Coca-Cola themed museum along with the production facilities.

The first stop was the audiovisual room which gave us the factual insights related to the company i.e. its origin, production, manufacturing and consumption trends. Throughout the tour, the students were accompanied by a team of company representatives who were kind enough to explain everything in detail.

As the AV room session ended, students were given a chance to enter into the Vault which is a replica of the original vault where the secret recipe of Coca-Cola is preserved. However, being a secret, students were just given an overview about the mechanical and chemical processes behind the manufacturing of different soft drinks and the bottles they are delivered in. It was a highly informative session. Students were acquainted with some new concepts of CIP (cleaning-in-place) process, water replenishment process, hotline, preform to mould bottles, check (volume of drink in bottle) process, homogenizing, etc. The team also showed them various processes which ensure hygiene and cleanliness in the production process.

After learning about the entire production process, evolution of different bottles of Coca-Cola over time was displayed to the students. The Aluminum Packaging of the bottle was also displayed which is currently unavailable in India. The team also highlighted various CSR activities undertaken by Coca-Cola recently. In addition to that, students were given access to a gaming and fun segment where they played X-box games, listened to Coke Studio music and took pictures at the selfie zone. Overall, the industrial visit was a great learning experience for the students as it gave them deep insights about the production facilities at Coca-Cola.



## Industrial Visit to Mother Dairy

- Ms. S. Revathi (BBA 1-B)

On 25th September, 2018, DME Management School organized an industrial visit to Mother Dairy for 1st year students. It was a great learning experience for all the students, as we could relate what we read in our management books.

During the visit, we gained a lot of factual information about Mother Dairy. The company was set up in 1974. It was an initiative under Operation Flood, the world's biggest dairy development program launched in India to make the country a milk sufficient nation. Over the years, Mother Dairy has contributed appreciably in achieving this objective through many of its innovations and programs. The company sells milk and milk products like ice cream, cheese spread, yoghurt, etc. It also has varieties in milk such as double toned milk, toned milk, full cream milk, cow milk and skimmed Milk.

Token milk was the first product of Mother Dairy. The company has two more brands Safal and Dhara. Safal is primarily engaged in retailing of fresh fruits and vegetables and Dhara cooking oils have been India's most trusted brands that has purity, freshness, taste and value for money.

The company representatives elaborated various stages of the production process i.e. getting raw milk from farmers, testing, receiving dock, clarification, homogenization and fortification, pasteurisation, standardisation, filling dock, control room, multiple modes of vending milk in the market.

After understanding the production process, we learnt about difference between ice creams and frozen desserts; ice cream

contains milk fat while frozen desserts contain vegetable fat and Mother Dairy provides ice creams only. The company uses best quality of raw materials and has 25 flavours and hundreds of combinations in flavours.

The company representatives showed the stainless steel insulated silos in which raw milk is unloaded and stored at less than 6 degrees Celsius before processing. Each silo contains one lakh litres of milk. The plant ensures utmost standards of hygiene through all its processes.

The company representatives conducted two tests for showing us the change in colour of the milk due to the presence of urea and fat.

Post the tour of the plant, we were offered flavoured milk and fresh ice-cream which was relished by all. The Industrial visit to Mother Dairy was truly informative and insightful. I take this opportunity to thank DME on the behalf of our class for such a wonderful



### Upcoming events:

1. Blood Donation - 1st Oct'18
2. Industrial Visit to Yakult Danone India Pvt Ltd - 1st Oct'18
3. Samvaad - Group Discussion Competition- 5th Oct'18
4. BizFest 2018 - 9th Oct'18