

Marketing stunts aren't new, but what happens when a listed company pulls one?

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**T**wo days. Two videos. Two announcements. This is how HT Media's Fever FM pulled off a marketing gimmick, reigniting the debate around the word 'too far' when it comes to drawing attention.

On Wednesday, a day after he appeared in a video posted on LinkedIn to say that Fever 770 was the best idea he had, Menon, chief executive officer of audio business for IT Media's Fever FM, Radio and audio, said he had posted the video on another video on LinkedIn. This time round, in a play of words, he said Fever 770 was the best idea he had.

THE UNITED STATES WILL BE CRAFTING A NEW POLICY OF "OUTREACH" TO SPANISH-SPEAKING PEOPLE, THE STATE DEPARTMENT HAS ANNOUNCED. THE POLICY WILL BE DESIGNED TO BRING SPANISH-SPEAKING PEOPLE INTO THE UNITED STATES AND TO COMBINE THEM WITH OTHER AMERICANS TO DEVELOP A NEW "HISPANIC" CULTURE. THE POLICY WILL BE DESIGNED TO BRING SPANISH-SPEAKING PEOPLE INTO THE UNITED STATES AND TO COMBINE THEM WITH OTHER AMERICANS TO DEVELOP A NEW "HISPANIC" CULTURE. THE POLICY WILL BE DESIGNED TO BRING SPANISH-SPEAKING PEOPLE INTO THE UNITED STATES AND TO COMBINE THEM WITH OTHER AMERICANS TO DEVELOP A NEW "HISPANIC" CULTURE.



**According to legal experts, marketing gimmicks would come under the scanner of Sebi only if they influence trades or dealings by investors**

one invite the attention of the market regulator?

Legal experts are of the opinion that such marketing gimmicks would come under the scanner of the Securities and Exchange Board of India (Sebi) *only* if they

influence trades or dealings by investors. The impact was witnessed on the FTSE 100 index and stock which is up 15 per cent since January 23, said a lawyer for the firm. IndianLaw LLP said, "Dissemination of such information is a criminal offence likely to influence the decision of investors. It is considered as fraudulent and unfair trade practice." ■

On Wednesday, HT Media Ltd stock closed at ₹32.75 — up 3.75 per cent. "An advertisement campaign will come under Sebi scanner only if it is misleading or false and likely to influence the decision of the investor dealing in securities," Shrivastava said.

Experts said that all material announcements — or any such updates that can impact the stock price movement — are to be disseminated through stock

During the analysts' call on January 10, Piyush Gupta spoke about the challenges the company faces. "There is a marginal decline of 10 per cent in operating earnings before interest taxes, as compared to the previous year. But, we are more than compensated by the 12 per cent increase with a 7 per cent margin as against 10 per cent in the previous year. Overall, of course, they were up 12 per cent," Gupta

### Trick or treat

Extreme marketing tactics for grabbing attention have led her to the advertising world. In 2005, she was hired by a company to make a video for a new line of underwear. She was told to "be sexy" and "act like a stripper." She reportedly accused Kapadia of using her in a "sex act" and of "making a porno" a few days later that she had come on to him. A month later, a video of actor Ranbir Kapoor and her in a sex act was leaked. Her phone was widely circulated on the Internet. Kapadia was charged with sexual harassment and released the full video showing Kapoor and her in a sex act.

Legal experts maintain that in the age of social media, privacy is more important not just because it is becoming even more important not to

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# Shiju PV, Senior Partner IndiaLaw LLP quoted in Hindustan Times

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