

Edition number: 13
January 2022

BIZTECH

MAGAZINE



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THE YEAR OF OX

The impact of the world's largest human migration on the global market.

The Chinese New Year will begin on February 1, 2022, and end on February 15, 2022, with Chinese Lunar New Year festivities beginning three weeks before Chinese New Year's Eve, on January 31, 2022. For three to four weeks, the country and practically all its industries might shut down.



Beyond mainland China, the holiday has significant ramifications in Indonesia, Singapore, Malaysia, South Korea, and the Philippines, with a significant Chinese population.

During Chunyun, a 40-day period begins 15 days before the lunar year. It concludes that 25 days after, approximately one-fifth of the world's population travels inside and outside China. In 2019, about three billion journeys were completed, and there is no other occasion that comes close to matching this quantity.

While nearly the entire Chinese economy grinds to a halt, a few industries, such as transportation, tourism, and retail, experience a surge in activity around this time. In the seven days after the festival's inauguration in 2017, sales in the leisure and entertainment industries and home appliances, digital products, and jewellery all increased significantly. The retail and catering industries in China saw an 11 percent increase in revenue from the previous year to 840 billion Chinese yuan (\$140 billion).

The Chinese New Year raises the demand for gold as people look for gold jewellery to give as gifts. Early in the calendar year, it substantially impacted gold prices. During Chinese New Year, cash reigns supreme, with red packages' serving as a primary motivator. This cash demand has also resulted in the Chinese yuan rising at the start of the year, with USD/CNH ending January, lower 60% of the time in the last five years.



Outside of China, the holiday's main impact stems from the country's industry's near-complete shutdown, despite China's status as the world's largest manufacturer since 2010. As a result, larger companies may be forced to subcontract smaller facilities, lowering prices and quality.

With so much volatility in the markets coming up to and after the holiday, the crisis may provide investors with opportunities that they would not have had otherwise. 'There is an opportunity in every crisis,' says an old Chinese proverb.



- R Varshitha Reddy

January Effect

KICKING THE YEAR OFF WITH A BOOST

THE January effect is the perception of a "seasonal boost" in stock prices for January. This rebound is typically ascribed to a rise in purchasing, which comes after a price drop in December when investors use tax losses to balance realized capital gains, causing a sell-off.

The January effect is a notion that, like many calendar-related occurrences, markets are inefficient as a whole because efficient markets would eliminate this effect automatically. Since little caps are less liquid than mid or large caps, the January Effect significantly impacts them.

Another reason experts believe the January effect will be less prominent in 2022 is because more individuals will use Tax-sheltered retirement plans, eliminating the need to sell at the end of the year for a tax loss.

Aside from tax-loss harvesting, repurchases, and investors investing cash bonuses, investor psychology

