

Together

**QUICK COMMERCE - Reshaping
the Retail Landscape in India
Special Issue**

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Vol. - 13 No.-126 July. -Aug. - 2025

THIS ISSUE



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Quick Commerce-
Reshaping the Retail Landscape in India



India's retail landscape is evolving at an unprecedented pace, shaped by shifting consumer expectations & growing need for convenience. Among the most transformative developments in this space is Quick Commerce (Q-commerce) - A disruptive model that is redefining how consumers shop.

With the promise of ultra-fast delivery, typically within 10-30 minutes, the Quick Commerce sector in India is experiencing rapid growth. It is not just a passing trend. It's a retail gamechanger that's shaping the future of shopping. This growth is fueled by increasing smartphone penetration, changing consumer preferences, especially among millennials and Gen Z. While Q-commerce is booming in metros, it's also expanding into smaller cities & towns, with strategies tailored to local needs. The market is projected to reach \$5.5 billion by 2025, with some estimates even suggesting a potential reach of \$9.94 billion by 2029.

There is absolute need to recognise the key factors driving growth of Q-commerce in India. The overall growth of e-commerce in India is providing a strong foundation for Q-commerce to flourish. Consumers, particularly in urban areas, increasingly prefer the speed and convenience of Q-commerce for daily essentials & other high-demand items. Improved logistics, & the use of dark stores (micro-warehouses) close to delivery locations are enabling faster delivery times. Millennial and Gen Z Influence- The tech-savvy generations are driving demand for instant gratification & are embracing Q-commerce platforms. Moreover, widespread smartphone usage allows for easy ordering through mobile apps.

As quick commerce gains traction, its impact extends far beyond just fast deliveries. E-grocery is significantly impacting the online grocery market, with its share expected to grow substantially. Q-commerce is expanding beyond groceries to include electronics, personal care items, & other categories. The sector is creating numerous job opportunities, including delivery personnel, warehouse staff & platform support. It is boosting overall consumption by providing easy access to products & driving incremental demand in households.

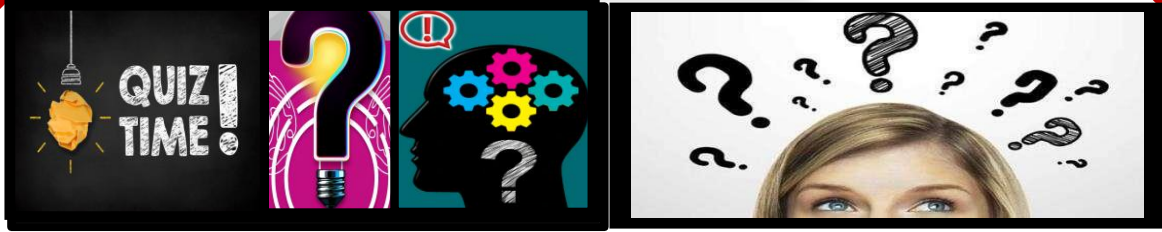
Research & analysis by industry experts points out challenges facing this sector. The Q-commerce market has become highly competitive, with major players competing for market share. Maintaining fast delivery times & efficient operations in a rapidly expanding market is a major challenge. Additionally, addressing environmental concerns related to packaging & delivery is essential for long-term sustainability & moreover, the government is considering regulations to ensure fair labour practices, delivery timelines & environmental sustainability.

Highlighting the immense potential of this fast-growing sector, as businesses & policymakers navigate this evolving ecosystem, understanding the role of quick commerce will be vital to unlock new avenues for innovation & growth. I hope this special issue on- Quick Commerce, serves as a valuable resource in guiding decisions and fostering further advancement of India's retail landscape.

A handwritten signature in black ink, appearing to be 'Usha'.

usha@imis.ac.in

Management Quiz - 65



1. Where did SAIL open its first international Representative Office to boost global presence?
2. Which company has partnered with Kuwait's Jazeera Airways for an AI-led digital transformation initiative?
3. What is the name of the new taxi service launched by the cooperative sector to rival Ola and Uber?
4. Which company has been selected as Tesla's insurance partner in India & in which city is Tesla set to launch its first experience centre in India?
5. Which company became India's first brand to surpass \$30 billion in brand value according to Brand Finance 2025?
6. In Indonesia which company recently launch its iQube electric scooter, marking its entry into the local EV two-wheeler market?
7. Which company was awarded a \$200 million AI contract by the U.S. Department of Defence in 2025?
8. Which Indian IT company partnered with the Council of Europe Development Bank to automate reconciliation processes?
9. Muthoot Forex has partnered with which company to expand the distribution of its travel and student forex cards across India?
10. Which e-commerce firm recently received an NBFC licence from the Reserve Bank of India to enter the direct lending space?

Send answers of **Management Quiz No. 65**
latest by **6th Sept. 2025**, to the Email id: usha@imis.ac.in.

