Q1. Significance of project Report.

The preparation of project report is of great significance for an entrepreneur.
The project report essentially serves two functions.

1. Project report is **like a road map**, it describes the direction the enterprise is going in, what are its goals, where it wants to be, and how it is going to get there.

In addition it enables the entrepreneur to know that he is proceeding in the right direction.

2. The second purpose of the project report is to **attract lenders and investors**.

The preparation of project report is beneficial for those entrepreneurs which apply for financial assistance from the financial institutions and commercial banks.

Financial institutions or banks provide financial assistance for the project based on project report.

A project report is prepared by an experts after detailed study and analysis of various aspects of project.

Need :

- For refining the business ideas and to eliminate the shortcomings (faults or failures)
- For securing project capital
- For securing the bank finance
- For attracting joint business partners
- For obtaining clearances and approvals from governmental agencies
- For securing orders from key potential customers
- For providing a road-map and direction during implementation

Q2. Product Identification??

i.   Ans.

➢ **Project identification**

A project having good market is generally selected as a project by any entrepreneur. Hence identifying project is a crucial step in any business and plays a vital role. An entrepreneur will have a wide choice of projects.

Project identification is concerned with collection of economic data, compiling and analysing it, to identify the possibility of investment to produce the goods or service for making profit.

According to Peter F. Drucker, there are three types of opportunities:
1. Additive
2. Complementary and
3. Break through

- Utilizing of the existing resources and facilities without any change in the existing business are known as additive opportunities.
There is no risk involved in this type of opportunities.

- The opportunities involving new ideas that cause some change in the existing structure are known as complementary opportunities.
 There is some amount of risk involved in this type.

- The opportunities involving fundamental changes in both character and structure of business are known as Break through opportunities
This type involves higher risk than the other two.

Project identification may come from one or other of the following ways.
i. Observation: Observation is one of the very important sources of project idea. The scarcity (shortage) of a particular product or service may lead to the development of that.

The available of raw material or skill may lead to an idea of utilizing them to produce goods.

Observations of existing processes/products also sometimes leads to new project ideas.

ii. Trade and professional magazines: Trade and professional literature keeps a person in touch with latest developments and trends and also stimulate to develop new ideas.

iii. Bulletins of Research Institutions: R & D bulletins of some institutions also provide some new ideas based on the findings which are published in the bulletin.

iv. Government sources: Departmental publications of various departments of government also provide useful information that can help in identification of new project ideas.

The project ideas can be discovered from various other sources also. They are.

i. Knowledge of potential customer need.

ii. Watching emerging trends in demands for certain products.

iii. Knowledge about the Government policy, concessions and incentives, list of items reserved for manufacture in SSIs.

iv. Ideas generated by concerned people.

v. Scope for producing substitute product.

vi. Visiting trade fairs, exhibitions of new products etc.

vii. Observation of market and similar products.

viii. Competitor's products.

Ideas given by friends and relatives based on their experience and observations.

Q3. Market and Supply Chain Management . Explain

➢ **Supply chain management (SCM)**

SCM helps a company to get the right products to the right place at the right time in the proper quantity and at an acceptable cost.

The goal of SCM is to efficiently manage the above process by forecasting (Predict or estimate) demand and controlling inventory.
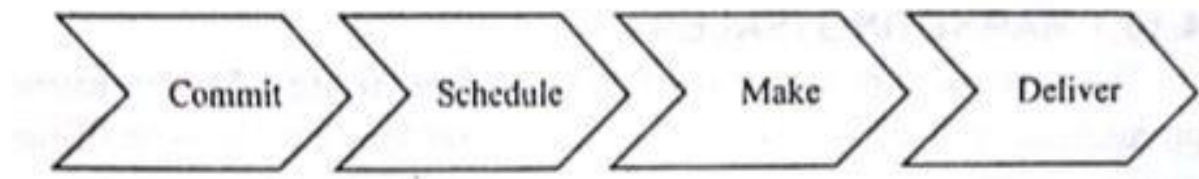
It enhance the network of business relationships of a company with its customers, suppliers, distributors and others. And receiving feedback on the status of every link in the supply chain.

