

News Letter

September Recap

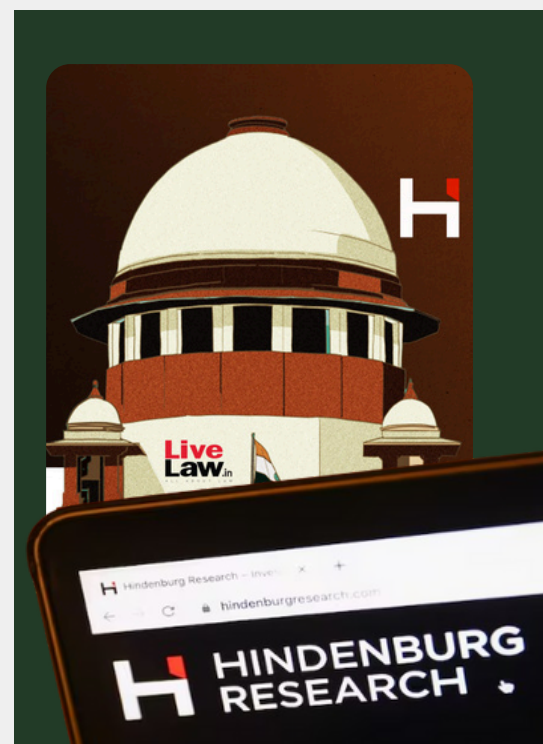
FINANCE FORWARD: WHERE FINANCE MEETS INNOVATION



India's **SEBI** Dismisses Hindenburg's

SEBI has dismissed key allegations by U.S. short-seller Hindenburg Research against the Adani Group, finding no fraud, stock manipulation or improper dealings. Adani called it a "clean chit" and urged action against false narratives.

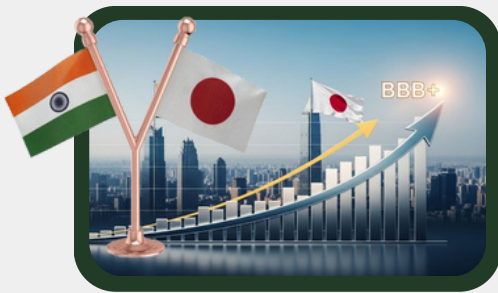
Markets cheered the verdict, Adani stocks surged ₹1.8 lakh crore in two days. The takeaway: A boost for SEBI's credibility, a blow to short-seller influence, and a reminder that India's corporate governance still needs watching. The decision also reassures global investors about the stability of Indian markets and reduces fears of regulatory uncertainty. However, the case underscores the growing global scrutiny that large Indian conglomerates must continue to navigate.



Allegations Against Adani Group

The Adani Group, under fire since a 2023 report by U.S. short-seller Hindenburg, has received major relief after SEBI dismissed core allegations of stock manipulation, accounting fraud and hidden related-party deals. The report had wiped out over \$100 billion in market value and raised global concerns over corporate governance in India. Adani denied all charges, calling them a smear campaign.

What's next: SEBI's clean chit restores investor confidence but ongoing scrutiny keeps the spotlight on transparency and regulation.



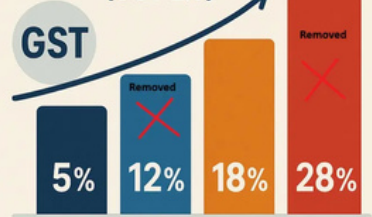
India's sovereign credit rating was upgraded from BBB to BBB+ (Stable)

Japan's R&I has upgraded India's long-term sovereign rating from BBB to BBB+ with a stable outlook, citing strong domestic demand, fiscal discipline and external stability. The move follows a recent S&P upgrade and boosts India's global credit profile, likely lowering borrowing costs and drawing more foreign investment.

The signal: Confidence in India's policy stability and growth momentum remains strong.

NEW GST RATE UPDATE 2025

(GST 2.0)



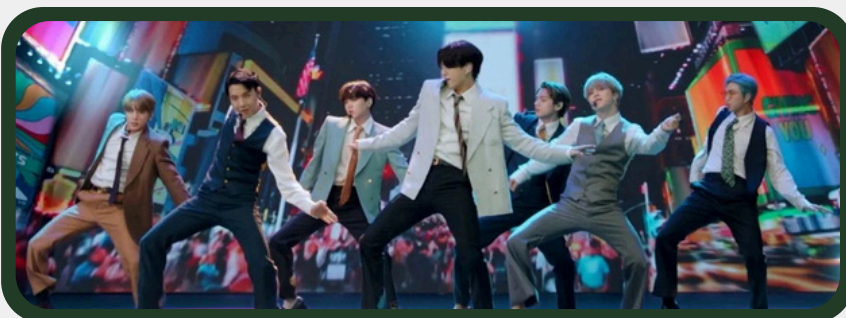
Next-Gen GST reforms

India's upcoming GST 2.0 will cut the current four-rate structure to mainly two slabs, 5% for essentials, 18% for most goods, with luxury items at 40%. Daily-use items like soaps and food will get cheaper, electronics will drop from 28% to 18%. A task force is easing compliance for MSMEs and startups. The overhaul is also expected to boost investor confidence, widen the tax base, and reduce litigation by bringing greater clarity. It is projected to increase tax revenues in the long run while giving immediate relief to households. By simplifying the system, GST 2.0 aims to drive ease of doing business and push India closer to its \$5 trillion economy goal. Bottom line: Simpler GST, lower costs, stronger consumption, a win for both consumers and businesses.