MANAGEMENT QUIZ No. 64 (ANSWERS) **(Together, March - April 2025, Vol.13, No. 125)**

1. HiSense
2. Lexmark TV
3. Honda and Nissan
4. Amazon
5. Omnicaom & Interpub
6. Pod Hotels
7. Off-the-road tyres (OTR)
8. JioStar
9. Complex money laundering
10. Uber One



Q-COMMERCE : A Retail Gamechanger

Quick Commerce (Q-Commerce) is the next step in retail, combining e-commerce speed with hyper-local delivery. It focuses on delivering groceries, essentials, and small items within 10–30 minutes of ordering. Powered by AI-driven inventory, advanced logistics, and dark stores near demand hubs, this model is expanding fast in India. Growing urban demand for instant gratification, convenience, and time efficiency is driving Q-Commerce as a key trend in modern retail.





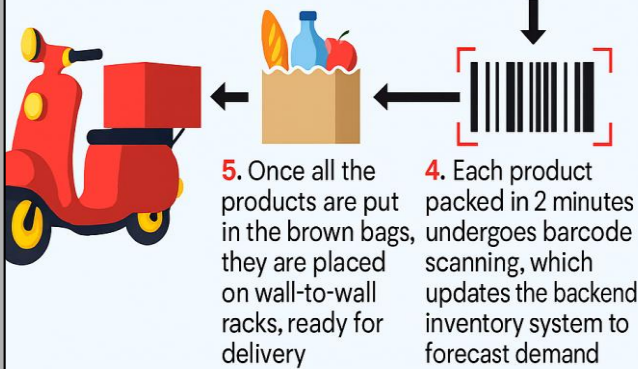
HOW Q-COMMERCE WORKS?

In today's busy city life, people often need small items **quickly**. Quick commerce solves this by delivering products in just **10–30 minutes**. Let's now understand how quick commerce works—from placing an order to fast delivery using **dark stores, mother warehouses, and smart delivery partners**.

HOW FAST DELIVERY WORKS



1. A consumer places an order, which the software assigns to the nearest dark store, located every 3-5 km in residential areas
2. The order automatically assigned to a packer in the store, which maintains almost 20,000 products
3. Employees carry a device that shows them the most efficient route through the corridors in the dark store



On the basis of the real-time demand, goods are re-stocked at dark stores multiple times a day from large warehouses



Concept of Dark Stores:

- It's like a **small supermarket**, usually **2,500–4,000 sq. ft.** in size.
- It holds a **wide variety of items** (groceries, daily essentials, etc.).
- Located in **commercial or back areas**, close to **high-population, mid-to-high income zones**.
- Each dark store serves orders within a **2–3 km radius**.

FOFO- (Franchise-Owned, Franchise-Operated)- Dark stores are owned and run by franchisees, while QC provides tech, branding, and support. Franchisees handle **daily operations and staff**, helping QC expand faster.



Hub & Spoke Model



The **Hub and Spoke Model** stores goods in bulk at a central hub (Mother Warehouse) and supplies them to smaller local centers (Dark Stores) for faster distribution.

Dark stores are supported by Large Mother Warehouses:

A Mother Warehouse is the **main storage and supply hub** that helps dark stores get products **quickly** so that customers can receive fast deliveries.

Why is it important?

- It supplies products to **30–40 dark stores** in the city. Products are sent to dark stores **once or twice a day**.

COCO- Company-Owned, Company-Operated-

The company (like Blinkit or Zepto) **owns and manages** the Mother Warehouse. It handles everything- **rent, staff, inventory, and operations**-giving **full control** for better efficiency and speed.



Q-COMMERCE: BUSINESS MODELS & MAJOR PLAYERS

Q-Commerce platforms promise delivery in just 10–30 minutes! But how is this possible? It all depends on the **business model** they use. Some store products in their own mini-warehouses, some partner with local shops, and others act as online malls with many sellers. Let's understand these models:

1. Inventory-Led (Dark Store) Model

The company uses its own small city-based warehouses (dark stores) to quickly pack and deliver online orders.

Why it's good:

- Full control → Better quality → Faster, reliable delivery.
- Better stock management → Reduced chances of items being unavailable.

Example: Zepto, Blinkit, Instamart



2. Hyperlocal Marketplace Model

The platform partners with nearby local stores to fulfill customer orders through local delivery.

Why it's good:

- Company doesn't need to keep its own stock, so costs are lower.

Challenge: Quality & speed rely on local shops.

