Final Questionnaire (without celebrity endorsement scale)

Dear Respondent,

This questionnaire is a part of doctoral research towards the fulfilment of Ph.D. degree. I request you to provide unbiased and appropriate answers to the following questions on the basis of your experience to make this research fruitful and applicable. Questionnaire is divided into four sections - Section A, B & C deal with the respondent’s opinion on advertising and personal care FMCG products; Section D covers the personal information of the respondent. I assure you that the information/opinion/data given by you will be used exclusively for academic purpose.

Thanking you in anticipation of your support.

Section A:

1. Are you aware of the following categories of personal care products? Please tick on the relevant categories:
   - Hair care products
   - Personal hygiene products
   - Oral hygiene products
   - Fragrances
   - Skin care products
   - Male/Female toiletries

2. Which personal care products do you use regularly from the below mentioned list? Please tick on the relevant products:
   - Hair care products
   - Personal hygiene products
   - Oral hygiene products
   - Fragrances
   - Skin care products
   - Male/Female toiletries

3. How many times on an average do you purchase the above mentioned products in a year?
   - Less than 4 times in a year
   - 4 to 8 times in a year
   - 8 to 12 times in a year
   - More than 12 times in a year

4. Do you read newspaper?
   - Yes
   - No

If yes, which type of newspaper(s) do you read?
   - General newspaper
   - Business newspaper
5. Do you read magazine?

If yes, which type of magazine(s) do you read?

☐ Business ☐ Entertainment

☐ Science ☐ Film

☐ Lifestyle ☐ Any other pls specify

6. Please rate the following statements based on your level of agreement, ranging from strongly disagree to strongly agree. Kindly tick on the relevant box:

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I rely on advertisements for information of new personal care FMCG brands in the market</td>
<td></td>
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<tr>
<td>2</td>
<td>I get the information required for purchase of personal care FMCG products from the advertisements</td>
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<tr>
<td>3</td>
<td>I believe that advertisements in newspapers and magazines provide me with extensive information about personal care FMCG products</td>
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<tr>
<td>4</td>
<td>I prefer newspapers and magazines (print media) to other media (television, radio, internet, billboards, etc.) for information on personal care FMCG product advertisements</td>
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<tr>
<td>5</td>
<td>Overall I trust advertisements in newspapers and magazines more than advertisements in other media</td>
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</tr>
</tbody>
</table>

Section B:

Please rate the following statements on the basis of personal care FMCG product advertisements you come across in newspapers and magazines (print media).

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>disagree</td>
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<tr>
<td>1</td>
<td>Advertisements are essential</td>
<td></td>
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<tr>
<td>2</td>
<td>I get valuable information about local sales from advertisements</td>
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<tr>
<td>3</td>
<td>I find advertisements misleading, in general</td>
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<tr>
<td>4</td>
<td>Quite often, I find advertisements amusing and entertaining</td>
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<tr>
<td>5</td>
<td>Advertisements help me learn about fashions and what to buy to impress others</td>
<td></td>
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<tr>
<td>6</td>
<td>Advertisements tell me what people having lifestyles similar to mine, are buying and using</td>
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<tr>
<td>7</td>
<td>Advertisements help me know which brands have the features I am looking for</td>
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<tr>
<td>8</td>
<td>Advertisements make me buy unaffordable products just to show off</td>
<td></td>
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<tr>
<td>9</td>
<td>Advertisements help me know which products will/will not reflect the person I am</td>
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<tr>
<td>10</td>
<td>Sometimes, I find advertisements more enjoyable than other media content</td>
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<tr>
<td>11</td>
<td>Advertisements keep me up to date about products/services available</td>
<td></td>
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<tr>
<td>12</td>
<td>Overall, I consider advertising a good thing</td>
<td></td>
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<tr>
<td>13</td>
<td>Because of advertisements, I buy a lot of things I do not really need</td>
<td></td>
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<tr>
<td>14</td>
<td>My general opinion of advertising is unfavorable</td>
<td></td>
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</tbody>
</table>

**Section C:**

The last four pages of this questionnaire represent pages of a newspaper containing an advertisement of a personal care product. Please refer to the pages for 30 seconds (approx.) and rate the following statements on the basis of your agreement level.
<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The advertisement is appealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>The advertisement draws my attention</td>
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<tr>
<td>3</td>
<td>The advertisement is remarkable</td>
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<tr>
<td>4</td>
<td>The advertisement looks original</td>
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<tr>
<td>5</td>
<td>The advertisement provides useful information</td>
<td></td>
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<tr>
<td>6</td>
<td>The advertisement looks believable to me</td>
<td></td>
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<tr>
<td>7</td>
<td>I have learnt something new from the advertisement</td>
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<tr>
<td>8</td>
<td>The advertisement matches with the brand</td>
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<tr>
<td>9</td>
<td>From the advertisement it is not immediately clear which brand is being advertised</td>
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<tr>
<td>10</td>
<td>I had to watch the advertisement frequently to know what it was exactly about</td>
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<tr>
<td>11</td>
<td>I found the advertisement confusing</td>
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<tr>
<td>12</td>
<td>I like the advertised brand</td>
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<tr>
<td>13</td>
<td>I would recommend the advertised brand to others</td>
<td></td>
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<tr>
<td>14</td>
<td>I have a positive attitude towards the advertised brand</td>
<td></td>
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<tr>
<td>15</td>
<td>The advertised brand means something to me</td>
<td></td>
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<tr>
<td>16</td>
<td>I would never use the advertised brand</td>
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<tr>
<td>17</td>
<td>I will choose the advertised brand the next time I need such a product</td>
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<tr>
<td>18</td>
<td>It is very likely that I will buy the advertised brand</td>
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<tr>
<td>19</td>
<td>If I saw the advertised brand in a shop, I would buy it</td>
<td></td>
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</tbody>
</table>

