



**Consultant Editor
Financial Voice**

Alpesh Patel

Dear Financial Voice Reader,

Stocks and shares will have a good year. There are many things pointing to this, not just the views of myself and Goldman Sachs!

It is easy to forget that companies have been very profitable in 2012 as a general rule. This means they have piles of cash with which to make investments and expand. Of course retail has generally suffered, but many other sectors have done well.

Also in 2012 people being rather pessimistic about the economic situation globally, in the US and in Europe, were too afraid to demand stock, so the value of companies is not generally very expensive.

These companies will continue to borrow at very low interest rates and so again reduce their costs. The same companies we discovered, especially the US ones, were very good at avoiding paying tax, so they saved 20-40% right there.

So my predictions for 2013:

1. Apple will rise 50%
2. Samsung and Amazon will perform very well. (I sold my iPad and iPhone and moved to a Kindle Fire tablet and a Samsung phone, but keep my iPod and Apple TV!).
3. The stock market will rise around 15%
4. Don't ask me about banks – you might as well throw a dice or flip a coin
5. Gold will rise, because the US government raised its 'debt ceiling' and whenever it does that, the price of Gold follows

The best risers will be the ones of which least is expected – like Greece was in 2012. 'Risk on' means you move out of the safest markets, so I would not be surprised by a move to Chinese stocks, which did poorly as a whole in 2012.

The Euro will remain intact. The Euro currency will not weaken against the dollar or sterling – in fact it will probably get stronger against both.

The UAE market will bubble again, especially in real estate. Singapore will also bubble as the new 'Dubai' gets re-discovered.

Russia will disappoint as will India due to corruption leading to gains not feeding into the stock market. The Rupee should appreciate and get stronger though as it is very historically low at the moment and the risk-takes will be willing to buy Rupees and take the risk.

Of course one key reason for a good 2013 is avoiding the fiscal cliff. So you may ask, what about all this debt then? True – but the markets will worry about that in another year, not in 2013.

Perhaps my most interesting highlight of 2012, was a video of Warren Buffett's office. The one-time richest man in the world, has a simple modest office. As Steve Jobs said, 'There is genius in simplicity'. Keep your investments simple and distinguish the difference between holding your nerve, and keeping up hope.

CBI files chargesheet against 3 telcos, ex-DoT secy

The CBI filed a charge sheet in connection with alleged irregularities in spectrum allocation during the NDA regime involving three telecom companies, including Bharti Airtel and Vodafone India, while pegging the loss at Rs 846 crore.

The CBI in its charge sheet filed before Special CBI Judge O P Saini named as accused Bharti Airtel Ltd, Vodafone India

Ltd and Hutchison Max and Sterling Cellular, retired IAS and former Telecom Secretary Shyamal Ghosh for alleged irregularities in grant of additional spectrum.

J R Gupta, former Deputy Director General (VAS) cell of DoT and former Director of BSNL, who was named in the FIR as one of the accused, has been made as one of the 73 witnesses in the case, the CBI told the court.

FINANCIAL VOICE

KINGFISHER AIRLINES HAS LOST LICENCE: DGCA CHIEF

India's troubled Kingfisher Airlines has lost its permit to fly after a deadline to renew its suspended licence expired, the national aviation regulator said on Tuesday.

The news is a fresh blow for the debt-laden carrier whose operations have been grounded since October after employees went on strike over unpaid wages.

"Kingfisher's flying permit has lapsed," DGCA chief Arun Mishra told AFP.

"They failed to provide additional details on the funding of operations," Mishra added, referring to Kingfisher's revival plan submitted to the DGCA last month.

But the airline said there is no "cause for concern" as the rules allow for the renewal of a permit



Vijay Mallya

within two years of expiry.

"Kingfisher is confident of securing approval from the regulator on the restart plan, licence approval and reinstatement of its operating permit," its spokesman Prakash Mirpuri said in a statement late Monday.

Kingfisher, controlled by liquor baron Vijay Mallya, owes millions of

dollars to banks, airports, fuel suppliers and its staff and has been looking for a foreign investor to inject fresh funds.

The firm has been the worst-hit of India's airlines in 2012, with the industry plagued by high jet fuel prices, fierce competition, price wars and shabby airport infrastructure.

The carrier was India's

second-largest until a year ago but its share shrank to just 3.5% – the smallest in the country – before operations stalled completely.

Kingfisher said it was in talks with foreign investors including Abu Dhabi-based Etihad Airways after the government cleared investment by foreign airlines in the key transport sector.

Aviation analysts have expressed doubt over Etihad's purported interest in Bangalore-based Kingfisher given the Indian firm's debt load, which is estimated at \$2.5 billion by the consultancy firm Centre for Asia Pacific Aviation.

