

COMPANIES AND THEIR ORIGIN

1. Important Companies and their country of origin

BOEING NIKE Apple EBay JP Morgan Berkshire Hathaway Walmart Yum china Microsoft	USA
SONY TOSHIBA Softbank Mitsubishi CASIO	Japan
Samsung	South Korea
NESTLE	SWITZERLAND
ARMANI Gucci	ITALY
BATA	CZECH REPUBLIC
PUMA	GERMANY
NOKIA	FINLAND
Alibaba	China
AIRBUS CARREFOUR	FRANCE
Vodafone	Britain
Sinopac	Taiwan
Micromax	India
CARLSBERG	DENMARK
KASPERSKY LAB	Russia

2. CEOs/chairman List

a) Top banks in India

- 1) SBI: Rajnish Kumar
- 2) ICICI: Chanda Kochhar
- 3) HDFC: Aditya Puri
- 4) Punjab National Bank: Sunil Mehta
- 5) Axis bank: Shikha Sharma
- 6) Bank of Baroda: P.S. Jayakumar

b) Top E-commerce

- Flipkart: Kalyan Krishnamurthy
- Snapdeal: kunal bahl
- Paytm: Vijay Shekhar Sharma
- Ola: Bhavish Aggarwal
- Oyo rooms: Ritesh Aggarwal
- Alibaba: Jack Ma
- Amazon: Jeff Bezos
- Uber: Dara Khosrowshahi

c) Some other important CEOs/Chairman

- Amul: R.S. Sodhi
- Tata group: Natarajan Chandrasekaran
- Birla group: Mr. Kumar Mangalam Birla
- Reliance industries: Mr. Mukesh Ambani
- ITC Ltd: Yogesh Chander Deveshwar
- Wipro: Azim Premji [chairman] Abidali Neemuchwala [CEO]
- Infosys : Salil Parekh (CEO & MD)

d) Some foreign CEOs

- Apple: Tim cook
- Tesla motors: Elon Musk
- Google: Sunder Pichai
- Microsoft: Satya Nadela
- PepsiCo: Indra Nooyi

- Facebook: Mark Zuckerberg
- Walmart: C. Douglas McMillan
- LinkedIn : Jeff Weiner
- Yahoo : Marissa Mayer
- Twitter : jack Dorsey

e) Top global companies CEOs from India

- 1) Satya Nadella – CEO, Microsoft
 - 2) Sundar Pichai- CEO, Google
 - 3) Ajaypal Singh Banga- President and CEO, MasterCard.
 - 4) Rajeev Suri- CEO, Nokia.
 - 5) Indra K Nooyi- CEO, PepsiCo (She is retiring, New CEO: Ramon Laguarta)
 - 6) Harish Manwani- Non-executive chairman of Hindustan Unilever and a director of Whirlpool Corporation.
 - 7) Lakshmi Mittal- chairman and CEO, Arcelor Mittal, the world's largest steelmaking company.
 - 8) Padmasree Warrior – CEO, NIO
- NIO is a global start-up based in China, designing and developing high-performance, premium electric, autonomous vehicles.
- 9) Rakesh Kapoor- CEO, Reckitt Benckiser plc,
It is a multinational consumer goods company, a major producer of health, hygiene and home products.
 - 10) Piyush Gupta- CEO and Director of DBS Group
(DBS group is a multinational banking and financial services corporation headquartered in Marina Bay, Singapore.)
 - 11) Sanjay Mehrotra – CEO, Micron Technology and co-founder of SanDisk.

12) Dinesh Paliwali- President and CEO, Harman International Industries

13) **Rajeev Vasudeva**- CEO, Egon Zehnder

Egon Zehnder is a global executive search firm.

14) Dhivya Suryadevara- 1st female CFO of General motors.

15) Francisco D'souza: President and CEO, Cognizant

16) Ivan Manuel Menezes: Diageo, The biggest alcoholic beverages company.