The goal of SCM is to create a fast, efficient and low-cost network of business relationships, or supply chain to get a company's products from concept to market.
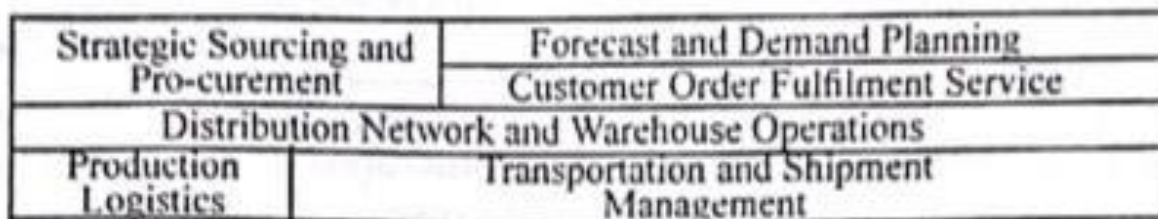
A supply chain is also called as a **value chain** since each supply chain process should add value to the products or services a company produces.

The objective is to significantly reduce costs, increase efficiency and improve their supply chain cycle times.
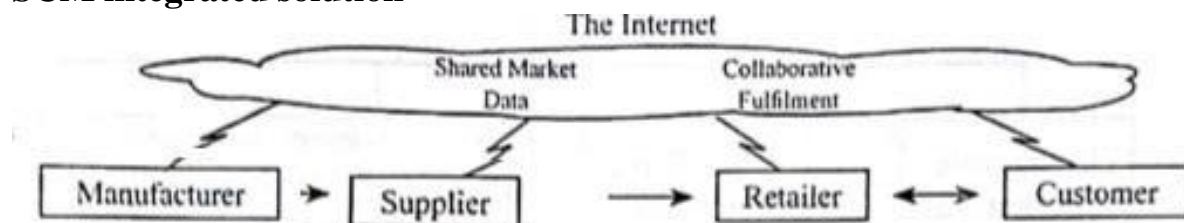
Supply chain life cycle –

SCM functional processes –

Strategic Sourcing and Pro-curement	Forecast and Demand Planning
	Customer Order Fulfilment Service
Distribution Network and Warehouse Operations	
Production Logistics	Transportation and Shipment Management

SCM integrated solution –

Q4.Types Of Report And Method Of Report Generation.?

> **Types of reports**

1. **Brief reports** – these kind of reports are not formally structured and are generally short. Sometimes not running more than four to five pages.
   The Information provided has limited scope.

These reports could be designed in several ways.

- **Working papers or basic reports** - They are used to record the activities carried out in terms of scope and framework of study and methodology used. The results and findings would also be recorded here.

  Focus is more on the present study rather than past literature.
- **Survey reports** – these reports are used to record past literature survey of different projects. Different methodology used, cost involved etc.

2. **Detailed reports -** These are more formal and could be academic, technical or business reports.

- **Technical reports** - These are major documents and would include all elements of the basic report.

This would have a complete problem background and any additional past data that are essential for understanding the problem.

All sources of data, sampling plan, data collection instrument(s), data analysis outputs would be formally and sequentially documented.

- **Business reports -** These reports include conclusions as understood by the business manager. The tables, figures and numbers of the first report would now be pictorially shown in terms of bar charts, and different graphs.

➢ **Methods of report generation / Steps involved in report writing**
1. Preliminary Section
2. Background Section
3. Methodology Section
4. Findings Section
5. Conclusions Section
6. Appendices
7 Bibliography

1. **Preliminary Section**

This section mainly consists of the following information
  i. Title page - The cover page of the project report should contain the title of the project on top and the name/address (including phone numbers, website address and email id) so that the readers of the report (like investors) may easily contact you when required.
  ii. Letter of authorization – the author of this letter is the business manager who formally gives permission for executing the project.
  iii. Executive summary - The summary of the entire report, starting from the scope, objectives of the study, applications etc in brief.

iv. Table of contents - All reports should have a section that clearly indicates the division chapter name, number, main headings and sub headings.

v. Acknowledgement - A small note acknowledging the contribution of the respondents, and experts who provided input for accomplishing the study.

2. Background Section

i. Problem definition - This section begins with the formal definition of the research problem.

ii. Study background – it includes the literature survey. Study about various related projects their advantages and dis-advantages.

iii. Study scope and objectives - Scope of the study and what is the main goal of the study. Advantages of the proposed problem.