**Section D:**

**Kindly provide the following details about yourself:**

**Age:**
Please take a look at this list and tell me which of these items do you have at home? (It could be owned by you, your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family)

- Electricity connection
- Refrigerator
- Ceiling fan
- Air conditioner
- LPG stove
- Car / Jeep / Van
- Two wheeler
- Personal computer / Laptop
- Color TV
- Washing machine

Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?

- Yes
- No
Please tick on the appropriate level of education of the chief wage earner (the person who makes the biggest contribution to the running of the household) of your household.

☐ Graduate / Post-Graduate: Professional  ☐ Graduate / Post-Graduate: General
☐ Some college (incl. a diploma) but not Grad.  ☐ SSC / HSC
☐ Literate but no formal schooling upto 4 years  ☐ School 5-9 years
☐ Illiterate

Please tick on the appropriate occupation status of the chief wage earner (the person who makes the biggest contribution to the running of the household) of your household.

☐ Officers/ Executives (Middle/Senior)  ☐ Officers/ Executives (Junior)
☐ Supervisory level  ☐ Clerical / Salesman
☐ Businessman /Industrialist (No. of employ(□)) ___ Self employed professional
☐ Shop owner  ☐ Petty trader
☐ Skilled worker  ☐ Unskilled worker
Motivated by his passion for writing, directing, acting and music,听过 Allātir constantly strives to push the envelope of the boundary and exceed the ordinary. After the recent success of his film Bahātūn, the actor has turned his focus onto a more personal side to film. Expect a lot from him.

You've cleared many hurdles. How do you manage to stay focused on the job hand on hand?

Hindustani: I think right time management is all that you require. I try to do everything at the same time. If I am doing a film, I do not always get so excited. Fortunately, I have a wonderful family to manage my time and hand over my assignments. They make sure I do what's there to do.

What has been your longest film so far?

It was when I had a small check with my mom. There was a phrase which I played that was doing our laughter. I had got my money for a lot of shots. Since the mother's day message was taking a toll on her, I was genuinely sad and depressed. How do you deal with your fears?

The most frequent fear is the fear of failure. One does not want to make mistakes. However, you are bound to make mistakes. So, you should learn from your mistakes and do not be afraid of failure.

WHAT'S ALL THE FUSS ABOUT?

The cover that caused flames

Kanishka Fernanda

Aung San Suu Kyi's decision to release 182 Muslim x tiles from the Buthidaung camp in Rakhine state, Myanmar, after 13 years in captivity, has set off a storm of criticism and celebration in the international media. The release was welcomed by human rights groups as a step towards reconciliation, but raised concerns among some politicians and citizens about the potential for unrest. The move, which came during ongoing negotiations between the government and ethnic minority leaders, is seen as a pragmatic approach to resolving the long-standing conflict in Myanmar.

INDEPENDENCE DAY:

Inspired by India!

Three global artists have made India their muse.

Nina Waidi asks what stirred their creative soul.

"India is not afraid to war with the forgetting" - Shah Idah and Rachel Singh

"The freedom of expression" - India

"The serenity of dawn means a lot to creative people" - Ar Rahman

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Essential toolkit for your PC

It's the secret software that tech support engineers rely on. Ashutosh Desai and Jared Awasthi list must-have tools that will keep your machine shipshape.
Don't worry, they are absolutely free and easy to use.

1. You have no idea of your machine specs, don't know where to ask.
   Solution: PC Wizard
   It is not important to know your PC by heart, but it is extremely useful to have a quick handy reference when you're seeking tech support from friends and your service engineer. There might be a time when you'll need to share details like the amount and kind of RAM, hard disk size and type of processor with your local tech support guy. CPU-Z's PC Wizard is a simple tool that scans and lists all the devices and components it discovers in your system. The list can be saved in various formats, including as an image, PDF and HTML files.
   www.cpu-z.com

2. You have uninstalled programs, but still see their folders in Windows Explorer.
   Solution: Revo Uninstaller Free
   Uninstalling software with Windows' built-in utility is good enough, right? Most of the times, yes. Sometimes, however, you might come across folders of software that you've uninstalled ages ago. Some programs do not remove all data unless explicitly instructed to do so via a checkbox. Others don't bother to offer such customizations and leave residual files that are usually of no use. Revo Uninstaller Free is your solution to onerous removing remnants and also includes eight tools for more control over the matter that's bugging your PC. These tools are neatly arranged in tabs and can be used to control the programs that are loaded on startup, remove junk files and even permanently clear out data you thought you had deleted long ago.
   www.revouninstaller.com

