



A coveted label

Much-loved British High Street label 'Miss Selfridge' has found its way into the Indian market through Jabong.com. The brand was launched at the Lakme Fashion Week Winter/ Festival 2014. With this exclusive partnership, Jabong adds another coveted label to its international brand count. Catering to a large section of women's lifestyle, the range includes both casual and clubbing outfits, in tandem with Jabong's contemporary outlook and fashion-conscious clients.

Perfect complement

Kings XI Punjab, an Indian premier league franchise, and AirAsia India have announced their association for the Champions League T20 2014, commencing 13 September, where AirAsia will be the back of the shirt sponsor of the IPL franchise that reached the finals in the latest season. "We chose to associate with cricket, as it is widely followed in India. Kings XI Punjab resonates with our brand, as they have an enduring spirit," says Mittu Chandilya, CEO, AirAsia India. AirAsia is an enthusiastic supporter of sports and has been a sponsor of the Malaysia national football team, Singapore national football team and premier league team Queens Park Rangers in the past. "Both the brands have similar synergies and the high-flying

airline perfectly complements the fast pace of T20 cricket," adds Fraser Castellino, COO, Kings XI Punjab.

Exclusive deal

Tata Value Homes, a subsidiary of Tata Housing, has entered into an exclusive partnership with Snapdeal.com to sell homes online through Snapdeal.com. Tata Value Homes and Snapdeal.com will together offer online booking of all Tata Value Homes projects on the latter's website. A customer can book a home online by paying just ₹30,000. During the launch period that begins on 28 August, Tata Value Homes will also offer an exclusive benefit for a limited period to customers who book through Snapdeal. Under the scheme, each customer will get ₹10,000 per month for a year on booking any of the Tata Value Homes property on Snapdeal.com.

Up for grabs

If you have an eye for art and want to invest in the blue-chip artists of the future, then this might be a good chance as any. TAD Arts, which deals in contemporary Indian art, is offering up a selection of artworks that will be sold for a flat price of ₹100,000. Titled 'One hundred thousand', these artworks will be up for grabs for five days during the last week of September. Conceptualised as a one-stop exhibition for art connoisseurs and collectors, the idea, they say is to negate the understanding that art



TAD Arts: accessible art



Bar Stock Exchange: a different kind of kick

is expensive, and stresses on the fact that art is accessible and can easily be bought.

Eyes on the move

The deadline of 1 October 2014 for compliance with SEBI's requirement for all listed companies to have at least one woman director is only one month away. And according to Pranav Haldea, managing director, PRIME Database, which operates indianboards.com, a joint

group. These women shall have the same voice as the promoter, defeating the very purpose of genuine (independent) gender diversity. Among women directors, Renu Sud Karnad of HDFC has the maximum number of board positions – eight (of which five are as independent director), followed by Irena Gopal Vittal and Ramni Nirula of ICICI at six (all of which are as independent director).



Karnad: record holder

initiative of PRIME Database and NSE, as many as 755 out of a total 1,469 NSE-listed companies (51 per cent) were, as on 31 August 2014, still to appoint a woman director, which means appointments at the rate of 25 per day is required for the next one month.

As many as 244 companies have since complied with the requirement and, within these, 242 women have been appointed to 251 directorship positions. Significantly, at least 45 of these 251 directorship positions (nearly one-fifth) have been filled by appointing women belonging to the promoter

A different kick

Move over, BSE & NSE, there is a new kid on the block, all set to gatecrash the exchange club. Promising to give a kick of a different kind, this exchange will be dealing in only one commodity, alcohol. Probably the first of its kind in Mumbai, The Bar Stock Exchange will be opening in Andheri and Bandra Kurla Complex later this month. Customers will be charged a flat rate for all the drinks. Dynamic prices will be set based on the principles of aggregate demand and supply in the premises. As the consumption increases, the price of the stock will also increase and decrease as the orders reduce. Circuit breakers will make sure the price does not cross a certain limit.

Teetotalers can have their share of fun in the bar and lounge. For the tech-savvy guzzlers, they will not have to follow the boring business channels to keep a track of the price movements, The Bar Stock Exchange has an application, an iPad based menu which keeps you updated.