3. Methodology Section

The section specifies the details of how the research was conducted.

i. Research framework or design - The variables and concepts being investigated are clearly defined, with a clear reference to the relationship being studied.

ii. Data collection methods - In this section, the researcher should clearly list the information needed for the study and various sources of data.

iii. Data analysis – The assumptions and constraints are need to analysis here.

iv. Design – overall design, architecture, different modules, and algorithm /different methodology used need to be clearly mention.
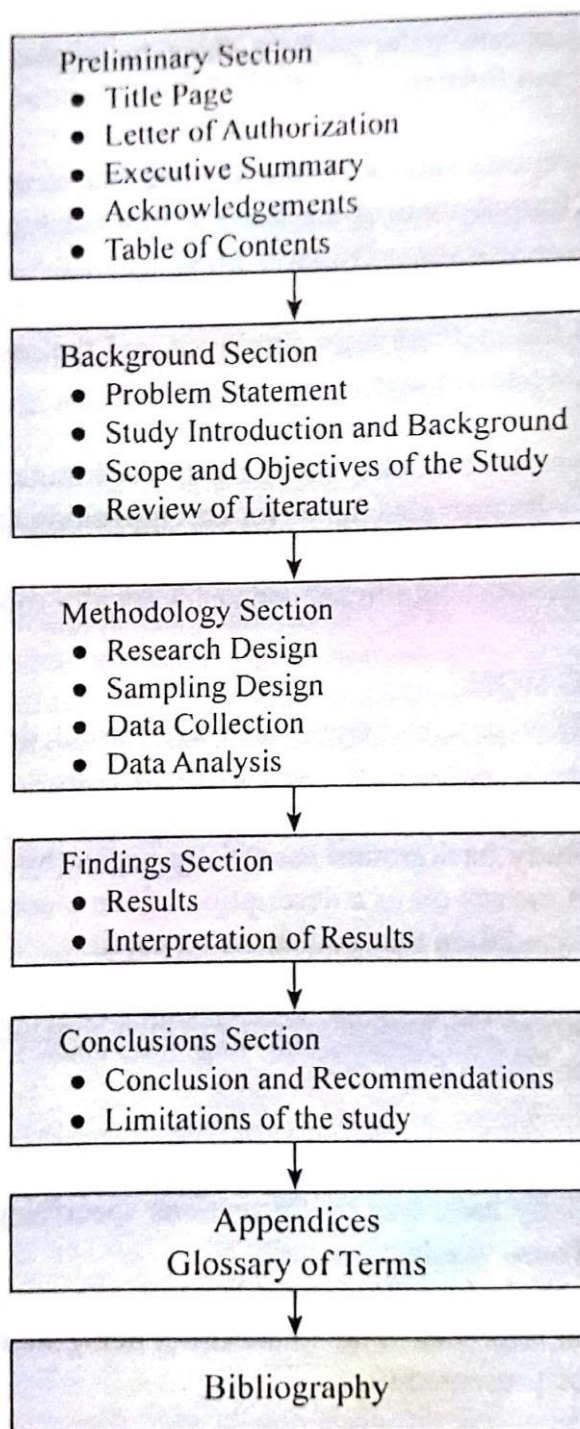
4. Findings Section

Study results and findings – the expected result of the study and different finding on each module.

5. Conclusions Section – the conclusion of the report should summarize the key aspects of the report in comprehensive (clear) manner. It should end the report in positive note.

6. Appendices - Secondary information or supplementary data like articles, case studies, reference to some technical information need to mention.

7. Bibliography – this is the final section it provides complete details of the information sources and papers, journals referred for the study.

Preliminary Section
- Title Page
- Letter of Authorization
- Executive Summary
- Acknowledgements
- Table of Contents

↓

Background Section
- Problem Statement
- Study Introduction and Background
- Scope and Objectives of the Study
- Review of Literature

↓

Methodology Section
- Research Design
- Sampling Design
- Data Collection
- Data Analysis

↓

Findings Section
- Results
- Interpretation of Results

↓

Conclusions Section
- Conclusion and Recommendations
- Limitations of the study

↓

Appendices
Glossary of Terms

↓

Bibliography

Figure: Steps involved in report writing

Q5. Advantages of small scale industries.