Example: Dunzo, JioMart Express



QUICK COMMERCE MARKET SHARE



	blinkit nestle & localbazaar	ONBORY instamart	zepto	bs bigbasket A TATA DIGGIVES	Flipkart MINUTES
Start of Operations	Jan-22	Aug-20	Apr-21	Dec-201	Aug-24
Number of Cities	40	43	10+	35	3
# of Dark Stores	791	557	7 lakh	400	50K
# of daily orders	10 lakh	8-10 lakh	₹ 47 lakh	₹ 400-₹ 500	₹ 300-400



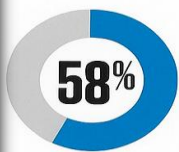
CONSUMER BEHAVIOR IN THE ERA OF INSTANT GRATIFICATION

The digital age has accelerated not only technology but also human expectations. Consumers today live in an instant gratification economy — a world where they expect products, services, and experiences to be delivered immediately or within minutes. This shift is driven by rapid technological advancements, hyperconnectivity, and changing lifestyles. From 10-minute grocery delivery to on-demand entertainment, speed has become a core value proposition influencing purchasing decisions.

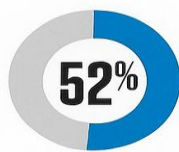
BUYING BEHAVIOUR

BEYOND BASICS

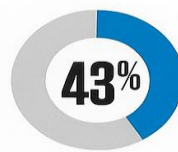
Quick commerce is gradually taking over monthly grocery needs



Full month's grocery needs



Top-up purchases
(refilling staples, dairy products)



Unplanned purchases
(late-night cravings, during sales and festivals)

TOP 10 CATEGORIES

Clothing	65%
Grocery	61%
Footwear	52%
Beauty and Personal Care	51%
Mobile phones	48%
Electronics	47%
Books	36%

Advantages for Businesses

- **Higher Order Frequency:** Fast delivery encourages repeat purchases.
- **Premium Pricing for Convenience:** Consumers are willing to pay extra for speed.
- **Data Insights:** Instant orders generate valuable real-time consumption trends.
- **Impulse Buying:** Faster access drives unplanned purchases, boosting sales.
- **Higher Engagement:** Regular, quick interactions keep consumers active on the platform.

Challenges & Risks

- **Operational Strain:** Meeting instant delivery promises requires robust logistics.
- **Sustainability Concerns:** More frequent small deliveries increase carbon footprint.
- **Eroding Brand Loyalty:** Speed becomes a transactional factor rather than emotional brand connection.
- **Consumer Overdependence:** Instant services can reduce long-term planning and budget discipline.

How On-Demand Delivery is Reshaping Consumer Expectations



Heightened Expectations for Speed and Convenience



Reduced Brand Loyalty



Increased Impulse Purchases



The Psychological Impact of Waiting





Q-COMMERCE: CHALLENGES & STRATEGIES

Quick commerce has changed the way we shop, bringing groceries and essentials to our doorsteps in minutes. While this speed is exciting, it also comes with challenges—high costs, stiff competition, delivery partner safety, and environmental impact. Let's explore the long-term sustainability challenges faced by quick commerce companies.

Quick-commerce risks: A lot can go wrong when everything arrives in 10 minutes. Companies deal with high delivery costs, and rent for dark stores etc.

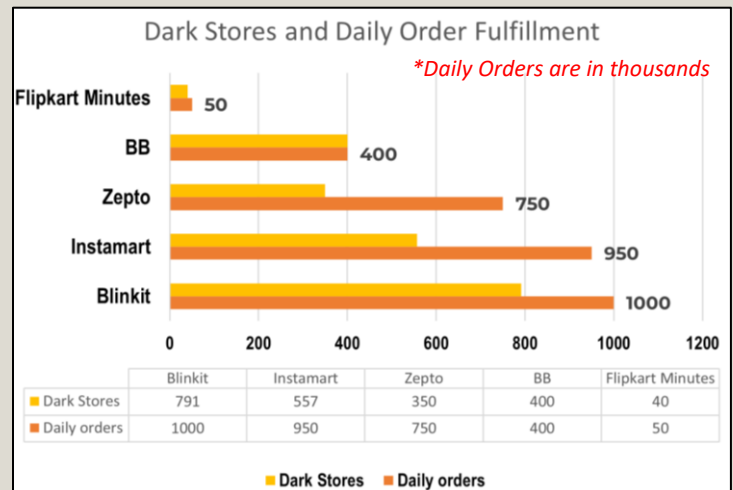
Delivery partners want better pay and working conditions. Some even stop working during busy hours because they are unhappy with their earnings.

Fast deliveries use many petrol and diesel vehicles, adding to pollution and climate change in cities like Mumbai and Delhi.

The environmental impact of Q-commerce:

Quick commerce (Q-commerce) promises to deliver goods in minutes, but this speed comes with serious environmental costs.

- Petrol and diesel vehicles increase pollution, and delivery emissions may rise 32% globally by 2030.
- Excess packaging, frequent trips, and energy-heavy dark stores add waste and congestion.
- Some firms use EVs, smart routes, and drones, but larger changes are needed for true sustainability.



