

BIZ BRIEFS

Levi's rolls out new campaign

The Levi Strauss & Co., has unveiled its 2026 global campaign, 'Behind Every Original', to India, starring Global Brand Ambassador Alia Bhatt. Hiren Gor, MD, Levi Strauss & Co, said: "For over 150 years, Levi's has been worn by those who move culture forward, and Behind Every Original reinforces our commitment to staying at the center of that momentum. Alia Bhatt represents a new generation of originals — confident, self-defined and unapologetically authentic."

Cooling technology event in Mumbai

Rocky Mountain Institute (RMI) and CEPT University convened industry leaders at a summit in Jio World Convention Centre, Mumbai. The event titled: 'Can Today's Air Conditioners Keep Up with a Hotter, More Humid World? Delivering Affordable, Efficient Comfort for the Global South.' Sanjay Sudhakaran, MD, Bosch Home Comfort India Ltd, said: "As the heat waves intensify and climate patterns shift, India stands on the brink of a cooling revolution."

Price hike by Tata Motors

Tata Motors announced a price increase of up to 1.5 per cent across its commercial vehicle range, effective April 1. The price increase is being undertaken to partially offset the impact of rising commodity prices and other input costs. The increase will vary depending on the model and variant. According to the company: "With over eight decades of leadership in commercial mobility, Tata Motors is known for its innovation, reliability, and performance."

PhysicsWallah's expansion plans

Education company PhysicsWallah (PW) has expanded its presence in Andhra Pradesh with the inauguration of its first tech-enabled PW Vidyapeeth centre in Vijayawada, located on MG Road. Ankit Gupta, CEO, Vidyapeeth Offline, PW, said: "At PW, we try to find out avenues of making students' learning experience better. We believe that students should not have to travel to other cities to access quality education, as this can be both emotionally and financially stressful."

Kai India's new product

KAI India, a name in personal grooming products, offer CAN Face Razor for Women, a product for facial hair removal for Women. Keijiro Takasago, MD, KAI India, said: "We designed the CAN Face Razor to be simple and dependable — something a woman can use quickly, even on busy mornings. It removes the finest hair with care and makes skin feel smooth. Kai products make everyday grooming easier, and that's what we set out to do."

Markets rebound over 1% on bargain buying after 3-days fall

The equity market staged a late-session rebound, supported by value buying in domestically oriented sectors such as auto, banking, and FMCG

Domestic Support

- BSE-Sensex rose 938.93pts or (+1.26%) to 75,502.85
- NSE-Nifty climbed 257.70pts or (+1.11%) to 23,408.80
- FII offloaded Rs10,716.64-cr; DII bought Rs 9,977.42 cr on Fri



UltraTech Cement surged 4.22 per cent. Trent, HDFC Bank, Mahindra & Mahindra, Eternal, Bajaj Finance, ITC, Tata Steel and State Bank of India were among the biggest gainers. Bharat Electronics, Sun Pharma, Power Grid and Bharti Airtel were among the major laggards.

"The equity market staged a late-session rebound, supported by value buying in domestically oriented sectors such as auto, banking, and FMCG, a relief rally following the recent sell-off. "In the near term, investor sentiment will hinge on developments in the Strait of Hormuz, where any easing of supply chain disruptions

over a per cent, snapping their recent losing streak, supported by bargain buying. The rebound largely reflects participants taking advantage of lower levels to accumulate select large-cap stocks after the sharp decline. "However, the overall mood remained cautious amid persistent geopolitical tensions in the Middle East and elevated crude oil prices, which continue to raise concerns over inflation and India's import bill. In addition, continued foreign institutional investor outflows and currency volatility are keeping risk appetite in check," Ajit Mishra, SVP, Research, Religare Broking Ltd, said.

Foreign Institutional Investors (FIIs) offloaded equities worth Rs 10,716.64 crore on Friday, according to exchange data. Domestic Institutional Investors (DIIs), however, bought stocks worth Rs 9,977.42 crore. On Friday, the Sensex settled at 74,563.92, down 1,470.50 points or 1.93 per cent. The Nifty tanked 488.05 points or 2.06 per cent to end at 23,151.10.

LG HVAC system showcased at ACREX

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LG Electronics India Limited (LGE India) has participated at ACREX ISHRAE India 2026 - South Asia's largest exhibition for HVAC and Intelligent Business Solutions. The company presented its most comprehensive product portfolio at the exhibition, spanning residential, commercial, and industrial applications, highlighting innovations that deliver intelligent, reliable, and energy-efficient climate solutions for India. LG Electronics showcased its advanced VRF, Chillers & Cassette range ACs best suited for diverse Indian climate & consumers requirements. Commenting on the company's participation in ACREX, Hong Ju Jeon—Managing Director & Chief Sales & Marketing Officer, LG Electronics India Limited said, "LG Electronics has been part of India's journey for nearly three decades, and has during this period built unparalleled expertise in addressing the country's infrastructure requirements, while meeting performance standards that developers, consultants, and facility managers demand."

HCLTech ties up with Google Cloud for Agentic AI adoption

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HCLTech, a technology company, has announced the expansion of its strategic collaboration with Google Cloud to help accelerate enterprise adoption of Agentic AI. HCLTech will use Gemini Enterprise and Gemini models to build custom AI agents for global clients, while strengthening collaboration and security through Google Workspace, supporting their scalable, AI-driven transformation. As enterprises scale AI, the company's Gemini-enabled offerings embed AI into systems, workflows and decision-making to unlock new market opportunities, introduce innovative capabilities and boost operational efficiency. Many of the agents the company has developed are already available on the Google Cloud Marketplace.