> **Advantages of micro and small enterprises**

1. SSI don't require high level of technology.
2. They do not require large capital
3. SSI create immediate employment at a relatively small capital investment.
4. Locally available skilled and semi-skilled people can be appointed at short notice and at a much lower wages compared to the medium and large industries.
5. The project related to SSI can be completed in short period.
6. SSI have small gestation period.
7. Source of employment for local people, either full time or part time.
8. SSIs act like training area for local entrepreneurs
9. They meet the increased demand of consumer goods and mass consumption goods.
10. They helps in economic growth of the country
11. SSI make it possible to shift manufacturing activities from busy towns to rural areas. This helps in geographical distribution of skills and technology in the country.
12. SSI helps in creating jobs for unemployed people.
13. They helps in developing rural areas

Q6. Case Study of Infosys.

2. N. R. Narayana Murthy & Infosys

Nagavara Ramarao Narayana Murthy better **known as N. R. Narayana Murthy**, is one among the seven founders of **Infosys Technologies, a global consulting and IT services company**. He is currently the **non-executive Chairman and Chief Mentor of Infosys**.

Born into a **Kannada Madhva brahmin family** in **mysore on 20 August 1946**. Murthy graduated with a degree in **Electrical Engineering** from the **National Institute of Engineering, University of mysore in 1967** after attending government school, and received his **master's degree** from **IIT Kanpur in 1969**.

After his studies he worked as a **chief system programmer** on time-sharing system and designed and implemented **BASIC interpreter for ECIL** (Electronics Corporation of India Limited) **at IIM Ahmedabad.**

After IIM Ahmedabad, he joined **Patni computer** systems in **Pune**. He married **Sudha Murthy**, she was an engineer working at Tata Engineering and Locomotive (now known as Tata Motors) in Pune. **In 1981, he founded Infosys** with six other software professionals. In its early days Infosys was supported financially by **Karnataka State Industrial Development Corporation (KSIDC)** and **Karnataka State Financial Corporation (KSFC)** which sanctioned Rs.24 lakh for the purchase of computers.

During a lecture delivered by Murthy at the **Stern School of Business**, New York University in 2007. He shared rare insights about the struggles undergone by him and Infosys during the early days:

He shared two incidents of his life

1. When i was a graduate student in Control Theory at **IIT Kanpur in India**. At breakfast on a bright Sunday morning in 1968, i had a chance encounter with a famous computer scientist on

sabbatical (A period of paid leave granted to a university teacher for study or travel) from a well-known US university. He was discussing exciting new developments in the field of computer science with a large group of students and how such developments would alter future. I was inspired by his talk and went straight from breakfast to the library and read four to five papers he had suggested and left the library with determined to study computer science. **This is how one role model can alter for the better future of a young students**. This experience aught me that **valuable advice can sometimes come from an unexpected source**, and can sometimes **open new doors**.

2. The next incident happened in **1974 at Nis a border town between Serbia and Bulgaria,** I was way back to my home town Mysore. I was hitchhiking (taking lift from passing vehicles) by the time a kind driver dropped me at Nis railway station at 9pm on a Saturday night, the restaurants was closed. I could not eat because i had no local money. I slept on the railway station till the train comes. Finally the **Sofia Express** arrives. The only passengers in my compartment were a girl and a boy. I struck a conversation in French with young girl. She talked painful story of the people those who are living in Bulgaria. Suddenly some local police enters into the compartment they were summoned by the young man, who thought we were criticizing the communist government of Bulgaria. The girl was led away, my bag was confiscated and I was dragged into a small 8 X 8 foot room with a cold stone floor, I was held in that bitterly cold room without food or water for over 72 hours. I had lost all hope of ever seeing the outside world again, when the door opened. I was again dragged out and told I would be released 20 hours later upon reaching Istanbul. **The guard's final words still ring in my ears "You are from a friendly country called India and that is why we are letting you go!,** These incidents led me to start Infosys in 1981.

On a chilly **Saturday morning in winter 1990**, five of the seven founders of Infosys met in Infosys office in Bangalore. They decided to **sell Infosys for $1 million**. After 9 years of business in India we were quite happy at the prospect of seeing at least some money. I let my younger colleagues talk about their future plans and the journey they had undergone. Finally, it was my turn. I spoke about our journey from a small Mumbai apartment in 1981 to this level. If still you want to sell I am ready to buy the company (though I did not have a cent in my pocket). There was a stunned silence in the room. I also remained silent, however after an hour of my arguments, my colleagues changed their minds to my way of thinking. I urged them that if we wanted to create a great company, we should be optimistic and confident.