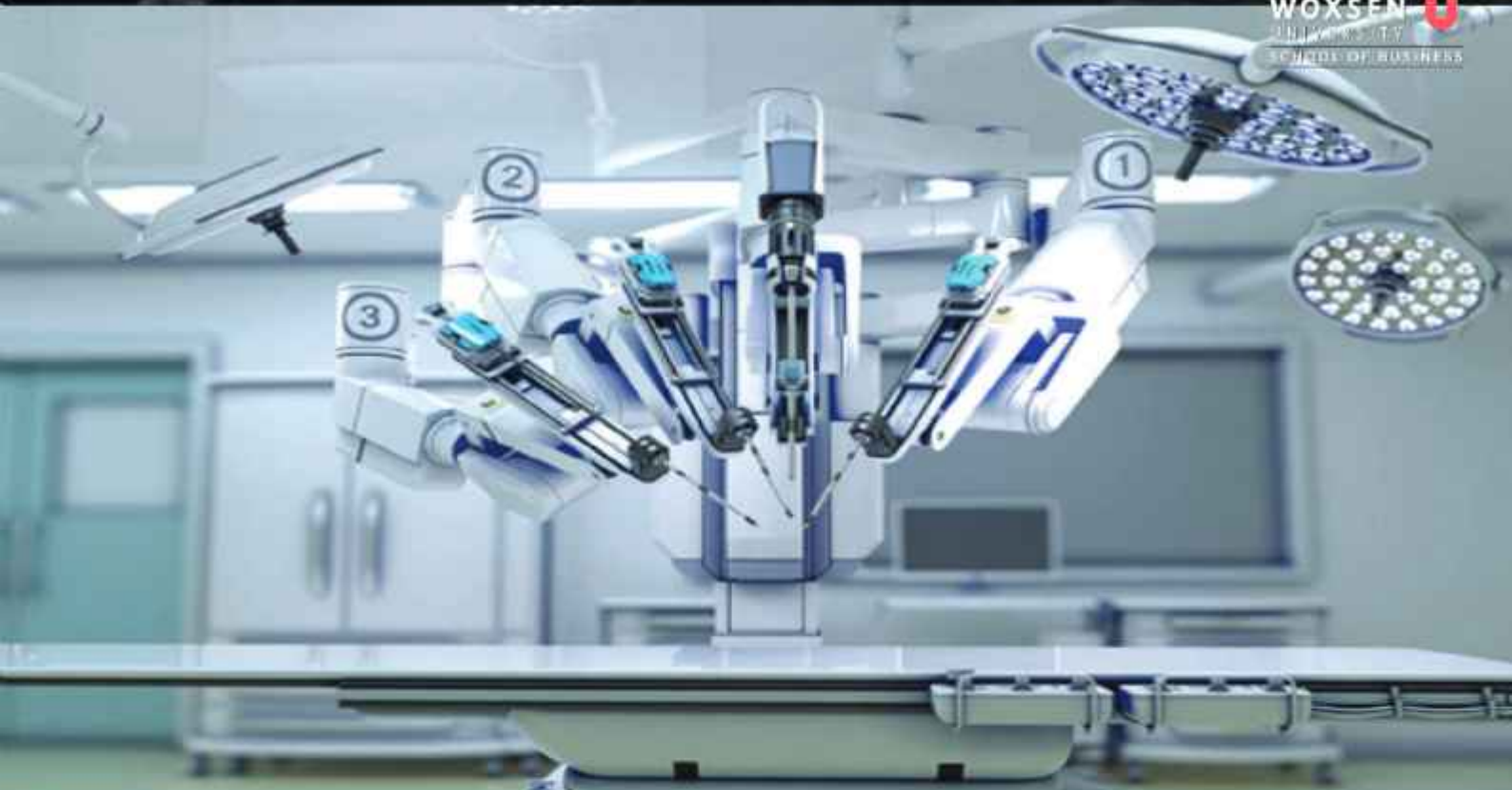
plays a vital role in the January effect.

Some investors believe that the best month to start an investment program or keep a New Year's resolution is to start investing for the future in January.

Others have suggested that mutual fund managers "window dress" their year-end reports by buying top-performing equities near the end of the year and erasing complex losers for the sake of appearances. This is implausible, though, because the buying and selling would primarily affect high-cap stocks.

Year-end sell-offs also draw purchasers looking for bargains, recognizing that the price drops are not based on company fundamentals. This might push prices up in January on a massive scale.

R Varshitha Reddy



AMELIORATION OF MEDICAL TECHNOLOGY

- Krisharth Deepak Misra

A BLISTERING TRANSFORMATION

The medical sector is prolific to technological advancements following revolutionary innovations to provide an enormity of applications in the respective field. The Healthcare industry has seen numerous new technological evolutions made for the betterment of treatment and training, thus keeping the advancements quickly.

Virtual reality, an omnipresent and evolving fragment of technology, finds its presence in the medical sector providing medical support and training, including disease awareness to the treatment of patients. With a valuation of upwards of \$3.8 billion, its applications and developments are on a soaring path to innovation. Instigation of wearable technology provides an assessment of numerous parameters as it fastens onto patients contributing to detection and treatment, simultaneously increasing convenience for an effortless screening of heart rates, temperature, and more. Development of artificial organs viz ventricular assist devices and bioartificial liver, assist in the functionality of a damaged organ to restore functionality and aid survival of the patient where organ recovery is futile. With the incubation of synthetic constituents, technology may now be either completely artificial or bioartificial-alleged "biohybrid organs," a mix of biologic and engineered parts, frequently fusing numerous advances. Robotics and AI provide high levels of efficiency in patient care and operational processes. These robots and AI's can track inventories and simultaneously give a sanitized environment for the hospitals. Robots assist in Minimal invasive surgeries to reduce unwanted motion in the procedure, preserving surgical dexterity while allowing a remote surgery.

