

*Dada Says .... "Let us not curse the darkness. Let us kindle little lights."*

### SVIMS NEWROOM

#### 'International –Yoga Day' on 21<sup>st</sup> June 2017

Sadhu Vaswani Institute of Management Studies for Girls Pune celebrated 'International- Yoga Day' on 21<sup>st</sup> June 2017.

Dr. B.H. Nanwani (Director) along with faculty members and administrative staff attended this session which began in the morning at 8:30 am.

Yoga expert Ms. Etka Jadhav & Mr. Balkrishna Bhandhari (Self Defence Expert) were invited to conduct this session .

Participants were made to do different Asanas like 'Baddha Konasana', 'Balasana', 'Eka Hasta Parshvasana', 'Savasana'-and many more. Along with these Asanas there were deep breathing and meditation exercises.

The benefits of doing regular Yoga were told to the participants and how they should keep aside minimum twenty minutes daily for practising Yoga and thus being fit and fine.



#### Surrogate Advertising

All organizations depend a lot on the quality of the products they manufacture, their distribution system and their revenue models. But the most tricky and visible aspect of managing a business is marketing. Marketing, advertising and communicating the value propositions and features of the products and services becomes the backbone of the business. Businesses use celebrities, social networking media, product usage through TV ads etc. for reaching out to their target customers. But this privilege doesn't exist with certain products like liquor, cigarettes etc. For such products a special marketing strategy to reach out to its customers is adopted- 'surrogate advertising'.

Surrogate advertising can be defined as duplicating the brand image of one product extensively to promote another product of the same company. Surrogate advertising focuses on the use of well established brands and mediums for the promotion of another product, for which direct display on TV, print ads is prohibited. Surrogate advertising of products is done by promoting other products under the umbrella of the original brand. It includes promotional products like audio CDs, cassettes, apparels etc. Beverage market leaders UB group promotes its brand Kingfisher by associating itself with sponsorship of tennis tournaments and Formula One. Apart from liquor brands, cigarette companies also have to undertake surrogate advertising. Godfrey Phillips and Red & White are two major cigarette brands which associate themselves with bravery awards. Cigarette brand Wills has totally diversified into a new market segment for marketing its main products through Wills Lifestyle apparels. Surrogate marketing is also done by gutka and pan masala giants Manikchand by hosting the Bollywood Filmfare awards.