In the seventeen years since that day Infosys has grown to revenues in excess of $3.0 billion, a net income of more than $800 million and a market capitalization of more than $ 28 billion, **28,000 times richer than the offer of $1 million on that day.** In the process Infosys has created more than 70,000 well-paying jobs, 2,000-plus dollar-millionaires.

Q7.Functional Areas of mgmt, Explain.

➢ **Functional areas of management** **The functional**

areas of management are

1. Marketing
2. Accounting
3. Finance
4. Operations management and
5. Human resource management

2. Marketing

- Customer relationship management

- Interactive marketing
- Sales force automation
- Market research and forecasting
- Advertising and Promotion
- Product management

3. Accounting

- Order processing
- inventory control
- Account receivable
- Account payable
- Payments
- General ledger

4. Finance

- Cash management
- Credit management
- Investment management
- Capital budgeting
- Financial forecasting

5. Production/Operations

- Manufacturing resource planning
- Manufacturing execution system
- Process control

6. Human Resource Management

- Compensation analysis
- Employee skills analysis
- Personal requirements
- Forecasting

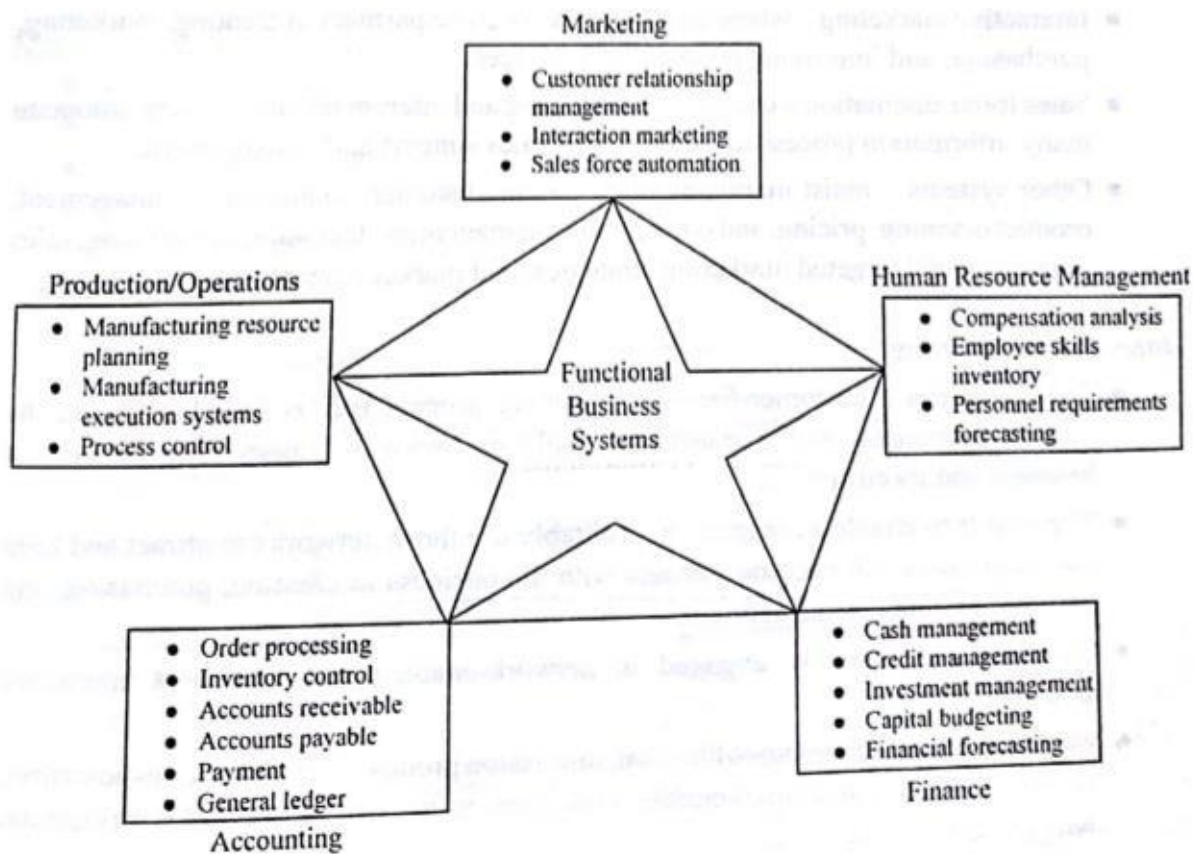Figure: Functional areas of management

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Q8. ERP its need and importance.