3. Your PC keeps freezing, restarting or just behaving "randomly".
   Solution: Process Lasso
   Even though it might seem that your PC's randomly doing these bizarre things, most of the time there's a pattern nearby which has a solution. Even if you aren't able to put a finger on whether it kicks up after you start playing music files, opening the browser or playing a game, you can try eLsassh and find out what's going on. The software reads the file that started each time a PC crashes and draws up an inference to the exact device driver. While this might not always be completely accurate, it is a simpler way to get to the root of the problem. The resulting diagnosis can also be used in technical forums, if you need more guidance.
   www.processlasso.com

4. The hard disk is running low on space and you wouldn't like to get rid of files that are not required.
   Solution: Disk Scan Fix
   Hidden temporary files and folders are a personal problem, a problem that worsens if you prefer to use multiple web browsers. There is another issue that may arise from this problem — malware. The temporary internet files may harbour rogue files or cookies that are tracking your browsing habits and sending data back to servers on the web. These activities not only keep your system slow, they also drain the hard drive of space. To fix this, you can delete the temporary cached files, cookies, and history from all your browsers — Internet Explorer, Firefox, Safari or Opera. It will even scan the root of the hard drive for files that it feels need to be deleted and will present a list of the files before deleting them.
   www.diskscanfix.com

5. You would like to know when updates are available for the software and drivers on your PC.
   Solution: Secunia PSI
   An up-to-date system has its advantages — it means that all your hardware will be running current drivers. Windows will always be updated to the patch these security updates, all bundled software will operate at the latest version. But if you still get to know there is an update available when you specifically start looking for one. The easier way out is to install that shows you a neat little dashboard with a list of all the installed hardware and software — and whether they need an update or not. This is what Secunia PSI will come handy. It will notify you when security updates for Windows are available for download as well. If this is also tedious a process, just set it to automatically do the dry work for you and you are sorted.
   www.securia.com

6. Taking a backup of all your important stuff with Windows' built-in backup utility is more tedious than you thought.
   Solution: TrendMicro
   Windows does have a decent backup and restore system in place, unfortunately it is neither intuitive or straightforward enough for the average user. TrendMicro's software lists simple backup and recovery actions that can be initiated at the click of a button. How ours' — the software can be further configured with the help of few options that can also make a copy of program data and settings so you don't have to do it over again after recovery.
   www.trendmicro.com

"The beauty industry should celebrate every woman"

Bobby Brown, one of the leading voices of the beauty industry, tells Meghna Mukherjeejwal: It's essential to look like yourself.

Make-up expert and business magnate Bobbi Brown knows about revolution in the beauty industry of the '80s, known for its concealer and posture makeup. She introduced notable shades of lipsticks, foundations and eyeshadow palettes. Women have always and will always desire simple and effective products that help them look and feel their very best. The dawn of today's women is looking for small things that they can do to instantly feel pretty. I teach women how small shifts like a pink shade of blush or the right eyeliner can do a lot to brighten and lift how our looks and how.

Define beauty: Beauty is about having self-confidence and playing up the qualities that make you unique. I strongly believe that the three things women always have and always will desire simple and effective products that help them look and feel their very best. The dawn of today's women is looking for something that they can do to instantly feel pretty. I teach women how small shifts like a pink shade of blush or the right eyeliner can do a lot to brighten and lift how our looks and how.

Women are born beautiful, and it is our responsibility to help them be what they can be. Being a woman means embracing your beauty, learning about your skin and understanding that your beauty is not just in how you look but how you feel. The three things women always have and always will desire simple and effective products that help them look and feel their very best. The dawn of today's women is looking for something that they can do to instantly feel pretty. I teach women how small shifts like a pink shade of blush or the right eyeliner can do a lot to brighten and lift how our looks and how.
TRIP-PING ON ART

Supriya Sharma lists three fun art retreat hubs, which can help the amateur artist in you come alive

RAJASTHAN

There is art in every nook and cranny of almost every city of Rajasthan. Catherine Parker from Melbourne first visited India as an 'artist in residence'. She got so immersed in the cultural milieu of the desert state that she returns each year to explore more. After meeting people who loved to travel and explore art, she came up with the idea of combining the two. Parker's 'Draw to India!' art tours in Rajasthan are a complex tapestry of religion, music, rituals, festivals and ancient art-making practices. "I can't imagine any other place that offers such a wide variety of inspiration – from the grand festivals to the humble offerings beside a tree or a floating candle on the Ganges," she says. Participants on her tours get to visit the rug weavers, potteries and painters of Jodhpur and the woodblock makers of Bagru outside Jaipur and learn their traditional techniques. She also conducts art classes in old forts of Rajasthan, which are all about using natural pigments, mixed media materials, and found objects to create collages.

Arthin Jaipur is another artist's retreat that offers art workshops in miniature paintings, handmade paper, wooden toys, textiles and blue pottery. The facilities include boarding, meals, workshops and excursions. "Year after year, we see art professors, students, painters, writers, paper makers, marketing and management professionals coming to us to take an art break," says Devena Singh, art consultant with Arthin.

GOA

The quaint villages of the state are dotted with pottery studios and amateur art dens. One place that has been drawing the creative bunch is Art Escape, near Benaulim beach. The eco-retreat offers a mix of classes on art and sculpture, yoga, recycling and waste management, design and innovation, photography and film curating. You can simply be a walk in guest or an artist wanting to experience something new. "It is a community for artists, travellers and anyone with a creative bent of mind. It draws people for the incessant flow of conversation and inspiration in everything alternate," says Kamala Jamdar, a young architect from Mumbai.

