



# Business News Update

27 March 2025

**“When you change your thoughts, remember to also change your world.”**

## **Kotak Private Bank is open to foreign collaborations provided visions align, says Kotak Private Bank CEO Oisharya Das**

Kotak Private Bank is open to foreign collaborations provided there is a synergy, value addition, and a match of culture, said Oisharya Das, CEO, Kotak Private Bank. Speaking to Moneycontrol on the sidelines at the launch of on Kotak Private's clientele, Das said, Kotak Private will continue to target clients with \$1 million and above, and will continue to focus on this high-value segment, as there is massive potential to capitalise on. For Kotak Private, scaling does not mean compromising on value, she added.

Source: [Money Control, March 27, 2025](#)

## **Meta launches new AI-powered creator marketing tools to help brands boost sales**

Facebook parent Meta on March 26 introduced new artificial intelligence (AI)-enabled marketing tools that make it easier for brands to discover and partner with creators who can help increase their sales. These include creator discovery and content recommendation tools, along with new creator insights for businesses in Instagram's creator marketplace. Instagram expanded its creator marketplace to India and seven other markets in February 2024. "The world's largest community of Instagram creators is right here in India, and it's no surprise that we're seeing strong momentum around brands partnering with them to drive sales and ROAS (Return on Ad Spend)" said Arun Srinivas, Director and Head of Ads Business for Meta in India. "The new tools we're launching today harness the power of AI to make creator discovery even more seamless for brands, in turn boosting growth potential for both brands and creators" Srinivas said.

Source: [Money Control, March 27, 2025](#)

## **81% believe life insurance under 10x their annual income sufficient: Survey**

A staggering 81 per cent of Indians believe that life insurance coverage of less than 10 times their annual income is adequate for financial security, reveals the latest 'Underinsurance Survey 2025' by Bajaj Allianz Life Insurance in collaboration with NielsenIQ. However, the actual life cover held by individuals averages just 3.1 times their income, significantly below the industry-recommended benchmark of 10 times, highlighting a major financial protection gap. The survey, conducted across 2,000 individuals from metro, Tier-1, and Tier-2 cities sheds light on the underinsurance crisis in India. While life insurance adoption is increasing, with the average age of first-time buyers dropping from 33 to 28 years, financial awareness regarding adequate coverage remains low.

Source: [Business Standard, March 27, 2025](#)

## **Stable returns, flexible tenure: Why do you need FDs in your portfolio?**

Fixed deposits (FDs) have become an essential component of investment portfolios, particularly for conservative investors seeking stability and predictable returns. As financial markets fluctuate, the need for secure investment options has never been more critical. "Fixed Deposits (FDs) remain important in any balanced portfolio. They offer safety, fixed returns and liquidity. This makes them a good option, especially during volatile market conditions. Many banks and financial institutions offer FD rates of 7-8 per cent per annum even higher in some cases. Senior citizens often get an additional 0.5 per cent to 0.75 per cent interest. This makes FDs a reliable choice for post-retirement income. Unlike stocks or mutual funds, FDs guarantee returns. They act as a buffer when markets dip. In uncertain economic trends, this stability is key," said Adhil Shetty, CEO of Bankbazaar.com.

Source: [Business Standard, March 27, 2025](#)

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## Shares of Asia's automakers fall as Trump announces 25% tariffs on car imports

Shares of Asia's automakers fell after U.S. President Donald Trump announced he will impose tariffs on cars not made in the country. South Korea's Kia Motors, which has a manufacturing plant in Mexico, dipped 2.76%. Shares of Chinese automakers Nio and Xpeng fell 3.94% and 1.97% respectively. These new tariffs will go into effect April 2. White House aide Will Scharf explained that the tariffs will apply to "foreign-made cars and light trucks," in addition to existing duties. The full details of the proclamation remain unclear, as most cars consist of parts from various countries. These tariffs are also expected to bring in over \$100 billion of new annual revenue to the U.S., Scharf estimated. "Every automaker that sells vehicles in the U.S. depends on global supply chains for automotive parts, with many of them coming from China," said Karl Brauer, executive analyst at iSeeCars. "That means even if Honda or Toyota assembles a model in the U.S., the parts that come from China will raise the cost of producing those vehicles," he told CNBC via email, adding that these costs will either reduce an automaker's profit or be passed on to consumers in the form of higher price.

Source: [CNBC, March 27, 2025](#)

### Tariff me, tariff me not

In his latest move in the global trade war, U.S. President Donald Trump has announced a 25% tariff on "all cars not made in the U.S.," rattling auto stocks. This would be in addition to any existing duties. The announcement comes ahead of Trump's "liberation day" on April 2, which was originally envisioned as the day the U.S. would slap reciprocal tariffs, while also imposing duties in response to other disfavored trade policies, such as the use of value-added taxes. But, Trump and his officials have recently suggested that the "liberation day" tariffs could end up being softer than expected. While this could soothe investor turmoil, it might in fact increase uncertainty, due to the "on again, off again" nature of these announcements, which leave business leaders unable to plan for the future and undermine investor confidence in U.S. policy stability. To paraphrase Prussian general Carl von Clausewitz, Trump might say that everything in this trade war seems simple, but even the simplest things are difficult.

Source: [CNBC, March 27, 2025](#)

### OpenAI expects revenue will triple to \$12.7 billion this year, source says

OpenAI expects revenue will triple to \$12.7 billion in 2025, CNBC has confirmed. Bloomberg was first to report on the revenue figure, which was confirmed to CNBC by a source familiar with the matter who asked not to be named because the number is private. Microsoft OpenAI's principal investor and key strategic partner, recorded \$13 billion in annual recurring revenue in the fourth quarter, up 175% from a year earlier. Earlier this week, OpenAI announced some key changes in the C-suite. CEO Sam Altman will shift his focus away from day-to-day operations and focus more on research and product, the company said, while operating chief Brad Lightcap's role will expand to oversee "business and day-to-day operations." OpenAI is facing increased competition in generative artificial intelligence from other high-value startups such as Anthropic and Perplexity and tech giants including Google and Microsoft. As of last month, SoftBank was set to invest \$40 billion in OpenAI at a \$260 billion valuation. Part of the funding is expected to be used for OpenAI's commitment to Stargate, the joint venture between SoftBank, OpenAI and Oracle announced by President Donald Trump.

Source: [CNBC, March 27, 2025](#)

### Trump says he may give China reduction in tariffs to get TikTok deal done

WASHINGTON, March 26 (Reuters) - U.S. President Donald Trump said on Wednesday he would be willing to reduce tariffs on China to get a deal done with TikTok's Chinese parent ByteDance to sell the short video app used by 170 million Americans. ByteDance has an April 5 deadline to find a non-Chinese buyer for TikTok or face a U.S. ban on national security grounds that was supposed to have taken effect in January under a 2024 law. The Technology Roundup newsletter brings the latest news and trends straight to your inbox. Sign up here. The law is the result of concern in Washington that TikTok's ownership by ByteDance makes it beholden to the Chinese government and that Beijing could use the app to conduct influence operations against the United States and collect data on Americans. He acknowledged the role China will play to get any deal done, including giving its approval, saying "maybe I'll give them a little reduction in tariffs or something to get it done," Trump told reporters. TikTok did not immediately comment. Trump's comment suggests the sale of TikTok's is a priority for

Source: [CNBC, March 27, 2025](#)