The Business of K-Pop How Groups Like BTS Create Empires

K-Pop isn't just music, it's a billion-dollar business. Groups like BTS drive massive revenue through albums, tours, merchandise and brand deals with global giants like Samsung and Louis Vuitton. Backed by HYBE, BTS has built a content and fan ecosystem, spanning apps, webtoons and exclusive platforms like Weverse, fueling constant engagement and direct monetization.

The takeaway: K-Pop's power lies in fandom, branding, and global reach, turning idols into cultural and corporate empires.



Nepal's nationwide Social Media Ban

Nepal is in turmoil as Gen Z leads mass protests against the government's sudden ban on Facebook, X, YouTube and WhatsApp. What began as peaceful dissent has spiraled into violent clashes near Parliament, with curfews, tear gas and nine reported deaths.

The ban, rooted in new rules forcing global platforms to register locally, is seen as an attack on free speech and digital rights. But this isn't just a political story, it's an economic one. Social media fuels small businesses, remittances and activism. Its shutdown has disrupted livelihoods and highlighted just how deeply digital platforms are woven into modern economies.

With nearly 30% of Nepal's population under Gen Z, the unrest reflects deeper anger at corruption and governance. When digital spaces are shut, the streets become the loudest platform.



Navratri's "Bachat Utsav"



Navratri today is as much about wallets as it is about devotion, garba nights and dandiya beats. With GST 2.0 easing household bills, the nine-day festival has turned into a "Bachat Utsav". Retail sales are soaring 20-30%, powered by UPI swipes and card spends on clothes, gadgets, food and travel.

The best part? Much of this spending is now going local. From handloom outfits to artisanal sweets, GST cuts and 'vocal for local' campaigns are keeping the rupee circulating within the domestic economy, boosting GDP and even giving stock market sectors a temporary festive glow. Navratri has become a festival where saving smart and spending local go hand in hand with faith and festivity.



Durga Pandals: Where Faith Meets Economics



Durga Puja is more than worship, it's an economic powerhouse. The dhaak beats call not just to worshippers but also to artisans, caterers, electricians and countless others whose livelihoods thrive during this season.

Community funds and sponsorships fuel grand pandals, while Kolkata alone sees lakhs of visitors turning culture into crores for tourism and hospitality. Here, art, faith and commerce dance together, proving festivals power both spirit and economy.

From small street vendors to luxury brands, everyone finds a place in this celebration. It's not just a festival, it's an ecosystem where tradition sustains innovation and joy fuels prosperity.

Side Hustles Gen Z Is Doing to Earn ₹50K+/Month

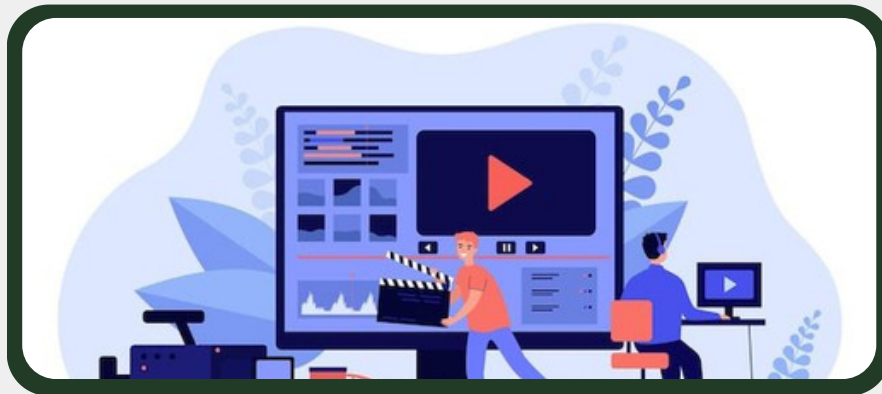
From freelancing to trading, content creation to reselling, India's Gen Z is cashing in on side hustles, often earning ₹50K+ monthly alongside studies or jobs. With digital tools and low entry barriers, they're building financial independence, scalable income, and an early entrepreneurial edge.

The shift: Side gigs aren't just extra, they're Gen Z's career accelerators.

AI Tools & Side Income What's Working and What's Not in 2025?

For Gen Z, side hustles aren't "extra", they're identity, ambition and income. In 2025, armed with AI tools, freelancing, content creation, reselling and digital investing now bring in serious money, often ₹50K+ a month. Reselling and thrifting has become a rite of passage for young wealth-builders dabbling in crypto, stocks and micro-investments.

What began as pocket change has become a powerful economic force, fueling a generation less focused on jobs and more on building mini-empires.



The Rise of Finfluencers Making Money by Talking About Money

Once a dry, intimidating subject, finance now trends on Instagram feeds and YouTube homepages, thanks to influencers. These creators turn money talk into bite-sized entertainment, blending ad revenue, sponsorships and digital products into business models.

Their real asset, though, is trust, which simplifies investing, budgeting and taxes for mass audiences. In doing so, they've democratized financial literacy, proving money today isn't just managed, it's performed, packaged and monetized.



gen z is the future





The Economics of Streaming

How Netflix, Spotify and Disney+ Make Money

Behind every binge-worthy show is a multi-billion-dollar engine. Streaming platforms have perfected the business of attention, subscriptions ensure steady cash flow, ads capture price-sensitive users and exclusive content locks in loyalty.

With global expansion and localization, streaming is no longer just about entertainment; it's about data, content and retention. In today's economy, attention is the new oil and streaming is drilling deep.



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