Puneet Rakheja, a filmmaker and photographer, says, "I visited Art Escape during monsoons. The mood was quiet and conversationable. It's located right at the beach, and the place had a few travellers. We shared stories over endless mugs of coffee and tea. I still try to hold on to the state of mind and try to slip into it whenever I can."

AUROVILLE

Auroville is the perfect hub for art therapy with its cross-cultural milieu with people from over 45 countries. Attendees are encouraged to participate with a voice which may not have existed, built confidence and a sense of cultural identity. Her art programme has people from all professions, backgrounds discovering life through art. Art can help people find within, says Pleasant, Yarnella Ramamurthy, a participant, says, "This retreat encourages self-exploration. One of the exercises we were given was to use a colour, line, design and word to express ourselves and then write down whatever came to our mind. Such exercises are a fun way to bring out the thoughts of our subconscious mind."

GULP IT DOWN

MOKTILKS

KANGRI PIZA

Hingopoulos: Fresh mint leaves (100), 90 g fresh mango, 2 tbsp ghee, 2 tbsp sugar, 1 tbsp lemon juice, 2 tbsp pomegranate syrup, 1 tbsp salt.

Freshly grated coconuts

Spiced Arrab 

400 grams: 100 grams ginger paste, 2 tbsp garlic paste, 2 tbsp red chili paste, 1 tbsp salt, 2 tbsp sugar, 1 tbsp coriander powder, 1 tbsp white sugar, 1 tbsp red chili powder, 1 tsp garam masala powder.

Kesar Delight

Red chili powder, 2 tbsp lemon juice, 2 tbsp sugar, 1 tbsp water, 1 tsp ginger paste, 1 tsp garam masala powder.

Nalini Cooler

Lemon (juice), 1 tsp ginger paste, 1 tsp salt, 1 tsp sugar, 1 tsp water, 1 tbsp sugar, 1 tbsp lemon juice, 1 tbsp water, 1 tsp water, 1 tsp water.

COCKTAILS

SHAMAM Lassi

Ingredients: Yoghurt 20 ml, 1 scoop sugar 10 ml, 1 tsp water 10 ml, 1 tsp water, 1 tsp water, 1 tsp water, 1 tsp water.

Method: Put all the ingredients together in a blender and blend it for a minute or two. Serve.

GULP IT DOWN

MOKTILKS

KANGRI PIZA

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Freshly grated coconuts

Spiced Arrab 

400 grams: 100 grams ginger paste, 2 tbsp garlic paste, 2 tbsp red chili paste, 1 tbsp salt, 2 tbsp sugar, 1 tbsp coriander powder, 1 tbsp white sugar, 1 tbsp red chili powder, 1 tsp garam masala powder.

Kesar Delight

Red chili powder, 2 tbsp lemon juice, 2 tbsp sugar, 1 tbsp water, 1 tsp ginger paste, 1 tsp garam masala powder.

Nalini Cooler

Lemon (juice), 1 tsp ginger paste, 1 tsp salt, 1 tsp sugar, 1 tsp water, 1 tbsp sugar, 1 tbsp lemon juice, 1 tbsp water, 1 tsp water, 1 tsp water.

COCKTAILS

SHAMAM Lassi

Ingredients: Yoghurt 20 ml, 1 scoop sugar 10 ml, 1 tsp water 10 ml, 1 tsp water, 1 tsp water, 1 tsp water.

Method: Put all the ingredients together in a blender and blend it for a minute or two. Serve.

GULP IT DOWN

MOKTILKS

KANGRI PIZA

Hingopoulos: Fresh mint leaves (100), 90 g fresh mango, 2 tbsp ghee, 2 tbsp sugar, 1 tbsp lemon juice, 2 tbsp pomegranate syrup, 1 tbsp salt.

Freshly grated coconuts

Spiced Arrab 

400 grams: 100 grams ginger paste, 2 tbsp garlic paste, 2 tbsp red chili paste, 1 tbsp salt, 2 tbsp sugar, 1 tbsp coriander powder, 1 tbsp white sugar, 1 tbsp red chili powder, 1 tsp garam masala powder.

Kesar Delight

Red chili powder, 2 tbsp lemon juice, 2 tbsp sugar, 1 tbsp water, 1 tsp ginger paste, 1 tsp garam masala powder.

Nalini Cooler

Lemon (juice), 1 tsp ginger paste, 1 tsp salt, 1 tsp sugar, 1 tsp water, 1 tbsp sugar, 1 tbsp lemon juice, 1 tbsp water, 1 tsp water, 1 tsp water.

COCKTAILS

SHAMAM Lassi

Ingredients: Yoghurt 20 ml, 1 scoop sugar 10 ml, 1 tsp water 10 ml, 1 tsp water, 1 tsp water, 1 tsp water.

Method: Put all the ingredients together in a blender and blend it for a minute or two. Serve.
HAVE YOU TRIED THE CHOUX & FRIAND?

These bite-sized desserts are giving a tough competition to the humble cupcake. Ismat Taseen sinks her teeth in to find out which one will come out on top.