Enterprise Resource Planning (ERP)

> ### Meaning and Importance

ERP serves as functional backbone of an enterprise that integrates and automates(Operates) many internal business processes and information systems within the manufacturing, distribution, accounting, finance, sales, logistic (Organizing) andhuman resource functions of a company.

"An Enterprise Resource Planning (ERP) system is a fully integrated business management software that covers functional areas of an enterprise like manufacturing, distribution, accounting, finance, sales, logistic and human resource"

➢ **Importance of ERP**

- ERP organizes and integrates operational processes and information flowsto make optimum use of resources such as men, material, money and machine.
- It provides one database, one application, and one user interface for the entire enterprise.
- It gives a real time view of company's core business processes such as production, order processing, and inventory (Stock) management.
- ERP systems track business resources (such as cash, raw materials), and the status of commitments made by the business (such as customer orders,

  purchase orders), no matter which department (manufacturing, accountingetc.) has entered the data into system.
- Reduce paper documents by providing online formats for quickly enteringand retrieving information.
- Improves timeliness of information by updating data daily instead ofmonthly.
- Greater accuracy of information with detailed content, better presentationgives satisfactory for auditors.
- Improved cost control.
- Faster response and follow-up on customers.
- More efficient cash collection and reduction in delay in payments.
- Better monitoring and quicker resolution of queries.
- Enables quick response to change in business operations and marketconditions.
- Helps to achieve competitive advantage by improving its business process.
- Provides a unified customer database usable by all applications.

Q10. EXPLAIN KIADB & NSIC.

➢ **NATIONAL SMALL INDUSTRIES CORPORATION (NSIC):**

It is an enterprise under the Union Ministry of Industries, was set up in 1955 to promote aid and foster the growth of small scale industries in the country. NSIC provides a wide range of services, predominantly promotional in character to small scale industries.

Its main Functions are:

☐ To provide machinery and hire-purchase scheme to small scale industries.

☐ To provide required leasing facility.

☐ To help in export marketing of the products of small scale industries.

☐ To participate in bulk purchase programme of the government.

☐ To develop prototype of machines and equipment's to pass on to small industries for commercial production.

⊙ To distribute basic raw materials among small scale industries through raw material depots.

☐ To help in development and upgradation of technology and implementation of modernization programmes of small scale industries.

☐ To impart training on various industrial trades.

> **KARNATAKA INDUSTRIAL AREAS DEVELOPMENT BOARD (KIADB)**

It is wholly owned infrastructure agency of government of Karnataka, set up under Karnataka industrial Areas development act of 1996. This board function as per statutory provisions, rules and regulations enacted under them, board of members meet regularly to take decisions and monitor functions.

KIADB holds pride in being the 1st government organization in Karnataka to obtain ISO 9001 certification in the year 1997, now KIADB is following ISO 9001:2000 module covering its functions of land acquisition, development and allotment functions in Bangalore urban and rural areas.

Objectives

☐ Promote rapidly and orderly development of industries in the state.

☐ Assist in implementation of policies of government within the purview of KIAD act.

☐ Facilitate for establishing infrastructure projects.

☐ Function on cooperate lines "no profit, no loss".

Functions

☐ Acquire land and form industries areas.

☐ Provide all infrastructure to such industrial areas.

☐ Acquire land for single unit complexes.

☐ Acquire land for government agencies for their schema and infrastructure projects.

Some projects of KIADB executed:

☐ Acquisition of about 4316.25 acres of lands for Bangalore international airport ltd.

☐ Acquisition of about 1850 acres of lands for harbor at tadri in uttar Karnataka district.

☐ Acquiring and developing of about 430 acres of land for m/s tayota in bidadi at bangalore district.

Q12. Selection of project.

> **Project selection**

Project selection starts from where project identification ends.

After identifying some projects, they need to be analysed in the light of existing economic conditions, the government policies, target markets, profit, availabilityof raw materials and skills etc.

One of the well-known tool for this analysis is **SWOT or SCOT analysis**. (Strength Constraints Opportunities & threats)

The entrepreneur analyses all the **strengths** of the enterprise like skills,manpower, capital, technology etc., with respect to product.

