

Daily Economic News Summary: 21 February 2017

1. Britannia Industries signs non-binding MoU with Chipita

Source: **Hindu Business Line** ([Link](#))

FMCG major Britannia Industries has signed an MoU with Greece's cakes and confectionery major Chipita and is in advance stage of discussion to finalise definitive agreements, including a joint venture, "This is inform you that the company has signed a non-binding Memorandum of Understanding (MoU) with Chipita, a Greek company for exploring certain business opportunities. The company is in advance stage of discussion with Chipita to finalise definitive agreements inter-alia include joint venture agreement," Britannia Industries said in a BSE filing today. Chipita is present internationally in 4 major product categories — croissants and similar dough products, savoury snacks (bake rolls), cakes and confectionery. Chipita is already operating in India. The company has been operating outside Greece since 1995 by setting up manufacturing plants in Bulgaria, Portugal and Egypt, followed by Poland, Romania, Russia and Saudi Arabia and more recently India, and Turkey.

2. Bajaj Electricals extends trademark agreement with Morphy Richards

Source: **Hindu Business Line** ([Link](#))

Bajaj Electricals has extended its trademark agreement with the UK-based electrical appliances company Morphy Richards for five more years from April 25. As per the agreement, Bajaj Electrical would continue to have the right to use Morphy Richards trademark in India and neighboring countries. Bajaj Electricals has entered into a trademark licence agreement "to renew the exclusive licence for use of trademark 'Morphy Richards' by the company in relation to the products procured from the manufacturers and/or imported from any other country for marketing the same in India and other countries, for a further period of five years from April 25, 2017, on payment of royalty," the company said in a BSE filing. "With the renewal of licence, the company would be able to leverage its brand positioning in Indian market as well as SAARC countries to further consolidate and gain a considerable market share," it added. Bajaj Electricals is using the brand Morphy Richards since April 2002, as per the licence agreement with the UK-based firm.

3. STEER, Merck join hands for research on special effect pigments

Source: Hindu Business Line ([Link](#))

STEER, a company involved in advanced materials platform technologies, on Tuesday announced a research collaboration with Merck, a science and technology company, to create co-rotating twin screw extruder technology to process special effect pigments. The research collaboration will focus on accelerating the development of appropriate technology for the plastic industry to effectively process special effect pigments, said Dr. Babu Padmanabhan, Managing Director and Chief Knowledge Officer, STEER. While STEER will use process knowhow, the technology platform and knowledge of materials transformation, Merck brings to the table its understanding of pigments and their behaviors and core research work in plastics, he added. STEER labs in India will carry out the research work. STEER and Merck will jointly validate the research work before taking to market the technology platform.

4. Bakery brand Monginis enters South

Source: Hindu Business Line ([Link](#))

The home-bred Italian pedigree cake maker Monginis has entered South India with a manufacturing unit in Hyderabad. It has outlined plans for a pan-India presence by setting up a chain of manufacturing units. Monginis Food, the popular bakery brand from Mumbai, with presence in 23 States, plans to follow up the setting up of the unit in Hyderabad with units in Patna next month and Delhi by March. Kumhail Khorakiwala, Joint Managing Director, said the Brand acquired in 1950s by his grandfather has grown to a chain of over 700 franchisee stores. “Our plan is to further strengthen presence by setting up more manufacturing units, up from 16 now, as we gradually become a pan-India player,” he said. He said Monginis was one of the first to introduce franchisee concept in the country, and the model has been only getting better with each passing year. The bakery products unit commissioned here today is spread over 34,000 sq.ft and has the capability to service a market spread over 200 km. With over 100 years of legacy, the Monginis brand offers over 200 different product categories, distinct in quality, taste and nutritious value. During interaction after inauguration of the facility, Khorakiawla told *BusinessLine* that “You dream it, we make it.” Secondly, as a brand, which was amongst first to offer vegetarian cakes, we have managed to significantly consolidate our business over the years.”

5. Siemens Ltd, Siemens Rail bag Nagpur metro project

Source: Live Mint ([Link](#))

Siemens Ltd and Siemens Rail Automation Ltd. S.A.U Spain have jointly won an order worth ₹287 crore, out of which Siemens Ltd's share is ₹146 crore (all inclusive). Siemens will supply signalling technology for the first two metro lines of the Nagpur Metro -- the North-South and the East-West Corridors, according to a release. The project comprises the deployment and installation of the Siemens communications-based train control (CBTC) solution for 38.2 km of double track with 36 stations and two depots, as well as onboard equipment for 23 three-cars trains, it added. Siemens' technology that employs CBTC will "maximise the network capacity while minimizing operational costs", stated Tilak Raj Seth, Executive Vice-President, Siemens Ltd, and CEO, Mobility Division in Lead Country India, in a release.

By Shreya Chopra