This expanded collaboration formalises a structured program to accelerate clients' GenAI and Agentic AI adoption, cultivate Google Cloud



champions across HCLTech and support over 2,000 GenAI-led customer engagements.

The company's key areas include: Building unique offerings with Data and AI at its core, the AI Force platform integrates with Google's Gemini family of models and Gemini Code Assist to transform software development and IT operations. Additional offerings include Unified Migrations, including Oracle, SAP and VMware transformation to Google Cloud and Security transformation.

The company is growing its Center of Excellence to expand industry-specific agentic solutions. Advancing Agentic AI solutions, building on offerings such as Insight for manufacturing and Netsight for telecommunications.

Sebi mulls light-touch penalty structure for IAs

The regulator aims to promote compliance while ensuring transparency and fairness

NEW DELHI: With an aim to strengthen the investment advisory ecosystem, markets regulator Sebi is working on a raft of measures, including a standardised light-touch penalty structure, a digital regulatory guidance platform, and a common advertisement code, its chairman Tuhin Kanta Pandey said. Speaking at an event organised by the Association of Registered Investment Advisers (ARIA), Pandey said the investment advisory ecosystem in India is currently at an important stage of transition.

At present, there are around 1,000 registered investment advisers (IAs) in the country-- about 470 individuals and 530 non-individual entities. He said the regulator is working on a standardised light-touch penalty structure aimed at encouraging compliance



while ensuring transparency and fairness. "A standardised light-touch penalty structure for IAs is being worked out. This should promote compliance while ensuring transparency and fairness," he said.

The regulator is also developing a digital platform -- SEBI SETU -- to provide simple, end-to-end regulatory guidance for investment advisers, covering the entire lifecycle from registration to ongoing compliance, he added.

In addition, the regulator is preparing a common advertisement code for all intermediaries to reduce

operational challenges and improve consistency in communication. Among other initiatives, a working group has been constituted to review the existing regulatory framework for Mutual Fund Distributors (MFDs) and examine overlaps, if any, between MFDs and investment advisers.

Pandey said a simplified certification module is also being developed by National Institute of Securities Markets (NISM) for individuals associated with investment advice who are engaged in sales and other non-core functions. However, he expressed concern over the declining number of registered investment advisers despite a rapidly expanding investor base.

"It is a matter of concern that the number of registered investment advisers has declined since 2021.

Vedanta eyes ₹2,575-cr via NCDs

NEW DELHI:Vedanta Ltd said its committee of directors has approved raising up to Rs 2,575 crore through issuance of debentures. The fundraising is part of Vedanta's efforts to diversify funding sources and strengthen its balance sheet as it continues to refinance debt and reduce borrowing costs. The committee has approved the allotment of 2,57,500 unsecured, redeemable, rated, listed, non-convertible debentures of face value of Rs 1,00,000 each, aggregating to Rs 2,575 crore on a private placement basis, a BSE filing said. Vedanta has seen strong investor interest in recent debt issuances. In October 2025, its \$500 million bond issue was oversubscribed three times, while an NCD offering in June last year saw nearly 60 per cent oversubscription. The company has been gradually deleveraging its balance sheet. Vedanta Resources Ltd, the parent of Vedanta Ltd, has reduced net debt to about \$4.8 billion as of December 2025 from about \$8.9 billion in March 2022.

Inflation: Rising crude prices push WPI to 11-month high of 2.13% in Feb

It is likely to pick up pace if oil price rise persists, and spills over to other goods

Global Jitters

- Inflation in food articles was 2.19%
- Vegetables, inflation eased to 4.73%
- Pulses, potato and egg, meat and fish saw an uptick



rise persists, and spills over to other goods (fertilisers, aluminium) given it tracks international prices more closely relative to the CPI basket.

According to WPI data, inflation in food articles was 2.19 per cent in February, as against 1.55 per cent in the previous month. Although in vegetables, inflation eased to 4.73 per cent in February against 6.78 per cent in Janu-

ary, pulses, potato and egg, meat and fish saw an uptick in inflation in February.

"Positive rate of inflation in February 2026 is primarily due to an increase in prices of other manufacturing, manufacture of basic metals, non-food articles, food articles and textiles, etc.," the industry ministry said in a statement. Negative inflation, or deflation, in the fuel and power basket narrowed

Nifty likely to reach 35,000 in 3 yrs: Report

In last 4 years Indian markets delivered about 12.7% CAGR; If the index maintains its current valuation multiple of about 20.9x earnings, it could translate into around 12.8-14% CAGR



around 2-8 per cent, followed by swift recoveries within weeks, during times of conflict in last 4 years.

This performance has been supported by the strength of the domestic economy, improving corporate earnings, and rising retail participation in the stock market, the firm said. Assuming the index maintains its current valuation multiple of about 20.9x earnings, the trend could translate into approximately 12.8-14 per cent compound annual growth rate (CAGR), the report added.

The firm highlighted mid-caps delivered CAGRs of about 18.4 per cent dur-



ing this period versus 13.4 per cent for small caps and 9.8 per cent for large caps. Defence and aerospace companies have emerged as key beneficiaries of heightened geopolitical tensions, supported by rising global defence spending and stronger domestic procurement initiatives, it said.

Oil and gas producers have also historically performed well during geopolitical crises due to supply disruptions and rising crude oil prices. Commodity-linked sectors such as metals and mining have similarly witnessed phases of outperformance during periods of supply constraints and added. Meanwhile, manufacturing and capital goods companies are gaining prominence as global supply chains undergo structural shifts, the firm suggested.