With the noteworthy evolution and innovation of technology in the medical sector, it is comprehensible to envision new advancements that will succeed in the forthcoming time, transforming the medical sector for the best in unfathomable ways.



The Unhackneyed BMI Stratagem

Comprehending the revolutionary BMI approach and other insurgences.

The creation of innovative, distinctive conceptions underpinning a company's monetary sustainability, encompassing its goal and the mechanisms for delivering such modern ideas to the table, is referred to as business model innovation. One fundamental purpose of organizational paradigm innovations is to create novel income streams by increasing the worth of commodities and enhancing how they are distributed to consumers.

Because technologies have radically transformed how businesses function and offer services to clients, digitization is becoming a catalyst for BMI. Because of the technological transformation, business strategy roadmaps have been reduced, and creativity has become critical to economic security. Such forces pressure businesses to innovate their organizational models to remain relevant and flourish in the international monetary system. Organizations should respond to a more significant global tournament and the heightened moral hazard due to the globalized environment, which has fueled the demand for BMI.

A company's BMI enables it to respond to evolving consumer needs and perceptions. Suppose companies like Amazon and Atari fail to adequately adapt and restructure existing business practices. In that case, they may well be ousted by entrants that possess superior capabilities to fulfill consumer requirements.

While these mentioned scenarios show that invention and entrepreneurship are vital in operating a firm, it is evident that it is not often straightforward. Businesses who fail at innovation when they ought to be the greatest are strewn throughout organizational heritage. Fortunately, company managers, investors, and specialists may improve their ability to pursue innovations whenever such a chance arises. Understanding the principles of how firms and sectors evolve can help them conduct their projects. Examine and analyze prior company triumphs and setbacks and understand where to implement essential insights to their current problems. *- Deepshika*



Image Sources: <https://bit.ly/3feTL1s> | <https://bit.ly/3L111>

Joyful January Sale!

The National Retail Federation (NRF) said retail sales increased considerably in January as government stimulus checks offered a lift. The momentum from 2020's record Christmas season continued over into the new year.

"As we look ahead to a vital year curtailing the worldwide epidemic and strengthening our economic recovery, January's retail sales data show an excellent start for consumers and retailers," NRF President and CEO Matthew Shay said. "Despite extraordinary difficulties over the last year, consumers and the economy as a whole remain in good health, and legislative action has been a lifeline for people and companies disproportionately hit by the epidemic."

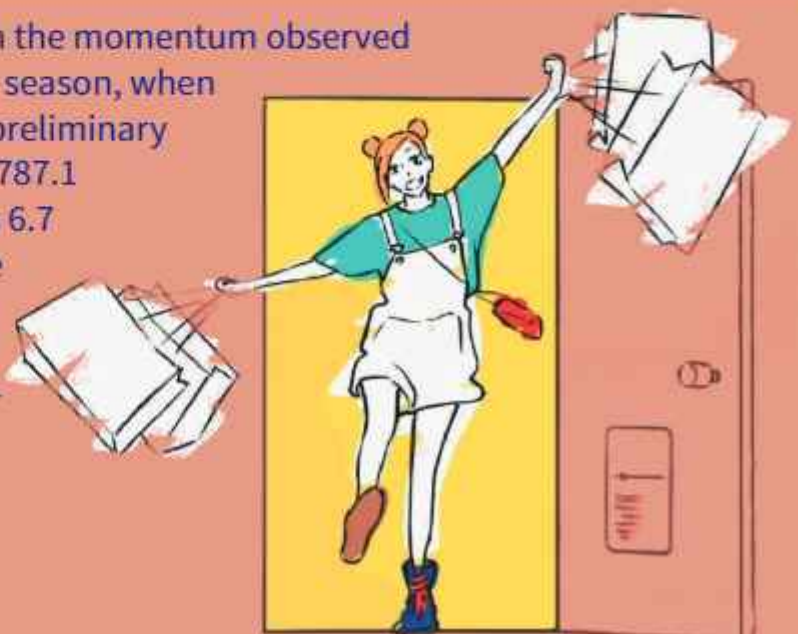
Most customers have enough spending capacity, and the increase in shopping hours has been mirrored in the number of hours worked by the retail staff. Because of the availability of COVID-19 vaccinations, public confidence is growing, and states and local governments are beginning to loosen limitations on economic activity.

