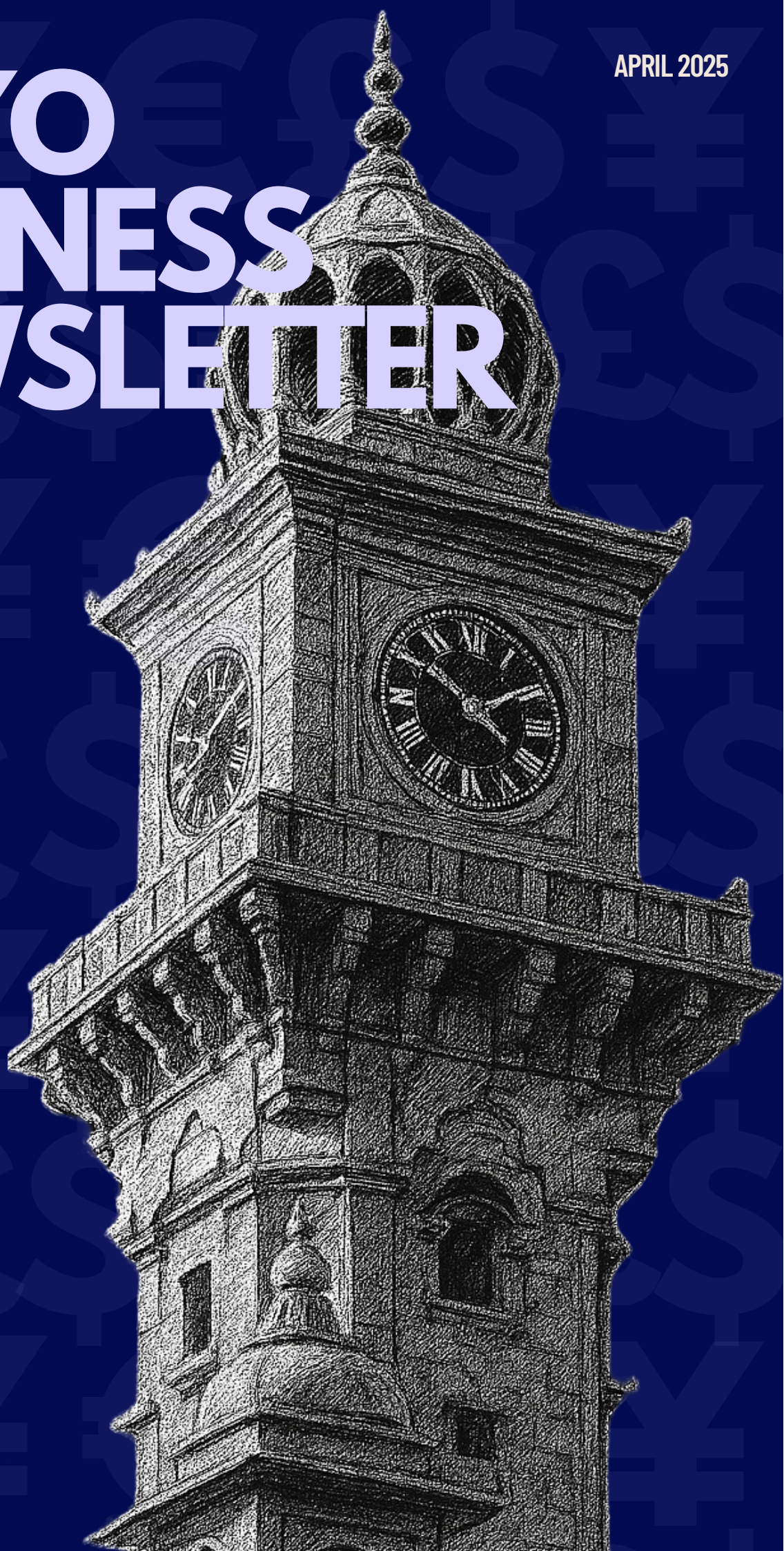


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MAYO BUSINESS NEWSLETTER



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FROM THE EDITOR'S DESK

Welcome to the very first edition of our business magazine! As the Editor-in-Chief, it's been an absolute thrill putting this issue together. From brainstorming ideas and designing layouts to curating articles that matter, every step has been exciting and rewarding. This edition is just a small teaser, a bite-sized introduction to what we're building. Think of it as the warm-up round: the real game begins this August, when we launch our full-length editions packed with in-depth stories, global insights, exclusive interviews, and much more.