Then the **weakness** or constraints are listed down with an idea to find solutions to overcome them.

The various **opportunities** that emerge with the development of the product are need to be study. This includes market share, profit, life of product, export possibilities etc.

Finally the **threats** like competition, import of similar product into market, government policies, out dated technology etc. need to be analysed.

The other points to be consider in selection of project are.

i. Investment size - The study of investment required is to be made rationally andaccurately. Wrong estimation may lead to shortage of funds in the middle or towards the end of project.
Professional managers, who have worked in multinational companies or large Indian companies, should think of starting medium-sized or large sized units only.
The investment size (project cost) should be at least Rs. 3 to 5 crore. They shouldnot commit the common mistake of restricting the project size to less than Rs. 2 crores.
ii. Location - Suitable location of project is very important. The entrepreneur should locate the project where resources and raw material are available. He should also consider possibility of setting up the project at notified area by government, to avail certain facilities, concessions and subsidies.
iii. Technology – The technology required to develop a project should be available within preferably region. It makes life easier to start with. Else it will be difficult and costly to get technology from foreign.

iv. Equipment - The availability of equipment should be studied. The entrepreneur should select the best equipment available for the project as per advice of experienced technical consultants. He should not compromise on the quality of the equipment.
v. Marketing - The product should be marketable. One should estimate the correct/reliable demand and market share for his product.

Q13. Guidelines of planning Commission.

➤ **Guidelines by planning commission for project report**
1. General information
2. Preliminary analysis of alternative
3. Project description
4. Marketing plan
5. Capital requirements and cost
6. Operating requirements and costs
7. Financial analysis
8. Economic analysis

2. General information - The report should contain general information regarding the company, past performance of the company, product profile and product details and specification.

3. Preliminary analysis of alternative

This should contain present data and the gap between demand and supply for theoutputs which are to be produced.

A complete list of all existing plants in the industry, giving their capacity andtheir level of production.

All options that are technically feasible should be considered at this preliminarystage. The location of the project and its implications should also be looked in.

4. Project description

The feasibility report should provide a brief description of the technology/processchosen for the project.

Environmental effects of a project should also mention i.e., population, water, land, air, flora, fauna, effects arising out of the project's pollution, other environmental destruction, etc.

5. Marketing plan - It should contain the following items: Data on the marketingplan, demand and prospective supply in each of the areas to be served.

End-users of product (target users), distribution channels, national, international,sales promotion, estimated sales etc. need to be included.

Estimates of the degree of price should be presented. It should contain an analysisof past trends in prices.

6. Capital requirements and cost - The estimates should be reasonably complete and properly estimated. Information on all items of costs should be carefully collected and presented.

7. Operating requirements and costs - Information about all items of operatingcost should be collected. Operating costs relate to cost of raw, materials and intermediaries, fuel, utilities, labour, repair and maintenance, selling expenses and other expenses.

8. Financial analysis – financial and fund flow analysis need to be carefully included.

9. Economic analysis: profit, return on investment, break even analysis, marketshare etc. need to be included.

Q14. Establishing SSI

Starting an SSI is a complex job. The potential entrepreneur has to pass through a number of steps to achieve his goal of setting up an SSI.

1. Selection of industry

2. Study of investment requirement

3. Market survey

4. Selection of product

5. **Selection of technology** - Information on all available technologies should be collected by the entrepreneur and the most suitable one to be identified. This will also be useful to determine the type of machinery and equipment to be installed.

6. **Selection of land and premises**

7. **Study of resource requirement**

8. **Study of requirement of plant and equipment**

9. **Study of requirement of raw material and sources of supply**
10. **Analysing strengths, weaknesses, opportunities and threats (SWOT analysis)**

11. **Scanning of business environment -** In order to ensure success of enterprise, entrepreneur should scan the business opportunities and threats in the environment. He should study the administrative framework, procedures, policies, rules and regulations and other formalities implemented by the government.

12. **Preparation of project report**

13. **Application to financial institution for loan**

14. **Application to directorate of industries for NOC (No Objection Certificate), Registration as SSI.**

15. **Get NOC and permission from local body (municipality / village / panchayat / corporation)**

16. **Apply for power and water connection**

17. **Recruitment of manpower**

18. **Order for plant and machinery**

19. **Order for raw materials**

20. **Install the machinery**

21. **Trial run**

22. **Production and sales**

23. **Profit and pay creditors**

24. **Market research** - Once the product or service is introduced in the market, there is strong need for continuous market research to assess needs and areas for modification, upgradation and growth.