FEATURED ARTICLES Soon, petrol prices may change daily

Sanjeev Patel- the entrepreneur turning a niche market into a goldmine!

Rani Singh

Sanjeev Patel, Managing Director of York-based outsourcing company CNG Business Services (CNGBS), has made a success out of something very obvious but ignored by most. If you want to target Asian-owned businesses, then studies show that tailored marketing can double sales! In his thirties, Sanjeev is a classic, dynamic entrepreneur.

More than 5% of the UK population has an ethnicity that is neither black nor white, and of this 5%, 75% are from South Asia – mainly India, Pakistan and Bangladesh. This provides a lucrative, relatively untapped, market for suppliers who can access this sector. Step in CNGBS!

CNGBS now offers ethnic sales and marketing services from its Indian base in Mumbai.

Sanjeev Patel says, "Selectively marketing to particular demographics in society is big business and national brands are now realising the potential of supplementing their existing sales and marketing campaigns with targeted programmes focusing on ethnic-owned businesses. As our business has evolved from the retail space, we are ideally placed to assist suppliers in their campaigns as we know what a retailer expects and we understand how he thinks."

The biggest hurdle is cultural and linguistic sensitivity. To succeed in this market, brands must use marketing strategies that encompass the cultural

values and beliefs of the ethnic audience that is being targeted. Patel explains further; "It is only when customers are comfortable speaking to a supplier who they feel understands their beliefs that you have respect – which is necessary for confidence in and loyalty to the brand."

CNGBS provides ethnic sales & marketing services for two types of clients; brands looking to reach ethnic-owned retailers selling their products; and also for wholesalers who are searching for new retail customers while growing sales from their existing customers.

CNGBS helps brands more effectively reach into the independent retail sector where a large proportion of retailers are now ethnic-owned, and by South Asians in particular – this area includes newsagents, convenience stores, petrol stations, high street fashion and pharmacy sectors.

For example, CNGBS helps brands by directly contacting retailers to advise about special offers and new product launches, to carry out customer service calls, to ensure retailers know about any relevant new legislation, and to ensure they are aware of how best to merchandise a particular product. And the business has unique selling points. As CNGBS's teams work 24/7, they are able to call late in the evening or early in the morning to ensure they reach the relevant decision makers, plus they are multilingual in all main South Asian languages so they can ensure

their message is conveyed. Frequently, retail store owners come in early to open or late to shut the shop and are out for most of the day, so having a team that is flexible and capable enough to reach the target retailer is important.

For wholesalers catering to or wanting to cater to ethnic owned retailers, CNGBS provides a different range of solutions.

The services include sales ordering and prospecting for new customers, which can be conducted remotely from CNGBS's office in India. Many wholesalers provide CNGBS with target prices for the items they are selling plus minimum selling prices that an item can be sold for. This means that when the sales team speak to retailers, if they can give examples of items being sold for less, CNGBS has pricing flexibility to ensure a sale is made – even if it is at a lower margin. And a sale at a lower profit margin is better than no sale at all! The team regularly rings customers when there are special promotions or to clear wholesale stock which has a short shelf-life.

The sales team also prospects for new retailers in the wholesaler's delivery area and finds new customers when a wholesaler is opening a new depot or looking to broaden its delivery postcodes. The process is seamless and as wholesalers provide electronic access to their ordering systems, all that is needed is to ensure that supplies are loaded from the depot onto the rele-



Sanjeev Patel

vant delivery vans. Even the logistics can be supported remotely; sites can be called before the delivery van arrives so they are ready and waiting. It is a quick and easy way for wholesale businesses to acquire new customers.

Even the pricing which CNGBS charges wholesalers is unusual – for they are able to price the service based on the volume of sales generated, so if no new sales are generated, there is nothing for the wholesaler to pay. This makes it very easy for wholesalers to use the services with no risk.

CNGBS' client mix is broad and many prefer to use its services anonymously without letting the retailer knowing they are speaking to an outsourced third party. However, CNGBS's clients include some very well-known brands like Payzone, one of the UK's leading payment service providers and Toshiba, the photocopying giant.

As more suppliers look to target the ethnic segment, CNGBS is likely to be dominating behind the scenes, enabling their needs to be fulfilled!

શું આપ વિલ બનાવવા વિચારી રહ્યા છો?



'એશ વિલ્સ' આપના ઘરે આવી, આપની અનુકૂળતાઓ, આપની ભાષામાં સમજાવીને વ્યાજવી દરે વિલ બનાવી આપશે. આપના પરિવારજનોની સુરક્ષા માટે આજે જ વિલ બનાવો.
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