What I've particularly enjoyed, while working on this issue, is diving into some of the global trends shaping the markets. We've seen tech giants like NVIDIA and Meta hit new highs, while companies like PayPal and Tesla faced sharp dips. The market has been full of surprises and that's exactly what makes the world of business so fascinating.

This magazine is all about exploring these trends, asking the right questions and sparking curiosity. Whether you're an aspiring entrepreneur, an investor, or just someone who loves staying updated, we're here to bring you something fresh every time.

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Friend or Foe? What AI Really Means for Your Job

In 2024, Google laid off 30,000 ad sales reps and hired 25,000 AI trainers as part of its shift towards automation. Meanwhile, a McKinsey report predicts that by 2026, 50% of retail jobs will be transformed by AI, with new roles like ‘AI Whisperers’ emerging. These changes highlight the growing impact of AI on traditional job markets.



Chinese Factories Hack Luxury Markets

Amid U.S.-China trade tensions, Chinese factories used TikTok to sell luxury goods, bypassing tariffs and markups. Videos showing the true pricing of items like Lululemon leggings and Birkin bags spark controversy. Brands deny links, but users are drawn to cheaper, label-free options in what's dubbed ‘Trade War TikTok.’

GLOBAL BUSINESS TRENDS



Nvidia's \$500 Bn AI Supercomputer Bet in the U.S.

Nvidia is investing \$500 billion to build AI supercomputers in the U.S., with over a million square feet of space in Texas. Partnering with Foxconn and Wistron, this move aligns with other tech giants. Nvidia's data center revenue is expected to reach \$1 trillion by 2028.

Brics Bucks

The Dollar Killer?

The BRICS bloc (Brazil, Russia, India, China, South Africa) is pushing for a shared currency to rival the dollar.

With new members like Saudi Arabia and the UAE joining, momentum is building but hurdles remain.

Proponents argue a BRICS currency could slash dollar dependency in trade and shield against U.S. sanctions. China's yuan already anchors some cross-border deals, while Russia and Iran increasingly ditch the dollar for oil sales. Yet economists warn of major roadblocks: wildly different economies, capital controls and political tensions.

The dollar still dominates global reserves (58%) and trade (88%). For now, BRICS may focus on local currency settlements rather than a full monetary union. But as the bloc expands, its currency ambitions could reshape global finance if members align their interests.

A BRICS currency could weaken the dollar hegemony but face steep challenges before becoming a reality.





Trump's TikTok Gamble

The forced sale of TikTok has turned into a surreal showdown: a mix of national security concerns, political drama, and corporate chaos. With 170 million American users and roughly \$12 billion in revenue, TikTok isn't just a social media app anymore. It's a digital powerhouse and now, a political bargaining chip caught between the U.S. and China.

The original goal? To prevent the Chinese government from accessing American user data through ByteDance, TikTok's China-based parent company. But now, that mission seems clouded by opportunism. What started as a national security issue has become a high-stakes tug-of-war involving influencers, tech giants, and political insiders.

Even MrBeast, the world's most-followed YouTuber, has been floated as a potential buyer. Oracle, backed by Trump allies, has re-entered the bidding scene. And while offers are being considered, ByteDance is reportedly trying to keep its prized asset - the algorithm. That's the engine that powers TikTok's viral magic and arguably, its influence on global culture.

The 75-day deadline extension has only made things murkier. Lobbyists, legal teams, and political players are all circling. And the irony? A move to limit foreign influence might just hand control to U.S. companies with their own agendas.

As TikTok's fate twists and turns, the bigger question emerges: are we truly protecting users, or just shifting power from one group of elites to another? This is no longer just about TikTok it's about who controls the flow of information in the digital age.

Global Tariff Tensions

President Trump has triggered a worldwide trade shakeup with a 90-day tariff pause for most nations slashing rates to 10% while hitting China with unprecedented 145% duties. This dramatic move comes after weeks of market turmoil and urgent appeals from over 75 countries seeking relief from what has become the largest U.S. tax hike since 1982.

While the reprieve allows breathing room for negotiations with key partners like the EU and South Korea, tensions with Beijing remain at historic highs. China now faces the harshest trade restrictions in modern history, with retaliatory measures escalating the economic standoff. The ripple effects are staggering from a 2,200-point Dow Jones plunge to U.S. households facing \$1,900+ in annual cost increases as average tariffs surge from 2.5% to 24%.

The automotive and manufacturing sectors are bracing for severe disruptions, with steel and aluminum tariffs jumping to 25% and auto import duties looming. Tech companies face component shortages, while agricultural exporters scramble to find new markets as trade flows reconfigure. Analysts warn these sector-specific impacts could trigger job losses and production delays worldwide.