Even as cute little cupcakes continue to entice us with their ever-evolving antics — red velvet, frosted, plain or cream — there are prettier bite-sized desserts made from choux dough that are fast becoming hot sellers. Choux pastry balls filled with ice cream, caramel custard, lavender cream, topped with exotic fruits, soaked in chocolate sauce or simply covered with mazapan are the new sweet favours of bakers and foodies alike.

**Choux sweet**

While choux dough — butter, sugar, flour and eggs paste — has been in use for éclairs, profiteroles, beignets and croquembouche, it is the innovative finising and styling that’s catching everyone’s imagination. Pastry chef Pujita Dorseya feels experimental and adventurous food lovers are forever craving for something new and that’s making bite-sized choux pastries popular. She says, “The cupcake trend is reaching its saturation point. At Paris last year, we saw more shops dedicated to éclairs and Bavarian creams. Along with the regular cream-filled and chocolate-topped desserts, Arun also gets a lot of requests for choux balls with cheese, chives and fried choux pastries. ‘One can pipe the choux according to the shape one wants to give. It can be an éclair, a profiterole or simply bite sized,’ she suggests.

**Friend fest**

If these bite-sized delicacies weren’t enough, cupcakes also have friends for competition. These small French cakes made out of almond, flour and egg whites, do not use yeast and are demas food for regular cupcakes. Weight watchers couldn’t be happier.

**Sweet war**

But do native the cupcakes offjust yet. Food writer and globetrotter Mangal Dsilal says, “Cupcakes are Whoever minds a longer dessert menu? Bring them on, we will, weeps, weeps, say.

**Pocket TV**

This pen-like device boasts a ‘Mais Touch’ that’s capable of turning any tablet into a Smart TV. Connect the Pocket TV to the HMDI port of any regular television set and this fully functioning micro-computer — running Android Ice Cream Sandwich — will allow you to download apps, stream videos, play games, connect with friends on Facebook or simply surf the web.

The Pocket TV has a 1GHz processor, 4GB internal storage; uses Wi-Fi to connect to the internet, and can be controlled with either a standard IR remote or the more interactive Air Remote. The latter uses a gyroscopic sensor to allow you to control your Pocket TV just by moving it around like a Wii controller. Sweet!

And it also has a USB port so you can attach an external hard drive, a wireless keyboard and mouse, or a video camera for Skype video calls. Oh, and did we mention it also has a microSD card slot so you can add extra storage?

**Shipping now with Air Remote at $139 (FHD 900)**

**3D Doodler**

What if you could draw something, and then use it as a 3D object? The 3D Doodler is a pen-shaped device that extrudes plastic filaments to create objects. It’s like a 3D pen and uses the same technology as 3D pens, but in a more compact form factor.

With the 3D Doodler, you can create objects such as sculptures, jewelry, or even everyday items. The pen is simple to use and allows for a high level of creativity. The possibilities are endless and you can make anything you can imagine.

**Shipping now in February 2014 at $99 (FHD 900)**

**MemoCam**

The MemoCam is a tiny wearable, GPS-enabled camera that you clip on and wear. Unlike other digital shooters, this piece of engineering automatically takes two snapshots per minute and tags them with GPS data. Later, when you connect it to your laptop to recharge via USB — the gadget has a battery life of two days — it automatically uploads your picture to MemoCam’s servers.

The app on your iPhone and Android device then organizes the photos on a timeline, complete with information on when you took it and where you were, to work as ‘photographic memory’ even after many years. And you can even search for specific instances. Of course, like any social network, you can choose to share specific pictures with Friends. Nice? Yes. If you’re wearing it yourself. But it can prove to be a contentious device for privacy advocates.

Still, if Annie Khan had this in Ghaziabad, he wouldn’t have to crawl around.
Final Questionnaire (with celebrity endorsement scale)

Dear Respondent,

This questionnaire is a part of doctoral research towards the fulfilment of Ph.D. degree. I request you to provide unbiased and appropriate answers to the following questions on the basis of your experience to make this research fruitful and applicable. Questionnaire is divided into four sections - Section A, B & C deal with the respondent’s opinion on advertising and personal care FMCG products; Section D covers the personal information of the respondent. I assure you that the information/opinion/data given by you will be used exclusively for academic purpose. Thanking you in anticipation of your support.

Section A:

1. Are you aware of the following categories of personal care products? Please tick on the relevant categories:
   - [ ] Hair care products
   - [ ] Personal hygiene products
   - [ ] Oral hygiene products
   - [ ] Fragrances
   - [ ] Skin care products
   - [ ] Male/Female toiletries

2. Which personal care products do you use regularly from the below mentioned list? Please tick on the relevant products:
   - [ ] Hair care products
   - [ ] Personal hygiene products
   - [ ] Oral hygiene products
   - [ ] Fragrances
   - [ ] Skin care products
   - [ ] Male/Female toiletries

3. How many times on an average do you purchase the above mentioned products in a year?
   - [ ] Less than 4 times in a year
   - [ ] 4 to 8 times in a year
   - [ ] 8 to 12 times in a year
   - [ ] More than 12 times in a year

4. Do you read newspaper?
   - [ ] Yes
   - [ ] No

If yes, which type of newspaper(s) do you read?
   - [ ] General newspaper
   - [ ] Business newspaper
5. Do you read magazine?
If yes, which type of magazine(s) do you read?