According to the US Census Bureau, overall retail sales in January were up 5.3 percent seasonally adjusted from December and up 7.4 percent year-over-year. There was a monthly dip of 1% in December but a year-over-year growth of 2.5 percent. According to Census statistics, despite month-over-month drops in the fourth quarter of 2020, sales have increased year-over-year every month since June.

The improvements in January build on the momentum observed over the November-December holiday season, when retail sales were revised down from a preliminary estimate of \$789.4 billion to a record \$787.1 billion, up 8% year over year. 2020 was 6.7 percent higher than 2019 for the entire year.

Month-over-month and year-over-year growth were seen in seven out of nine retail categories in January, with electronics and appliance stores leading the way monthly and online sales leading the way on an annual basis.

- Gaddam Shashank



Reference: <https://www.news.pr/21mL8W0>
Image Source: <https://www.kabon.com> | <https://bit.ly/3nkLz0Q>

A pioneering evolution in logistics

UAV'S



UNMANNED Aerial Vehicles, commonly known as drones, are the epitome of technological marvel. With its establishment in the early 20th century, its direct intent was usage in the military and first gained commercial approval in 2006. Sequentially, numerous start-ups and logistics firms started driving this technology to create a better supply chain and integrate drones into this system to revolutionize its usage into the forthcoming future.

An autonomous delivery system does not seem farfetched anymore. Its utility and presence can be seen in the current drone ecosystem. Its diversified usage includes increasing productivity by managing inventories in warehouses and even deliveries range from short or long distances. This provides more cargo space due to the absence of a cockpit proving its efficacy in terms of deliveries. With access to presumed "difficult" areas to reach, this quadcopter's usage can be handy, fulfilling its function in an ardent and efficient demeanor. These UAV's are exceptionally helpful in a crisis when quick transit of clinical and medical packages to remote areas is required. Numerous conveyance tests have been completed centred around clinical and medical supplies proving the usefulness of drones in multiple facets. Correspondingly, the impact of drones

on the environment is minimal due to low emissions of CO2 preserving its usage in an environment

proficient manner. Students impressive and imaginative ideas create exciting projects. Though a technological marvel prevailing its initial stance in logistics, a few cut-off points need to be assessed. These are connected with how it is a significant expense innovation requiring a ton of innovative work. It has loopholes as its capacity for carrying goods is limited. The air traffic courses are not yet characterized or adjusted for drones causing different difficulties in navigation, compromising efficiency and caliber of the services. With a few glitches and dilemmas, the usage of this technology can prove to be an astounding prodigy in logistics, with the sky being its limit.

-Krisharth Deepak Misra

ICONIC INDUSTRIES

2022

We look forward to 2022 in the hopes of returning to normalcy, with 2021 being little more than a continuation and, to some extent, amplification of the conclusion of 2020. With a severe global recession after a strict lockdown and economies in an unstable condition, it's critical that we hunt for industries that experts predict will rise dramatically in the next year or two. As a result, 2022 will be a year of affluence and well-informed decision-making.

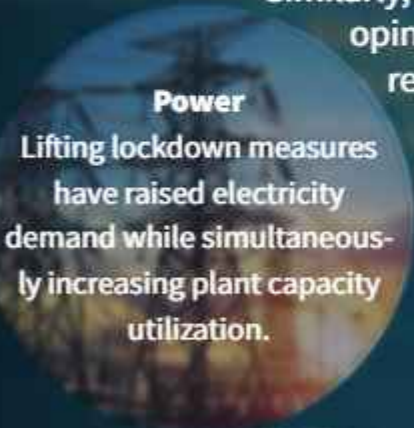
During the preceding fiscal year [2020-21], the revenue increase was seen in the IT industry, e-commerce platforms, and several healthcare industries.

With the shift in digitization and development of new-age technologies, the IT industry is predicted to grow at a CAGR of 16 percent.

During the shutdown, the E-commerce business and online retailing area have already taken up speed and are predicted to grow at a 27 percent CAGR by 2024, with a market size of \$99 billion.