The hidden costs of the Q-commerce boom:

- ✓ **Spending more than earning:** Quick commerce gives big discounts and free deliveries on small orders, raising costs and cutting profits. This forces companies to seek more funding to keep running.
- ✓ **Low Customer Loyalty:** Customers often switch to competitors with better deals, making loyalty hard to maintain. To retain buyers, companies spend heavily on discounts, ads, and influencer marketing, increasing costs.
- ✓ **Social Challenges:** Riders face many problems. Rushing to deliver increases accident risk, and more delivery bikes worsen traffic. Promises like “10-minute delivery” push riders to speed, endangering their lives.

Possible Solutions

Strategies to Increase Revenue:

- Set minimum order size
- Apply dynamic delivery charges
- Earn through ads and partnerships
- Focus on sustainable, profitable growth
- Offer subscriptions and memberships

Improving Delivery Partner Satisfaction:

- Offer fair and competitive pay
- Provide performance-based incentives
- Ensure safe and supportive working conditions
- Introduce flexible shifts

From Finance to Future – The Finfluencer Way

A finfluencer is a combination of the words finance and influencer. It refers to a person—usually active on platforms like Instagram, YouTube, Twitter, or TikTok—who creates and shares content related to personal finance, investing, budgeting, financial planning, or economic trends. They often aim to educate, inform, or influence the financial decisions of their followers, especially in an engaging and simplified manner.



Sebi Guidelines For Finfluencers

Brokerage firms, asset management companies or any regulated entities by Sebi are **not allowed to engage a finfluencer unless permitted by the regulator**

Finfluencers need to be registered investment advisors or research analysts and **follow the code of conduct of advertisement as per the guidelines** released by the Advertising Standards Council of India

Regulated entities can engage with finfluencers who offer educational content and **do not, directly or indirectly, provide advice, recommendation, claim of return or performance**

Transactions with a finfluencer include **recommendation or advice of a stock or anything related to stocks, or claims of performance of high returns**

Any transaction involving money, referral of a client, interaction of IT systems or any other association of a similar nature, with any other person who provides advice or makes any claim of return of performance about stocks is banned

✓ Positive Impact:

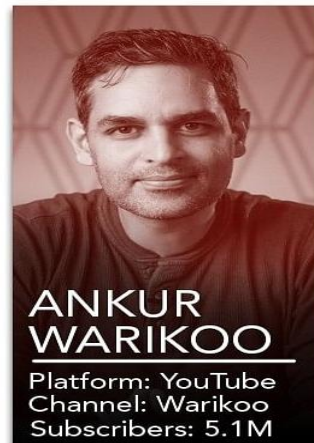
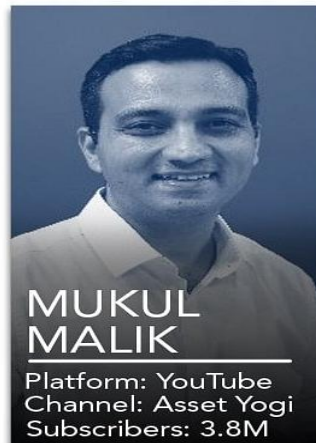
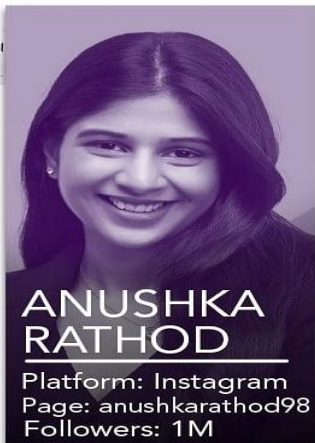
1. **Spreading Money Knowledge** – They help people, especially young people and beginners, understand how money works.
2. **Making Finance Open for All** – They share free or low-cost tips so millions can learn without spending much.
3. **Creating New Investment Trends** – They make things like mutual funds, SIPs, stocks, ETFs, crypto, and insurance popular through short videos and easy explanations.
4. **Teaching What Schools Don't** – In places like India, where schools don't teach personal finance, they give people this important knowledge.

✗ Negative Impact / Risks:

1. **Wrong Advice and Overconfidence** – Some finfluencers are not experts and may give risky or incorrect tips, making people overconfident.
2. **Hidden Promotions** – Many promote high-risk apps or products for money without clearly warning people.
3. **Same Advice for Everyone** – They give general tips that may not suit everyone's income, goals, or risk level.

