

Daily News Monitor: 22 February 2021

1. ASCI releases draft guidelines for 'influencer ads' on Facebook, Twitter

Source: The Economic Times ([Link](#))

Self regulating ad industry Advertising Standards Council of India (ASCI) has released draft guidelines for advertising by influencers on Facebook, Twitter and other social media platforms, which it said was to enable consumers to “easily recognise promotional content on digital platforms”. Posts on Instagram should have a disclosure labeling the title above images or beginning of the text. If only the image is seen, the image itself must include the label.

2. Udaan bets big on lifestyle segment, adds 100,000 businesses in 2020

Source: Business Standard ([Link](#))

B2B e-commerce major Udaan on 21 February said it added about one lakh new businesses last year on the platform under its Lifestyle segment under which over 230 million products were shipped. The Lightspeed-backed company has also seen over 250 sellers under the category achieve sales worth Rs 1 crore on the platform in 2020 "We are glad that despite the global pandemic and its adverse impact, Udaan kept the wheels of small businesses across Bharat moving by leveraging the power and scale of e-commerce," Udaan Head (Lifestyle Business) Kumar Saurabh told PTI. He added that the volume growth achieved in the lifestyle business was primarily driven by a vast range of quality products being available at affordable prices to business partners, who in turn cater to smaller parts of the country.

3. Jio climbs to the top, becomes largest telecom operator in Gujarat

Source: Business Standard ([Link](#))

In less than four-and-a-half years, telecom giant Jio has climbed to the top position with maximum subscribers in Gujarat. As per the Telecom Regulatory Authority of India (TRAI) subscription numbers ended in December 2020, Jio added 3.36 lakh mobile numbers in Gujarat and became the largest telecom operator of circle with a total base of 2.54 crore subscribers. Jio started its services in September 2016. By end of December 2020, it climbed to the top-most position in the circle. The TRAI report shows that Vodafone Idea lost about 1.62 lakh subscribers and settled at the second position in Gujarat with 2.5 crore users. Jio first became the largest revenue-generating operator in the state with over 45 per cent of

revenue market share. Now, it has become the largest operator with maximum customers and a market share of 37.51 per cent.

4. CPSE strategic sale: Govt makes security clearance mandatory for all bidders

Source: Financial Express ([Link](#))

The government has tweaked the guidelines for strategic disinvestment, making security clearance mandatory for all bidders who put in price bids for buying a central public sector enterprise (CPSE). Now, financial bid would be opened by the evaluation committee on strategic disinvestment only after potential suitors get security clearance, an official told PTI. The government has lined up sale of its majority stake along with management control in BPCL, Air India, Shipping Corporation of India, Container Corporation of India, IDBI Bank, BEML, Pawan Hans, Neelachal Ispat Nigam in the next fiscal. The guidance note framed in 2018 on strategic disinvestment by the Department of Investment and Public Asset Management (DIPAM) said that the core group on disinvestment, headed by Cabinet Secretary, would decide on a “case-to-case” basis whether security clearance is required for the “highest bidder” for the sale.