With Russia imposing counter-tariffs and supply chains bracing for impact, this 90-day window could determine whether the world economy moves toward a compromise or an all-out trade war. The pause merely delays an inevitable showdown - one that may redefine international trade for decades to come.



The Big Names Behind the Badges

When you spot a Bentley, a Porsche, or a humble Škoda on the road, they might seem like completely unrelated brands. But behind the scenes, they're all part of the same automotive empire Volkswagen Group. Volkswagen AG is one of several massive parent companies that own multiple car brands across various price segments. From ultra-luxury names like Lamborghini and Bugatti to everyday cars like Volkswagen and SEAT, the group uses smart strategies to dominate the global market. Even motorcycles (Ducati) and trucks (Scania) fall under the VW umbrella.

These companies use a clever trick: platform sharing. Underneath the different exteriors, many cars are built on the same structure saving on production and development costs while keeping each brand's identity intact. A Volkswagen Golf and an Audi A3, for example, might look different, but they share a lot under the hood.

Other giants follow the same model. Stellantis owns Jeep, Dodge, Fiat, Peugeot, Citroën, and more. Toyota owns Lexus and Daihatsu, while Hyundai Motor Group manages Hyundai, Kia and Genesis. Even General Motors and Ford control multiple brands in the U.S. market.

This strategy allows companies to offer something for every customer—budget buyers, SUV lovers and supercar fans; without building new systems from scratch every time.

In short, the car world isn't as diverse as it seems. Most brands we know and love are owned by just a few powerful companies. So next time you see cars with different badges, remember: they might all come from the same garage.

**IN THE WORLD OF CARS,
VARIETY IS JUST SMART
BRANDING — THE POWER LIES
WITH A FEW.**



Audi



BENTLEY



From Waste to Watts

With India's rapid industrial growth, energy waste management has emerged as a vital sector. A new wave of startups, led by forward-thinking entrepreneurs, is tackling inefficiencies and environmental damage head-on.

Abhay Deshpande's Recykal uses digital tools to connect waste generators with recyclers, ensuring transparency and efficiency in the energy waste chain.



RECYKAL

Swapnil Jain, co-founder of BoxLNG, is revolutionizing rural energy by converting agricultural waste into compressed biogas (CBG). With government support, BoxLNG is expanding rapidly.



BoxLNG

These startups are more than just tech ventures—they're redefining waste as a resource. With supportive policies like India's Waste to Energy Programme and rising investor confidence, the sector is heating up.

By blending innovation, sustainability, and profitability, these entrepreneurs are lighting the path towards a greener, energy-efficient future.



Predicted annual growth of waste management in Million Metric Tons

The Mind Behind the Market

While understanding consumer psychology is essential, it's the application of this science that truly fuels successful brands. Across industries, businesses are quietly weaving psychological strategies into every customer interaction often influencing decisions without the buyer even realizing it.

Take Amazon's recommendation engine: 'Customers who bought this also bought...' taps into social proof, nudging users to trust popular opinion. Netflix, similarly, uses viewer behavior to curate hyper-personalized content, increasing user engagement through the psychology of familiarity and relevance.



Starbucks employs the decoy effect its medium-sized drink is priced close to the large, making the latter seem like better value. It's not accidental it's deliberate pricing psychology. Even IKEA's store layout forces customers to walk a fixed path, maximizing exposure to products and triggering impulse buys.

Then there's emotional branding. Maggi doesn't just sell instant noodles it sells comfort, childhood nostalgia, and memories of home. This emotional connection makes the brand more than a product it becomes a feeling. That's why generations still turn to Maggi when they crave something familiar and warm.



Brands like Nike inspire with empowerment campaigns that make customers feel like part of a movement, not just a market. Personalisation is another psychological masterstroke. Loyalty programs, retargeted ads, and user-specific recommendations create a sense of belonging and individual attention, boosting trust and retention.

What's clear is that the best brands don't just market to audiences, they connect with them, understand their desires, and guide their behaviour.

BUSINESS BLOOPERS



Pepsi released a "limited-edition spicy cola" but it was too spicy. People chugged milk after one sip, and memes flooded the internet.

Burger King launched a "free Whopper for life" promo but forgot to set a limit. Thousands claimed it, forcing them to cancel it in just 2 hours!