FINFLUENCERS WHO HAVE MADE IT BIG

ThePrint

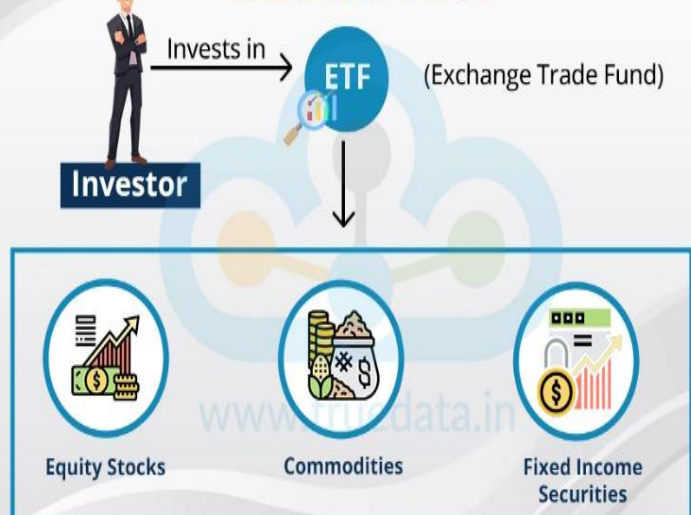


Equal Weight Index Funds or ETFs: A Balanced Perspective

An Equal Weight Index Fund or ETF is a fund that invests equally across all the constituents of an index, giving each stock the same weight, regardless of its market capitalization.

For example, in a market-cap weighted index like the Nifty 50, Reliance or TCS may have higher weights due to their size. In an equal weight version, every stock (small or large) holds equal importance (e.g., 2% each in a 50-stock index).

What are ETFs?



Advantages of Invest in ETFs

- **Better Growth** – Equal weight ETFs invest more in mid- and small-cap stocks, which often perform better than large companies.
- **Less Dependence on Big Companies** – In normal indices, a few giants like Reliance or HDFC Bank dominate. Equal weight ETFs spread money evenly, reducing this risk.
- **Smart Rebalancing** – These ETFs are adjusted so all stocks stay equal, following the “buy low, sell high” rule, useful in changing markets.

Types of ETFs.



Stock ETFs

track a particular set of related stocks.



Leveraged ETFs

use leverage to amplify returns.



Currency ETFs

track foreign currencies.



Bond ETFs

are made up of fixed income investments of bonds.



Commodity ETFs

invest in commodities like precious metals, agricultural goods or natural resources.



Inverse ETFs

aim to deliver returns on the decline of the indexes they track.



Sector or Industry ETFs

track stocks within particular industries.



Index ETFs

mirror a benchmark index like the S&P 500.



Dividend ETFs

are a basket of dividend-paying stocks.

Risks & Challenges

1. **Big Price Ups and Downs** – ETF prices can change quickly, especially in volatile markets.
2. **More Buying and Selling Costs** – Frequent changes in the ETF’s holdings can increase trading costs.
3. **May Lag Behind in Big-Stock Rallies** – If a few very large companies drive the market up, some ETFs may not grow as much.

Conclusion: Equal weight ETFs give Indian investors better diversification, less reliance on a few big stocks, and disciplined rebalancing for long-term gains. But they also have risks like higher volatility and costs, so investors should weigh both sides before investing.

RBI survey shows household inflation expectations ease to 7.2%

July 16, The Economics Times

A July household survey conducted by RBI revealed that median inflation expectations dropped to 7.2%, down 50 basis points from May, reflecting easing CPI trends and favorable monsoon conditions. While food price outlooks softened, respondents anticipated modest rises in prices of durable goods and services. RBI Governor Sanjay Malhotra described the outlook as more favourable for FY 2025–26, aiding in monetary policy calibration.

LIC boosts stake in SBI via ₹5,000 crore QIP purchase

July 21, The Economics Times

Life Insurance Corporation of India increased its shareholding in State Bank of India from 9.21% to 9.49%, acquiring over 6.1 crore shares through a Qualified Institutional Placement (QIP), with an outlay of roughly ₹5,000 crore. The move reflects institutional confidence in SBI's future despite broader market uncertainty.

RBI flags tariff risk; Indian economy shows resilience

July 23, The economics Times

In its July bulletin, the RBI warned of a potential rising tariff era and urged India to deepen trade resilience, citing the upcoming UK FTA as critical. At the same time, it noted that domestic growth remained stable amid these global uncertainties. Furthermore, a PHDCCI study predicted only modest impact from U.S. tariffs on India's GDP, estimating export losses of around \$8.1 billion.

India–UK Free Trade Agreement Signed

July 24, The Economics Times

India and the UK signed the Comprehensive Economic and Trade Agreement (CETA), their landmark Free Trade Agreement, on July 24, 2025. The deal eliminates tariffs on 99% of Indian exports to the UK, benefitting textiles, leather, marine products, chemicals, and engineering goods. India agreed to reduce tariffs on 90% of UK tariff lines, including whisky, cars, and food. Sensitive sectors like dairy and smartphones are protected. The agreement aims to double bilateral trade to \$120 billion by 2030, boost jobs, investments, and strengthen strategic ties in technology, climate, and defense.