Similarly, in the pharmaceutical business, mainly those developing anti-Covid medications or vaccines, significant returns are predicted this fiscal year, signaling a rise in their growth.

- Gaddam Shashank

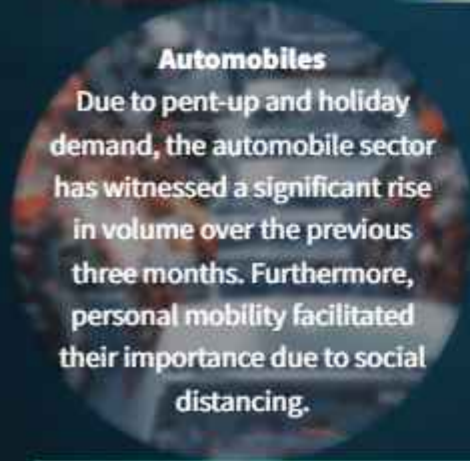


Power
Lifting lockdown measures have raised electricity demand while simultaneously increasing plant capacity utilization.



Telecom
Higher data consumption and embryonic Fibre-to-the-Home (FTTH) and Enterprise connection industries might be the new growth engines in the post-Covid-19 era.

TOP 5 SECTORS



Automobiles
Due to pent-up and holiday demand, the automobile sector has witnessed a significant rise in volume over the previous three months. Furthermore, personal mobility facilitated their importance due to social distancing.



IT Sector
Consumer behavior has changed due to increased smartphone use, faster internet speeds, and social distancing. Rather than purchasing a product in person, consumers now prefer to do so online using a smartphone app.



Pharmaceuticals
Following four years of modest performance, the pharmaceutical industry bucked the trend during the pandemic and proved to be a rescue for investors in 2020, with a significant return.

Augmented Reality— Marketing's Ingenious Ally

*Augmenting Experiences through
AR*

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When technology is a matching set consisting of both invention and practicality, it is bound to assist any sector when utilized to its maximal innovative potential. A myriad of us has feasibly been accustomed to augmented Reality via Snapchat filters or games. Augmented Reality in retail dictates a whole new buying escapade that will transubstantiate conventional shopping into a blissful and immersive experience. AR can be a delight to online and store shoppers, getting them a sneak peek of the product, which in succession leads to unconscious spending and clinching loyalty, that crafts an edge to any industry in the market.

The practice of Augmented Reality stands initiated in large businesses both online and offline. For instance, the LensKart app employs Augmented Reality to offer users a simulated look while trying out glasses. Ikea harnessed augmented Reality to offer its consumers a sense of how the furniture would fit in their homes. Notable names in the automobile industry like Mercedes Benz

adopted AR to benefit their customers with virtual guides that assist in the smooth acquainting of their vehicle. AR has now made it accomplishable online for "buying after trying," a formerly exclusive approach for store shoppers. Large retail stores, such as Lowe's, have devised a novel approach for employing augmented Reality to guide shoppers in the vicinity of their stores. This can be a substantial advantage when it comes to marketing. AR business cards are a new trend that utilizes QR codes to take us on a 3D, animated ride that advertises the product or the brand that markets the business.

It is widely acknowledged that when technology enhances a sector, it ought to be embraced. Augmented Reality is one such technology to be adopted that will serve as the future of Marketing, Retail, and Sales.

- G.V. Ashwith

HIGH-PERFORMANCE COMPUTING, SUPERMAN OF BUSINESSES'

It's not just about computers anymore!

High-Performance Computing is manifesting a brand for itself by revamping quintessential computing, opening up a whole new cosmos of possibilities with its prompt performance. The utilization of Supercomputers and parallel processing to solve or run sophisticated software applications for yielding enhanced and precise data is branded as High-Performance Computing. All the prior complexities concerning speed, time, human-mishaps, and constraints spawned by traditional computing are alleviated with the advent of HPC. A burgeoning extent of businesses is using it to maneuver high-volume tasks.