Q15. GR Gopinath Deccan Airways.

➢ **Captain G. R. Gopinath (Deccan Airline)**
Captain Gorur R. Gopinath, founder of India's **first budget airline** called **Air Deccan**. As a child, Gopinath often used to go barefoot to his school in his village Gorur, Karnataka, where his father was a school teacher. The young Gopinath **joined Indian Armed Forces** and rose to the rank of **Captain** within the eight years of service. Later he decided to quit and return to his native place for becoming a **farming entrepreneur**. During late 1970s, he landed at a place called **javgal**, a couple of miles from Gorur, his ancestral village. All of 27, having just left the Indian Army, all he had with him was a tent, some utensils and stretch of barren land that his family had inherited as government compensation.

When he returned home, his mind was afresh with memories of his village where he was born and attended school, where his father was a teacher, where he played bare-foot in the paddy fields and swim in the river hemavati. But now, he found it was in crisis, a dam had been built that flooded the ancestral lands. The government paid compensation in the form of a patch of land, which every villager decided to sell. But Gopinath decided to do farming in that land which was unfit for cultivation.

As an army man, Gopi had seen the life in tough places and wanted to start afresh. He knew it would be a tough journey, but when he saw the land allotted to his family with shrubs all around, it justified his presence there. After an ineffective start at farming, he set up a **gobar gas plant**, **bought cows for milk and manure.** Then he started **silk worm farming.**

At every step, life teaches you something. As Gopi was still learning to farm, he had a thousand thirsty coconut trees. In the dry season, as there was no electricity, he carried water to the trees by hand, one pail on each side. Then one day he saw a **dhobi's donkey carrying the entire load**. He started dreaming of donkeys. He struck a deal (four donkeys for Rs 65 each per day) and got his money's worth. Every morning, villagers gathered at his farm to see the "mad farmer".

Today, Gopi's farm is like a heaven it has verity of trees, Tall palm and coconut trees grace the area, there are birds, bees, insects, cobras etc.

At some point, Gopi moved Bangalore for his children's education. He meet his old friend from the army and together they realized that there was nobody at that time who was offering **customer-dedicated helicopter services**. The idea took shape and he launched **Deccan Aviation**, his helicopter business. The helicopter service grew and become **Air Deccan**. **He wanted to make every Indian fly at least once.** Thus, Air Deccan was formed as a unit of Deccan Aviation and began its operations in **August 2003**.

India has around 400 airports that were not connected through any flights at all before Air Deccan began operations. The cost of leasing or purchasing planes is the same for everyone, fuel costs are the same for everyone, and airport landing fees the same, how was Air Deccan able to offer such low-cost tariffs? Simple, by cutting out all the frills. On Air Deccan flights, even water wasn't free. The **exterior of the plane had been sold** to the likes of **Sun Microsystems and NDTV** (as an advertising hoarding) and the **interiors** to the likes of **Chevrolet Tavera** for in-flight promotion.

Air Deccan **created history during august 2004** by flying passengers to Delhi from Bangalore for a fare of only Rs. 500. The budget airline has a capacity of 180 seats, in that 75 percent of the seats offered at rates ranging between Rs 500 and Rs 5,000 and the remaining 25 percent at around Rs 7,500, which was 25 percent less than the normal fare of Rs 10,500 on any other airline. The new fare system devised by the airline was called **Dynafares**. Passengers must book their tickets **90 days in advance** of the date of flight for availing an offer.

In June 2005, Air Deccan introduced **dirty cheap Re 1 scheme**. The logic behind offering 2-3 seats per flight was that it is better to provide seats at dirt-cheap rates, rather than flying with unoccupied seats. The idea behind is to promote sales of tickets.

During June 2006, Air Deccan created another aviation history. It overtook the national carrier Indian (earlier known as Indian Airlines) to become the second-largest domestic airline in the country.

On 1st June 2007 UB group (Vijay Mallya) spent Rs 550 crore for acquiring this stake and Air Deccan later came to be known as **Kingfisher Red**.

In the April 2009 General Elections, Gopinath decided to contest for the Lok Sabha from the Bangalore South Parliamentary Constituency.