Kotak Bank Q1 profit dips 7%; investor sentiment sours

July 28, The Economics times

Kotak Mahindra Bank posted a 7% year-on-year drop in standalone net profit (~₹3,282 crore), despite a 6% rise in net interest income. The weak result prompted a 6.5% share price fall. Analysts flagged pressure on margins and elevated asset quality provisions as areas of concern for private banking peers.

Trade talks collapse: India-US deal fails; tariffs imposed unexpectedly

August 01, Business Standard

After five rounds of negotiation, India expected a favorable trade deal, possibly capping U.S. tariffs at 15%. Instead, Trump's sudden 25% tariff announcement blindsided Indian officials. Together with penalties linked to India's Russian oil purchases, the move raised concerns about miscommunication, missed signals, and geopolitical recalibration of trade ties. Negotiations remain open but stalled as both sides assess impact.

RBI maintains repo rate at 5.5%, lowers inflation forecast

August 04, Business Standard

The August MPC unanimously retained the repo rate at 5.50%, with policy stance held at 'neutral'. RBI revised FY 26 CPI inflation forecast downward to 3.1% (from 3.7%), while affirming real GDP growth at 6.5%. The cash reserve ratio (CRR) cut will commence from September to inject more liquidity into the system.

Bank credit growth slows, deposits stay steady in FY26

Aug 9, 2025, The Economics Times

Bank credit growth in India slowed significantly in FY26, primarily due to reduced corporate demand and increased use of market-linked instruments such as bonds and commercial papers. As of July 25, year-on-year growth in bank deposits was 10.2%, while advances climbed 10%. Despite the drop in credit growth, the total financial flows to the commercial sector rose to ₹34.8lakh crore from ₹33.9lakh crore in the previous year. Housing loan growth remained steady at 14%, though demand did not surge as anticipated after rate cuts. Banks continue to face challenges in mobilizing deposits.

Microfinance portfolio contracts further to Rs 3.59 lakh cr

Aug 14, 2025, The Economics Times

India's microfinance market shrank to Rs 3.59 lakh crore by June 2025, down 17% year-on-year, as lenders focused on responsible lending and curbed overleveraging. Active loan accounts and borrowers decreased. Early-stage loan delinquencies improved, but late-stage stress grew, highlighting a quality-focused shift and ongoing challenges in portfolio performance.

UPI powers half of world's real-time transactions, says PM Modi

Aug 14, 2025, The Economics Times

Prime Minister Modi announced that India's Unified Payments Interface (UPI) now powers 50% of the world's real-time transactions. UPI processed 18,587 crore transactions worth ₹261 lakh crore in FY25 and 1,947 crore deals in July 2025 alone. Now active in seven countries, including France, UPI's global reach continues to expand.

AI-Driven Digital Transformation: Redefining Air Travel

Instead of arriving early to face long lines and unclear announcements, technology is making air travel smoother with real-time updates.

AI tools like Machine Learning (ML), Natural Language Processing (NLP), and Robotic Process Automation (RPA) are driving this change. Digi Yatra in India uses facial recognition for quick entry, while Singapore's Changi Airport uses similar tech. ML predicts engine maintenance and optimizes flight routes, NLP powers multilingual chatbots, and RPA automates check-in and baggage tracking, making travel faster and easier.

AI IN AVIATION

Applications of AI in Aviation



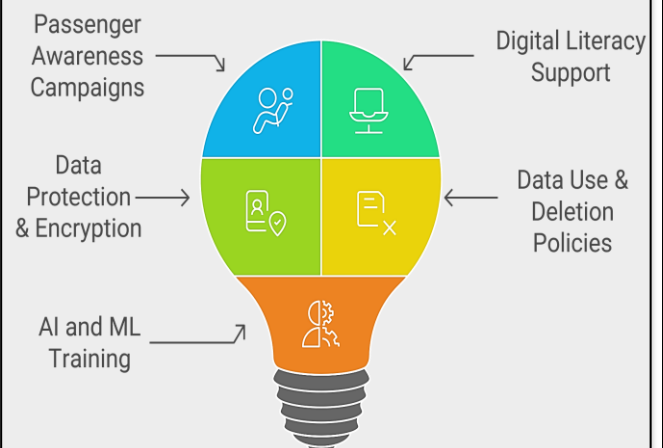
Advantages of ai in the aviation

- **Faster processing** – Biometric systems remove the need for repeated document checks.
- **Proactive operations** – Airlines, like Emirates, use AI to predict weather-related issues in advance.
- **Smarter pricing** – Machine learning adjusts fares dynamically based on demand.
- **Cost savings from efficiency** – Fewer delays and optimized flight routes reduce fuel consumption.
- **Mutual benefit** – Both the aviation industry and travelers enjoy smoother, more cost-effective journeys.