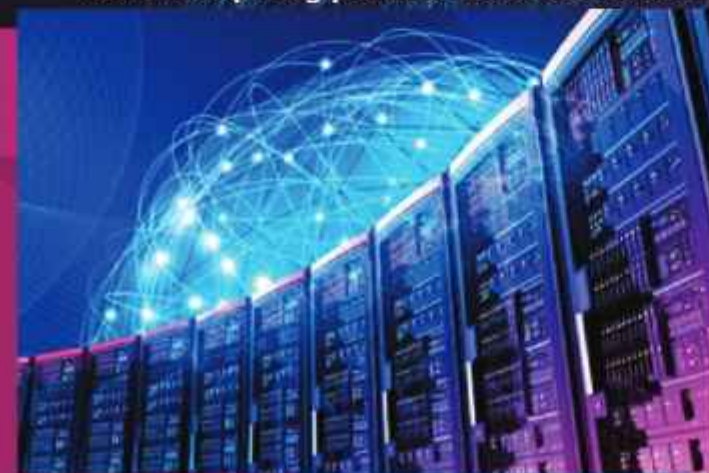
Innovations and ground-breaking revelations are unanimously approved as the roots of a business's transition from minuscule to a multibillion-dollar enterprise. In virtually every sector, high-performance computing (HPC) continues to aid in innovation and bring forth insights. Rendering to recent reports, Fortune 1000 firms are using HPC in well-nigh every industry. Research of Hyperion specified that HPC worldwide might attain a worth of \$44 billion by the end of 2022.

It is vital for retail or marketing to diversify its target audience, which is accomplished by assessing the huge volume of data acquired. Because the data is enormous, it may take a more extended period or trigger precession inadequacy if processed using traditional computing methods. Therefore HPC is brought to service. It is usually carried out in the cloud, premises, or using a hybrid approach combining the two. Various sectors incorporate HPC into their workflows, including media, healthcare, aerospace, finance, manufacturing, and genomics.

There have been breakthroughs in far more complex computing approaches, such as cognitive computing and big data, that can reshape the entire computing process. The future beholds many such signs of progress in

computing that will be beneficial to businesses in the indistinguishable way that Superman is beneficial to the planet.

- G.V. Ashwith



KTR's Flamboyant Sojourn at Woxsen University

The gracious presence of the Minister of Municipal Administration and Urban Development of Telangana at the inauguration of Woxsen's new facilities.

With 2021 coming to a closure, Woxsen University persisted as a pioneer in bringing new-age programs in various fields. It continued to create robust platforms for learners to power through change and embrace disruptive technology. These advancements could be observed in the addition of four avant-garde facilities to their high-tone infrastructure: the Bloomberg Lab, new admin block, the 70,000-square-foot Vithal Gandhi Library, and "The League" international sports complex.

The "Bloomberg Terminal" is a platform that most influential decision-makers and leaders use for their day-to-day benchmarking, capital market analysis, and financial modeling-based decision making. One of the largest in the country, Woxsen's Bloomberg Finance Lab opens a variety of aspects for its students to work on: risk management, economic research, portfolio management, sector-specific fundamental analysis, etc., to name a few. Instructors and faculty employ these Bloomberg Terminals to integrate real-time economy into classrooms. Finance enthusiasts can also leverage the same platform used by the globe's largest financial institutions, firms, and governmental institutions to supplement their scientific research in many professions.

To commemorate this expedition of Woxsen University, a prodigious inauguration was hosted on the 16th of December with the Minister of Municipal Administration and Urban Development of Telangana, Mr. Kalvakuntla Taraka Rama Rao, accompanied by several industrial tycoons and notable managing directors.

KTR applauded Woxsen's efforts to prioritize research, emphasizing the fact that it is simply unrealistic to advance in both innovations and entrepreneurship simultaneously along with making significant progress in research, all the while producing new generation leaders who are capable of handling unforeseen global circumstances and marketplaces. The Minister went on to commend Praveen. K. Pula, the founder and president of Woxsen University encouraged the management to sustain their investing practices in Telangana, promising that the state administration would support the university in every step along the way. KTR prompted the corporate leaders, present at the inaugural ceremony, to investigate their preferences and extend aid towards Woxsen by providing tailored opportunities to these future leaders and entrepreneurs. Sabitha Indra Reddy, the Secretary of Education, and Navin Mittal, the Commissioner of Higher Education, were also among the dignitaries that graced the occasion.

By reaching this milestone, Woxsen University has yet again proved its proper stance as one of India's leading universities with the highest growth and development measured to date. It could very well be mentioned that this is only the beginning and that the best is yet to come.

- Deepshika



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