17) **Shantanu Narayen**: CEO, Adobe

3. Tag lines of some important companies

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1) Foreign companies

The world's local bank: HSBC

Always low prices. Always. : Wal-Mart

it's everywhere you want to be. : VISA

Eat fresh. : Subway

All the news that's fit to print. : The New York Times

Just do it. : Nike

Your potential. Our passion. : Microsoft

Because I'm worth it. : L'Oreal

don't dream it. Drive it. : Jaguar

The power of dreams. : Honda

The most trusted name in news. : CNN

Think different. : Apple

Das auto: Volkswagen

Good food, Good Life: Nestle

Impossible is nothing: Adidas

Get there: Uber

to fly to serve: British Airways

The ultimate driving machine: BMW

Taking you forward: ericsson

2) Indian companies

Britannia: Eat healthy, Think better
Amul: The taste of India
Pepsi : Pepsi thi pee gya
Thumbs Up : Taste The Thunder
Surf excel : Daag Acche hain
Asian Paints : Har ghar Kuchch Kahta hei
Frooti : Fresh N Juicy
Raymond's : The Complete Man
Dairy Milk : Kuch meetha ho jaye
Polo : The mint with a hole
MRF : Tyres With Muscle
Idea : An Idea can Change your life
Airtel: Express Yourself
Tata Sky: Isko laga dala to life zingalala
LIC: Zindagi ke Saath bhi, Zindagi ke bad bhi
Chlormint: Dobra mat poochna
Tata Salt: Desh ka namak
Big Bazar: naye India ka bazaar
The Indian express: Journalism of Courage
Videocon: The Indian Multinational
Mentos: Dimag ki batti jaja de
Kit Kat: Have a break, have a kit kat
ICICI Bank: Khayal Aapka
Alpenlibe: Jee lalchaye, raha na jaye
HDFC Std Life: Jiyo sar utha ke
Reliance Industries: Growth is life
Bank of Baroda: India's international Bank

3. Retail chains and their parent organization

- 🕒 D mart- avenue supermarts Ltd
- 🕒 Easy day- Bharti enterprises Ltd
- 🕒 Reliance fresh- reliance industries
- 🕒 Pantaloons- future group and Aditya Birla group
- 🕒 Big bazaar- future group

4. Some E-commerce and their founders:

- 🕒 Alibaba- jack Ma
- 🕒 Jabong- Praveen Sinha, Arun Chandra Mohan, Lakshmi Potluri
- 🕒 Paytm- Vijay Shekhar Sharma
- 🕒 Snapdeal: Rohit Bansal and kunal bahl
- 🕒 EBay - Pierre Omidyar
- 🕒 Flipkart- Sachin Bansal and Binny Bansal
- 🕒 Amazon: Jeff Bezos

6. Car companies and their native countries

- 1) Toyota: Japan
- 2) Volkswagen: Germany
- 3) general motors': USA
- 4) Ford: USA
- 5) Maruti, Tata motors: India
- 6) Hyundai: South Korea
- 7) Honda: Japan
- 8) Fiat Chrysler: Italy
- 9) Nissan: Japan
- 10) BMW: Germany

Some useful information:

- 1) Toyota is no. 1 automobile company in terms of manufacturing and selling cars.
- 2) Audi, Bentley, Bugatti, Lamborghini, Skoda, porches are subsidiary of Volkswagen group.
- 3) Jaguar and land rover are owned by Tata motors.
- 4) First indigenous car of India: Tata Indica

5) Brand Ambassador of Tata motors: **Lionel Messi.**

6) New cars launched in India 2017–2018

- Tata Nexon, Bolt, Tigor, Tiago: Tata motors
- Kodiaq, Octavia: Skoda
- Tiguan : Volkswagen
- Jazz: Honda
- Micra: Nissan
- Nuvosport, TUV 300: Mahindra
- Xcent: Hyundai
- Jeep Compass : Fiat Chrysler
- Vitara brezza, Ciaz, : Maruti Suzuki

7. Famous Mobile companies in World

In India:

- Micromax
- Xolo
- Intex
- Lava
- Karbonn
- Spice

In china: Gionee, Oppo, Xiaomi In

In South Korea: Samsung, LG In

Finland: Nokia

Taiwan: HTC

In USA: Apple

Brand Ambassadors

- Revital H: Akshay Kumar
- Aamir Khan- Vivo India
- Ranveer Singh, Aalia Bhatt- Makemytrip
- Deepika Padukone- Go Ibibio
- Kartik Aaryan- Emami Fair & Handsome
- Cricketer Smriti Mandhana: Bata's Brand Power
- Virat Kohli- Uber India, too yumm chips, Manyvar, MRF Tyres, PNB
- BSNL: Mary Kom
- AR Rahman - Sikkim Brand Ambassador
- Amitabh Bachchan- The Muthoot Group
- Ranbir Kapoor- Flipkart
- Shahrukh Khan- Nerolac wall paints, Food Panda
- Akshay Kumar- ETechAces Marketing & Consulting Pvt. Ltd.
- brand PolicyBazaar.com and PaisaBazaar.com
- Aalia Bhatt- Frooti
- MS Dhoni- Dream 11 Gaming Site, NetMeds, Indigo paints, Mars' chocolate brand Snickers
- Sonakshi Sinha: Asus Smart Phone and tablet
- Shraddha Kapoor- Veet
- Shoaib Akhtar- Pakistan Cricket Board