**How to read this document?**

**Highlighted in red are the 3 basic parts of the newsletter i.e. Hot today / Hot this week & Hot this month**

Highlighted in yellow are the content ideas under the 3 basic parts

Underlined divided into 2 parts i.e. (1) the content idea/s and (2) the recommended category

In black, regular font are: Under content idea/s is the headline. Under recommended category are industries

**HOT TODAY**

Trending Topic: Fake cash dispensed from SBI ATM

Content Idea/s: Recommended For / Relevant Category

Guide to identifying real notes Banking / Cashless / Insurance

What to do if you find yourself with fake cash Banking / Security / Government

Yet another reason to go cashless Cashless / Banking / Credit Cards

Trending Topic: Lay offs in Snapdeal

Content Idea/s: Recommended For / Relevant Category

Apps to monitor money spending Mobile / Finance

How your phone can help you make money Mobile / Job Sites

Apps that can help you keep updated with jobs Job Sites / Education

How to spend your sabbatical without feeling jobless Travel / Job Sites

Can't afford new clothes? Try these DIY Hacks E-Commerce / Lifestyle / Retail

How to look sharp at your next interview Job Sites / Retail

Trending Topic: Earth Hour

Content Idea/s: Recommended For / Relevant Category

3 Reasons to ditch your four wheeler Bikes / Scooters / Auto Finance

Trending Topic: Ultra man- Milind Soman

Content Idea/s: Recommended For / Relevant Category

Milind Soman asks #WhyStopHere Bikes / F&B

Running till the end F&B / Pharma / Batteries

Think about the long run Finance

Healthy food is the first step to running a marathon F&B / Sport Equipment

Make things last longer Batteries / Home Improvement

Trending Topic: Justin Bieber Concert Tickets price

Content Idea/s: Recommended For / Relevant Category

10 things to do with your money instead of JB tickets E-Commerce / Finance

How to save up for the next big bang concert Finance

What to wear to the JB concert Retail / Fashion

Trending Topic: Reliance Jio is about to make data chargeable

Content Idea/s: Recommended For / Relevant Category

What to do while your data is still free? Mobile / Telecom

You're about to spend a lot more on data. Don't go broke Mobile / Finance

Trending Topic: Saroj Khan having an objection to 70s song being repurposed

Content Idea/s: Recommended For / Relevant Category

Some things are meant to stay in the past Consumer durables

7 Reasons why the 70s were the best time for fashion Retail / Ecommerce

**HOT THIS WEEK**

Trending Topic: Exams

Content Idea/s: Recommended For / Relevant Category

Superfoods to eat during exams F&b / Health / Pharma

How to not let your child get exhausted during exams Education / Pharma

Trending Topic: Oscars

Content Idea/s: Recommended For / Relevant Category

How much gold is in the Oscar statue? Finance / Jewelery

How to live like a celebrity? Retail / Lifestyle

**HOT THIS MONTH**

Topic: Summer

Content Idea/s: Recommended For / Relevant Category

Mocktail recipes to keep you cool? F&B / Retail

How to deal with high humidity? Air Conditioners / Fans

The best shades of whites this summer Fashion / Retail