Challenges

1. **Privacy Concerns** – Fear of misuse of personal data in systems like facial recognition.
2. **Low Digital Literacy** – Many passengers are unaware of how to use new travel technologies.
3. **Data Security Risks** – Need to ensure safe storage and timely deletion of sensitive data.
4. **Shortage of Skilled Workforce** – Limited professionals trained in AI tools like ML, NLP, RPA, and Computer Vision.
5. **Integration Issues** – Difficulty in combining advanced AI systems with old infrastructure such as radar-based air traffic control and manual check-in counters.

Possible Solution

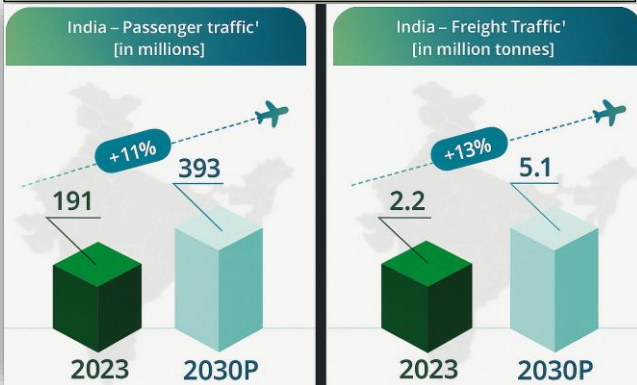


Sustainable Aviation: Working Together for a Greener Future

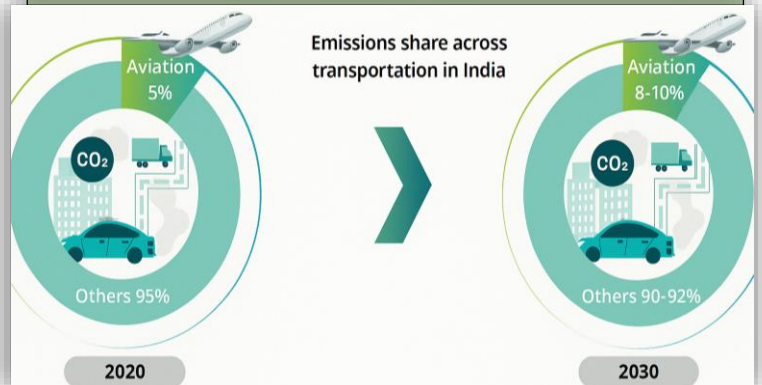
In India, the aviation sector is growing fast, and it is important to balance this growth with sustainability. Reducing carbon emissions while keeping the industry moving forward is key for the country and the global fight against climate change. Aviation supports the economy by boosting trade, tourism, and connectivity through commercial, cargo, and military flights. But this growth also harms the environment, with carbon emissions being the biggest problem. As air travel demand increases in India and worldwide, using greener technologies and sustainable practices is now a necessity, not a choice.

Deloitte Report says India's aviation emissions are expected to grow"

India aviation sector is expected to grow at 11-13%...



...As a result, aviation's share in transportation emissions will double



"As climate change accelerates and environmental concerns take centre stage, the aerospace and aviation industries face growing scrutiny over their carbon footprint

KUMAR BHAGVANDAS CEO, Rossell Techsys

SUSTAINABLE AEROSPACE AND AVIATION COLLABORATIVE EFFORTS TOWARD A GREENER FUTURE



Challenges of Reducing Carbon Emissions in Aviation:

- Heavy dependence on fossil fuels, mainly jet fuel.
- Limited availability of alternatives like SAF, hydrogen, or electric propulsion.
- High cost of new technologies and retrofitting existing aircraft.
- Inadequate infrastructure for production, transport, and storage of alternative fuels.
- Technical complexity in integrating new propulsion systems.
- Need for sustained investment and innovation.
- Requirement for supportive government policies and regulations.
- Need for coordinated global cooperation to meet emission goals.

Role of Stakeholders for Greener Technologies in Aviation

- ✓ **Government-** Make rules to cut pollution, give rewards for using clean fuels, and support research.
- ✓ **Airlines-** Buy fuel-saving planes, use green fuels, plan shorter routes, and train staff for eco-friendly flying.
- ✓ **Fuel Companies-** Make more green fuels like SAF and hydrogen, and make them affordable.
- ✓ **Airports-** Use solar or other clean energy and build facilities for green fuels.
- ✓ **Passengers-** Choose airlines that care for the environment and travel responsibly.

Policy and Regulation for Greener Technologies in Aviation

- Global rules like ICAO's CORSIA set targets to cut aviation emissions and require airlines to offset extra carbon.
- Indian policies promote Sustainable Aviation Fuel (SAF), energy-efficient airport operations, and research into cleaner aircraft technology.
- Environmental limits are set for aircraft noise and emissions to meet standards.