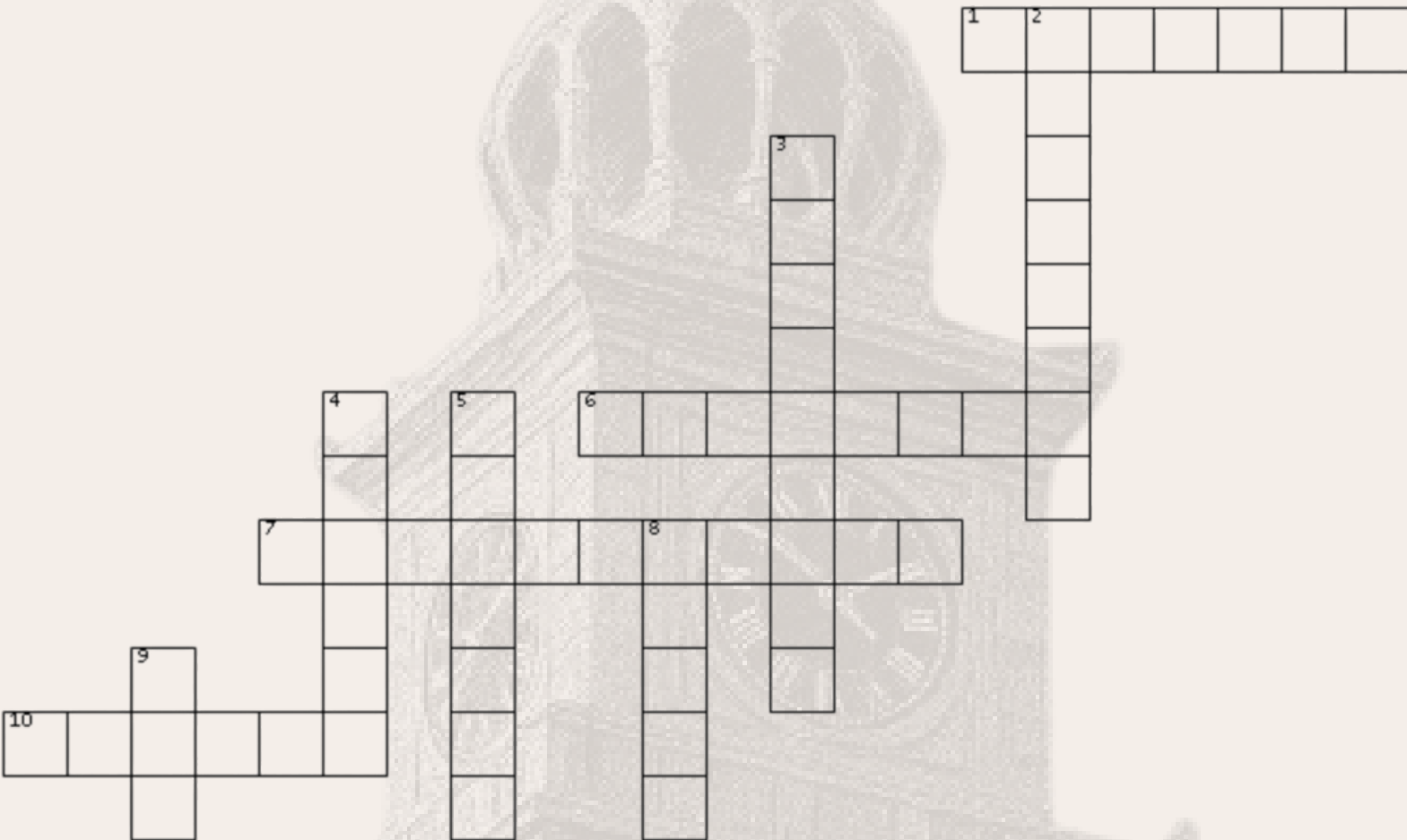
Elon Musk rebranded Twitter (now "X")... but people kept calling it "Twitter." Even his own employees slipped up in meetings. Old habits die hard!

Amazon promised 30-minute drone deliveries... until a drone dropped a package into a swimming pool. The customer got a free replacement and a funny story.



In 1985, Coca-Cola launched "New Coke," replacing its original formula. Public backlash was massive, forcing the return of "Coca-Cola Classic" in 79 days. A legendary marketing flop turned into an unexpected win.

BUSINESS BUZZ



ACROSS

- 1. The field of managing money
- 6. A plan outlining a company's future strategy
- 7. A company owned by shareholders
- 10. Goods or services sold to another country

DOWN

- 2. Cost of borrowing money
- 3. The amount owed by a company to creditors
- 4. A company's earnings after expenses
- 5. Money used to start or operate a business
- 8. Formal evaluation of a product or process
- 9. Selling shares to the public for the first time, for short



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