- [ ] Business
- [ ] Entertainment
- [ ] Science
- [ ] Film
- [ ] Lifestyle
- [ ] Any other, pls specify

6. Please rate the following statements based on your level of agreement, ranging from strongly disagree to strongly agree. Kindly tick on the relevant box:

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I rely on advertisements for information of new personal care FMCG brands in the market</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>I get the information required for purchase of personal care FMCG products from the advertisements</td>
<td></td>
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<tr>
<td>3</td>
<td>I believe that advertisements in newspapers and magazines provide me with extensive information about personal care FMCG products</td>
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</tr>
<tr>
<td>4</td>
<td>I prefer newspapers and magazines (print media) to other media (television, radio, internet, billboards, etc.) for information on personal care FMCG product advertisements</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Overall I trust advertisements in newspapers and magazines more than advertisements in other media</td>
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</tr>
</tbody>
</table>

Section B:

Please rate the following statements on the basis of personal care FMCG product advertisements you come across in newspapers and magazines that you read (print media).
<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisements are essential</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2</td>
<td>I get valuable information about local sales from advertisements</td>
<td></td>
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<tr>
<td>3</td>
<td>I find advertisements misleading, in general</td>
<td></td>
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<tr>
<td>4</td>
<td>Quite often, I find advertisements amusing and entertaining</td>
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<tr>
<td>5</td>
<td>Advertisements help me learn about fashions and what to buy to impress others</td>
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<tr>
<td>6</td>
<td>Advertisements tell me what people having lifestyles similar to mine, are buying and using</td>
<td></td>
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<tr>
<td>7</td>
<td>Advertisements help me know which brands have the features I am looking for</td>
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<tr>
<td>8</td>
<td>Advertisements make me buy unaffordable products just to show off</td>
<td></td>
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</tr>
<tr>
<td>9</td>
<td>Advertisements help me know which products will/will not reflect the person I am</td>
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<tr>
<td>10</td>
<td>Sometimes, I find advertisements more enjoyable than other media content</td>
<td></td>
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<tr>
<td>11</td>
<td>Advertisements keep me up to date about products/services available</td>
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<tr>
<td>12</td>
<td>Overall, I consider advertising a good thing</td>
<td></td>
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<tr>
<td>13</td>
<td>Because of advertisements, I buy a lot of things I do not really need</td>
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<tr>
<td>14</td>
<td>My general opinion of advertising is unfavorable</td>
<td></td>
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</tbody>
</table>

**Section C:**
The last four pages of this questionnaire represent pages of a newspaper containing an advertisement of a personal care product. Please refer to the pages.
for 30 seconds (approx.) and rate the following statements on the basis of your agreement level.

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The advertisement is appealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The advertisement draws my attention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The advertisement is remarkable</td>
<td></td>
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<td></td>
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<tr>
<td>4</td>
<td>The advertisement looks original</td>
<td></td>
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<tr>
<td>5</td>
<td>The advertisement provides useful information</td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>The advertisement looks believable to me</td>
<td></td>
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<tr>
<td>7</td>
<td>I have learnt something new from the advertisement</td>
<td></td>
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<tr>
<td>8</td>
<td>The advertisement matches with the brand</td>
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<tr>
<td>9</td>
<td>From the advertisement it is not immediately clear which brand is being advertised</td>
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<tr>
<td>10</td>
<td>I had to watch the advertisement frequently to know what it was exactly about</td>
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<tr>
<td>11</td>
<td>I found the advertisement confusing</td>
<td></td>
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<tr>
<td>12</td>
<td>I like the advertised brand</td>
<td></td>
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<tr>
<td>13</td>
<td>I would recommend the advertised brand to others</td>
<td></td>
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<tr>
<td>14</td>
<td>I have a positive attitude towards the advertised brand</td>
<td></td>
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<tr>
<td>15</td>
<td>The advertised brand means something to me</td>
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<tr>
<td>16</td>
<td>I would never use the advertised brand</td>
<td></td>
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<tr>
<td>17</td>
<td>I will choose the advertised brand the next time I need such a product</td>
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<tr>
<td>18</td>
<td>It is very likely that I will buy the advertised brand</td>
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<tr>
<td>19</td>
<td>If I saw the advertised brand in a shop, I would buy it</td>
<td></td>
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</tr>
</tbody>
</table>

Based on the last four pages of the questionnaire, please rate the following statements, where 1 stands for highest and 7 stands lowest.
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The celebrity featuring in the advertisement is attractive</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>The celebrity featuring in the advertisement is classy</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>The celebrity featuring in the advertisement is beautiful</td>
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<tr>
<td>4</td>
<td>The celebrity featuring in the advertisement is elegant</td>
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<tr>
<td>5</td>
<td>The celebrity featuring in the advertisement is sexy</td>
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<tr>
<td>6</td>
<td>The celebrity featuring in the advertisement is can be depended upon</td>
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<tr>
<td>7</td>
<td>The celebrity featuring in the advertisement is honest</td>
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</tr>
<tr>
<td>8</td>
<td>The celebrity featuring in the advertisement is can be relied upon</td>
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<tr>
<td>9</td>
<td>The celebrity featuring in the advertisement is sincere</td>
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</tr>
<tr>
<td>10</td>
<td>The celebrity featuring in the advertisement is trustworthy</td>
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</tr>
<tr>
<td>11</td>
<td>The celebrity featuring in the advertisement is an expert in his/her field</td>
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<tr>
<td>12</td>
<td>The celebrity featuring in the advertisement is experienced</td>
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</tr>
<tr>
<td>13</td>
<td>The celebrity featuring in the advertisement is knowledgeable</td>
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<tr>
<td>14</td>
<td>The celebrity featuring in the advertisement is qualified</td>
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<tr>
<td>15</td>
<td>The celebrity featuring in the advertisement is skilled</td>
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</tbody>
</table>