Tesla begins India journey in Mumbai

July 15, 2025, Brand Equity.Com

Tech entrepreneur Elon Musk's Tesla is now selling its Model Y vehicles in India, starting at around ₹60 lakh, as the electric vehicle maker prepares to open its first showroom in Mumbai, the country's financial hub. India is currently the world's third-largest automobile market, though electric vehicles still account for only a small share.

Amazon Joins India's 10-Minute Delivery Battle – The Game Just Got Bigger!

July 18, 2025, LiveMint.Com

Amazon has launched 10-minute Amazon No, deliveries in Delhi, intensifying the battle for dominance in India's booming quick commerce (q-commerce) market. This move intensifies competition with Blinkit, Instamart, and Zepto, reflecting a major shift in Indian online shopping habits. The q-commerce sector, projected for substantial growth, is expanding beyond groceries, even as companies grapple with rising customer acquisition costs and profitability challenges.

This Rakhi, Flipkart's 'InvoiSIS' Makes Gifting a Game-Changer

July 23, 2025, Brand Equity.Com

This Raksha Bandhan, Flipkart is celebrating the bond of siblings rather than focusing on discounts. Flipkart launched InvoiSIS, the Rakhi invoice generator, that was inspired by the simple truth that sisters do a lot for their brothers; things that often go unnoticed. They created a light-hearted, Sisters could then attach a Flipkart Wishlist that matched their invoice total, turning emotional dues into a real-time, shoppable bill.

Coca-Cola brings back personalized cans with 'Share a Coke' campaign

July 27, 2025, MarketingWeek.Com

Coca-Cola is reviving its legendary 'Share a Coke' campaign with a modern twist for Gen Z! First launched in 2011, the campaign famously replaced the Coke logo with popular names, driving massive sales and social media buzz. Now, it returns with interactive digital experiences like customizable cans via QR codes and the 'Memory Maker' video tool, merging nostalgia with personalization. With a mix of digital innovation and emotional storytelling through its ad 'The Magic of Sharing', Coca-Cola showcases how timeless campaigns can evolve to stay relevant and engaging in today's hyper-connected world.

Unilever bets top dollar on India, US for growth

Aug 01, 2025, Brand Equity.Com

Unilever is boosting investments in its two largest markets, India and the US, to drive volume growth above the group average. India, accounting for 12% of global sales, welcomes new Hindustan Unilever CEO Priya Nair. The company is expanding in e-commerce and quick commerce, transforming its portfolio, and gaining market share. Unilever expects faster growth in India's second half of 2025 despite inflationary challenges and remains confident in the market's potential.

P&G harnesses AI power to squeeze maximum impact from every advertising rupee.

Aug 2, 2025, MarketingWeek.Com

Procter & Gamble is leveraging AI to supercharge its advertising strategy, aiming for faster, smarter, and more cost-efficient brand communication. Speaking at the CAGNY conference, CFO Andre Schulten revealed that AI is helping P&G generate ad ideas, test content rapidly, and automate media buying, allowing the company to deliver “superior communication” while maximizing the value of every ad dollar spent.

Fuelled by digital agility and data-driven insights, India’s D2C startups are rewriting the playbook for modern consumer engagement.

Aug 6, 2025, Brand Equity.Com

India’s D2C startups are transforming consumer engagement by combining quick commerce, niche personalization, and authentic relationship-building. From vegan skincare to rural impact models, these brands are reshaping the market by prioritizing speed, insights, and trust over traditional mass retail.

Tesco to set up distribution centre in Karnataka, create 15,000 jobs: Industries Minister MB Patil

Aug 13, 2025, The Economics Times

UK retail giant Tesco plans to set up a new distribution centre in Karnataka, creating 15,000 jobs, announced Large and Medium Industries Minister M B Patil. This comes amid the India-UK Free Trade Agreement, expected to boost bilateral trade by £25 billion annually and nearly double it to £90 billion by 2030. The government will fast-track clearances, encouraging more UK firms to invest in Karnataka's robust ecosystem. Rolls-Royce is also exploring fresh investments in the state.

Ikea eyes India as key sourcing hub amid global trade shifts

Aug 14, 2025, The Economics Times

IKEA plans to make India a key sourcing hub amid global trade shifts, expanding beyond textiles to plastics, metals, and furniture. Under CEO Patrik Antoni, IKEA aims to increase local sourcing from 30% to 50% by 2030. This move supports export growth, affordability for Indian consumers, job creation, and supply chain resilience. IKEA is also expanding its retail presence, including a new store in New Delhi, reflecting strong commitment to India's market.

Independence Day fuels a revival in retail sales

Aug 16, 2025, The Economics Times

Independence Day sales have revived retail across India with an 8-10% rise in footfalls and sales, especially in electronics, groceries, and apparel. Restaurants and malls benefited from increased traffic fueled by new movie releases and long weekends. Major retailers like Reliance Retail and Big Basket saw significant growth. Optimism continues into the festive season, supported by government plans to rationalize GST and boost consumption amid improving economic conditions.