

Daily News Monitor: 30 March 2021

1. Puma signs three-year sponsorship deal with Royal Challengers Bangalore

Source: Livemint ([Link](#))

Global sports brand Puma has signed a three-year partnership with Indian Premier League (IPL) team franchise Royal Challengers Bangalore. Puma will be the official kit partner of the team from the upcoming 14th edition of the tournament, scheduled to start from 9 April. It also makes Puma the only global sports brand to be associated with IPL 2021. Puma already has an on-going association with RCB team captain, Virat Kohli. Earlier, it had sponsored IPL teams like Rajasthan Royals, Deccan Chargers (dissolved in 2012) and Sunrisers Hyderabad (SRH) during the initial years of T20 league. It is now returning to IPL after almost a decade.

2. India, US to revamp strategic partnership with focus on clean energy sector

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

India and the United States have agreed to revamp their strategic energy partnership to focus on greater collaboration in cleaner energy sectors such as biofuels, and hydrogen production, an Indian government said in a statement on 30 March. The statement was issued after a virtual meeting of Indian oil minister Dharmendra Pradhan and U.S. Energy Secretary Jennifer Granholm. The two countries will intensify efforts to take advantage of advanced U.S. technologies and India's rapidly growing energy market, it said. The United States overtook Saudi Arabia as India's second biggest oil supplier after Iraq last month.

3. Bharat Biotech, CSIR collaborate to make raw material for vaccines

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

In an attempt to make India self-reliant in manufacturing raw material for vaccines like adjuvants (which enhance the immune system) and other chemicals, Hyderabad-based Bharat Biotech has tied up with the Council of Scientific and Industrial Research (CSIR) to work on technologies and platforms for novel vaccines, drugs, and even raw materials. On 30 March, Bharat Biotech International, Biovet, and Sapigen Biologix signed a joint Master Collaborative Agreement (MCA) with CSIR-Indian Institute of Chemical Technology (CSIR-IICT) to work on developing novel platform technologies for bio-therapeutics and vaccines to support indigenous, affordable health care solutions for humans and animals. The collaborators will identify mutually interesting projects to pursue, they said. Both Biovet and

Sapigen Biologix are companies promoted by the Ella family, which is a promoter of Bharat Biotech.

4. Amazon taps grocery biz to expand in India

Source: Hindustan Times ([Link](#))

Amazon India is doubling down on the fast-growing grocery business to attract more first-time buyers who are mostly from the non-metro cities and towns, a top company executive said. In the past year, the US online retailing giant saw a sharp rise in first-time online shoppers, particularly from tier-II and III cities and towns. Around 65% of orders and more than 85% of new customers on Amazon India were from tier-II and beyond markets. On the grocery front, a relatively new category, Amazon India's overall customer base and first-time buyers doubled on Amazon Pantry and Fresh post-covid with more than 60% share of new customers from non-metros. Amazon in February integrated its pantry service (dry grocery) with instant grocery service Fresh in 10 cities to create an integrated online store with express delivery. At the remaining 290 cities and towns which do not have the Fresh service currently, Pantry will continue to provide dry grocery.