**Section D:**

**Kindly provide the following details about yourself:**

**Age:**

- [ ] 18-30
- [ ] 31-45
- [ ] 46-60
- [ ] Above 60

**Gender:**

- [ ] Male
- [ ] Female
Occupation:
- Self employed
- Working with private company
- Student
- Government employee
- Unemployed

Education:
- Post Graduate (Professional)
- Post Graduate (General)
- Graduate
- HSC/SSC

Please take a look at this list and tell me which of these items do you have at home? (It could be owned by you, your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family)
- Electricity connection
- Refrigerator
- Ceiling fan
- Air conditioner
- LPG stove
- Car / Jeep / Van
- Two wheeler
- Personal computer / Laptop
- Color TV
- Washing machine

Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?
- Yes
- No

Please tick on the appropriate level of education of the chief wage earner (the person who makes the biggest contribution to the running of the household) of your household.
- Graduate / Post-Graduate: Professional
- Graduate / Post-Graduate: General
- Some college (incl. a diploma) but not Grad.
- SSC / HSC
- Literate but no formal schooling upto 4 years
- School 5-9 years
- Illiterate
Please tick on the appropriate occupation status of the chief wage earner (the person who makes the biggest contribution to the running of the household) of your household.

- [ ] Officers/ Executives (Middle/Senior)  [ ] Officers/ Executives (Junior)
- [ ] Supervisory level  [ ] Clerical / Salesman
- [ ] Businessman /Industrialist (No. of employees)  [ ] Self employed professional
- [ ] Shop owner  [ ] Petty trader
- [ ] Skilled worker  [ ] Unskilled worker
RBI loosens purse strings to lower long-term rates...

Bond yields set to fall as central bank heaves in Operation Twist; move to help banks restrict MMT loss; rupee may gain from inflows

SOURAV DUTTA, New Delhi

The Reserve Bank of India (RBI) on Friday embarked on a new phase of its monetary policy, adopting a cautious approach to cut the growth rate and contain inflation. The RBI's decision to cut interest rates, effective from April 19, will help banks to lower long-term interest rates and reduce the cost of funds for borrowers. The move is expected to boost economic activity and reduce the burden of debt servicing for borrowers.

However, the RBI's move to cut interest rates is likely to have a mixed impact on the rupee. While the lower interest rates will help to reduce the cost of funds for borrowers, it may also lead to a rise in inflation and a weaker rupee. The rupee has been under pressure in recent months due to a combination of factors, including high oil prices and capital outflows.

The RBI's move to cut interest rates is expected to help banks lower long-term interest rates and reduce the cost of funds for borrowers. This is likely to boost economic activity and reduce the burden of debt servicing for borrowers. However, the lower interest rates may also lead to a rise in inflation and a weaker rupee.

NSEL sacks MD, six others after payment default

PMC turns the heat on Jignesh Shah

As of today, the NSEL has decided to sack its Managing Director, Jignesh Shah, and six other senior officials for their role in a payment default case. The move comes after the NSEL had suspended trading on its platform in March 2023, following reports of a debt default by its subsidiary, PAREX, which resulted in an exposure of Rs 4,500 crore.

The NSEL has appointed a new team to oversee the operation of its platform and has assured that all transactions will continue to be processed as usual. The NSEL has also said that it will continue to work with the relevant authorities to ensure compliance with all regulatory requirements.

The decision to sack Jignesh Shah and six other senior officials comes after a thorough investigation into the matter. The NSEL has said that the decision was taken after a detailed review of the circumstances surrounding the payment default.

The NSEL has assured that all transactions will continue to be processed as usual and that the platform will continue to operate smoothly. The NSEL has also said that it will continue to work with the relevant authorities to ensure compliance with all regulatory requirements.
2 COMPANIES

Essar Oil pulls out of Haldia stake sale race
5 companies left in contest; price bids in a month

THE U-TURN

Essar Oil’s board meeting on 5 March 2018 had approved selling its 26.3% stake in Haldia Petrochemicals Ltd (HPL) for a price of Rs 3,827 crore. The company said it would consider offers made by the five bidders to decide on the buyer. However, in its board meeting on 31 March 2018, Essar Oil surprised the market by announcing that it had pulled out of the Haldia stake sale process. The company had earlier announced that it had received offers from five bidders—Reliance Industries, Mahanagar Gas, Godrej Gas and BPL and Airtel. Essar Oil has a coal-based petrochemical plant in Haldia.

ALL ABOUT CORPORATE SOCIAL RESPONSIBILITY

Essar’s corporate social responsibility (CSR) program has focused on education, health, and environment. The company has invested in various initiatives, including setting up schools, providing medical aid, and promoting awareness on environmental issues. Essar’s CSR program has been recognized for its positive impact on the local community.

RESULTS CORNER

Litigation settlement hits Sun Pharma’s first quarter profit

EXECUTIVES

Sun Pharma’s top executives have expressed their disappointment at the effect of the litigation settlement on the company’s performance. The company has set aside Rs 500 crore for the settlement, which will impact its net profit for the quarter.

The Q&A with Sun Pharma’s CEO

Q: How do you see the impact of the settlement on your company’s performance?
A: The settlement will have a significant impact on our profitability. We have set aside Rs 500 crore for the settlement, which will reduce our net profit for the quarter.

Export pushes Cipla Q1 profit up by 10%

1st quarter result

Cipla Ltd, the country’s second-largest drugmaker, reported a 10% rise in net profit to Rs 1,811.2 crore in the first quarter ended June 30, 2018, from Rs 1,646.9 crore in the year-ago period. The company also hiked its profit guidance for the year to Rs 7,500-7,700 crore from Rs 7,000-7,200 crore. Cipla’s revenue rose to Rs 9,402.1 crore from Rs 8,743.9 crore in the year-ago period.

If rupee breaches the 62-mark, we will have to raise prices

With the rupee sinking to a fresh low of 61.92 against the dollar on Thursday, pharmaceutical companies are on high alert as they ramp up their efforts to contain costs. The rupee hit a record low of 62.30 against the dollar in 2018.

We have developed a plan to deal with a fall in the rupee to 62 against the dollar, says a company official. The rupee hit a 19-month low of 62.30 against the dollar on Thursday, with the rupee falling 1.67% against the dollar, while the dollar was up 1.67% against the rupee.

With the rupee at 62 against the dollar, the company will have to raise prices, says an official. The rupee hit a 19-month low of 62.30 against the dollar on Thursday, with the rupee falling 1.67% against the dollar, while the dollar was up 1.67% against the rupee.

As the rupee continues to slide, the company will have to take corrective measures to contain costs. The rupee hit a 19-month low of 62.30 against the dollar on Thursday, with the rupee falling 1.67% against the dollar, while the dollar was up 1.67% against the rupee.

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After NSEL debacle, FMC may make warehouse registration mandatory
Proposal from warehouse regulator being considered to cut risks to stock/quality

REGIONAL NEWS

MARKETS

Firms begin taking baby steps towards share sales

REINING IN STOCKS

6.4% percent, right with WPI and consumer price index (CPI)

Firms in the real estate and garments sector are likely to face major losses as loan moratoriums are lifted

Breakingviews

Bears in a China shop

Triple challenge forces Tesco Chinese retreat

Carnage in the stock market has made it unwise for UK investors to consider buying Chinese stocks

CASH FROM OPTIMISM

China's property developers' stock market value may have peaked

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Rich-poor gap widens in India

Overall poverty down but inequality measure up in both rural and urban areas, shows consumption data for FY12

A report from the Government and National Council of Applied Economic Research (NCAER), released on Thursday, suggests that the inequality gap between the rich and the poor has widened in both rural and urban areas in India.

The report, based on data from the National Sample Survey (NSS) and the National Sample Register (NSR), found that the Gini coefficient, a measure of statistical dispersion, increased from 0.31 in 2004-05 to 0.33 in 2010-11 in rural areas, and from 0.34 to 0.36 in urban areas.

The report also highlights the absence of any perceptible change in the concentration of income across different income groups.

"There has been no significant change in the distribution of income across different income groups," the report states.

The report notes that while the top 10% of households accounted for 46% of total income in 2004-05, they accounted for 51% in 2010-11 in rural areas, and from 29% to 33% in urban areas.

The report also points out that the increase in inequality is due to the rise in the number of high-income households, with the top 1% of households accounting for a larger share of total income, especially in urban areas.

The report further states that while the share of income earned by the bottom 50% of households decreased from 19% in 2004-05 to 15% in 2010-11 in rural areas, it increased from 16% to 18% in urban areas.

The report concludes that the increase in inequality is due to the growing concentration of income among high-income households, rather than a decrease in the share of income earned by low-income households.

The report recommends policies that focus on reducing inequality, such as progressive taxation, transfer payments, and targeted interventions for the poor.

Road builders do better than infra firms

The two largest, L&T Transportation and IRB Infra, have done well in the past quarter, impressing analysts.

T he Reserve Bank of India (RBI) on August 21 cut short-term policy rates, adopting a conciliatory tone. This move is seen as a sign that the Reserve Bank of India (RBI) is ready to act to support the economy.

The move comes amid a broader global trend of easing monetary policy, as central banks around the world seek to boost growth.

RBI’s move is expected to be applauded by market players, who have been looking for signs of a policy shift from the central bank.

The move is also seen as a sign that the RBI is ready to act to support the economy, which has been hit by a slowdown in exports and a surge in import costs.

Analysts are divided on the impact of the rate cut. Some see it as a positive development, while others are concerned about the impact on inflation.

The rate cut is expected to lower borrowing costs for businesses and individuals, and could help boost economic activity.

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