

# momentum

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Monthly Bulletin

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is up with a  
digital dress!

THE GRAND  
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WRAPPED  
SUCCESSFULLY

Instagram  
introduced  
'Add to post'  
feature





# CHANGING BEHAVIORS OF CUSTOMERS IN THE MARKET > > >

Time plays a great role in the change of customer behaviors. Many things are getting updated each day and the audience starts choosing the easiest way of shopping. Online purchase has a significant role in making their lives easier nowadays.

Let's discuss the two important habits that have changed among customers.

## Customers are willing to go far to make a purchase

Then choosing an offline shopping option, studies show that people show a keen interest in shopping online, especially after the pandemic.

It is clear that if you want to lift your profit, you should establish an online wing for your business.

- Planning a premium membership in your shop can increase the number of customers
- Always provide them with quality products
- Build trust among customers
- Give your brand the best promotion online and offline

## Customers are focusing on sustainability

Nowadays, a major share of consumers are focusing on sustainability. It is important to sell products that don't hurt the environment.

To increase your business and profit, companies should change how they usually do things in their business. They can use digital methods instead of traditional ones, which is good for the environment. This helps in reducing waste and stops using shipping services that cause air pollution. By doing this, businesses can also get more customers who want to make eco-friendly choices that match their own values.

Now, start thinking widely and adapt to the good changes that can make great changes in your business.



**MOMENTUM DIGEST  
PUBLISHING**

D-75, BIZCOSPACES,  
Infra Futura Building,  
Seaport Airport Road, Kakkanad,  
Cochin-India 682 021

+91 9946 127 111  
+91 9946 128 111  
info@momentummedia.in

**Chief Editor**  
Saif Valanchery

**Editor**  
Raiza Shajitha

**Production Director**  
Roshni Madhusudhan

**Project Coordinator**  
Madhu Menon

**Design & Layout**  
Galiya Sherin MC

**Creative team**

Julais Ev

Jasleen

Arshan

Shahid AK

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## manorama HORIZON EDU EXPO 2023

# THE GRAND MANORAMA EDU EXPO WAS WRAPPED SUCCESSFULLY

Doha, Qatar: Organized by Momentum Media from October 26 to 28, The MES Indian School in Qatar witnessed an astonishing educational event, the Grand Manorama Horizon Edu Expo 2023.

With a mission to illuminate the path to endless career possibilities for 1000+ students, the expo enlightened them with the right career advice. The event showcased the participation of 25+ stalls representing various local and international educational institutions and study consultancies.

One of the standout features of the expo was the inclusion of a robotic workshop, capturing the enthusiasm of stu-



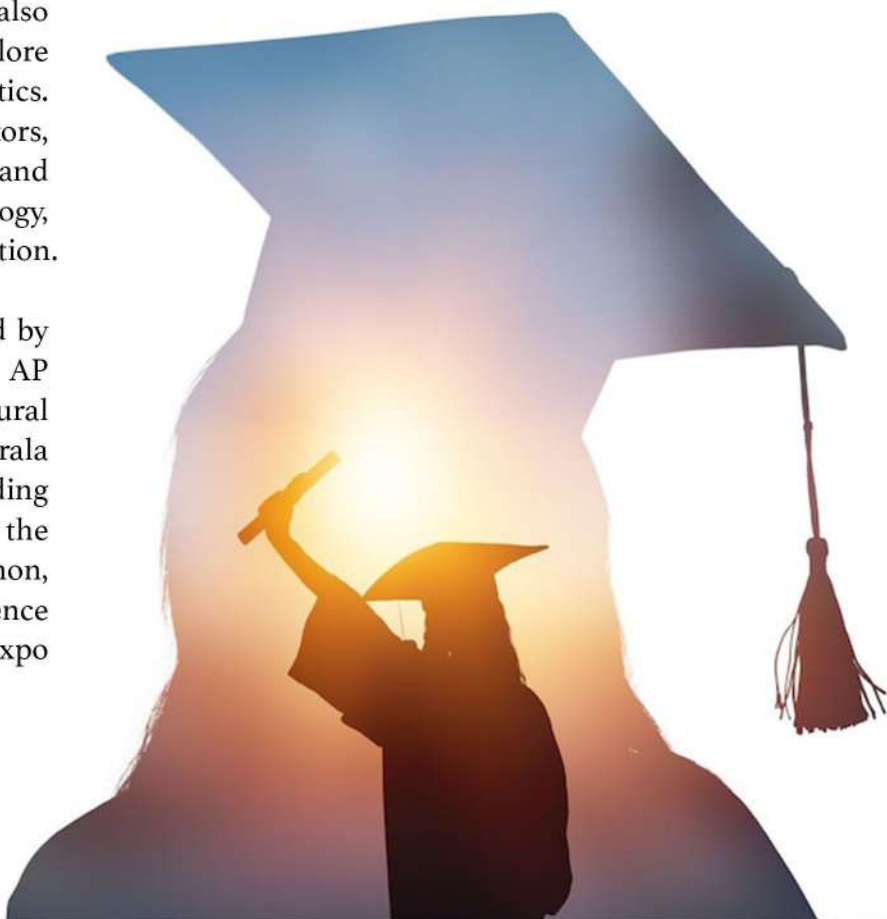


and providing a great experience in the field of technology and innovation. Beyond conducting a normal edgy expo, The program's major mission was to develop students' skills and let them choose a career they love.

The robotic workshop not only sparked excitement among attending students but also provided a unique platform for them to explore the possibilities in the area of robotics. Under the guidance of skilled instructors, attendees had the opportunity to explore and experiment with cutting-edge technology, earning practical knowledge about automation.

The inauguration of the event was graced by distinguished personalities, including AP Manikandan, President of the Indian Cultural Center, and Aji Kuriakos, President of the Kerala Business Forum. Honorable persons including Mansoor Moideen, General Secretary of the Kerala Business Forum, and Anjana Menon, Director of Bhavans School Doha. The presence of these esteemed individuals made the expo a prestigious event.

Dr. Annie Jacob, Director of KCG College Chennai, and Saifudheen, CEO of Momentum Media, played pivotal roles in making the event a success. The closing moments were blessed by the presence of Dr. Rajeev Ramachandran, Business Head of Manorama Horizon.





# manorama HORIZON EDU EXPO 2023



# EDU EXPO 2023





# INSTAGRAM INTRODUCED 'ADD TO POST' FEATURE

Instagram by Meta is coming up with more exciting features and here comes the latest to the list, the Add to Post feature.

Announced by Instagram head Adam Mosseri, this feature allows users to add photos and videos to their friend's posts.

But only the author of the post can decide on approving the photos or videos added by the author's friends

## Meta says, How it works

- ❏ No one can see what you add until the author has approved it.
- ❏ Approved photos or videos include your username and profile picture.
- ❏ Your photo or video can only be seen on this post, which is not shared to your feed or profile.
- ❏ This post can be seen by the author's followers. If the author has a public account, it can be seen publicly. This does not affect your account privacy, which is private.
- ❏ You can remove your photo or video from the post at anytime







# YES, ADOBE IS UP WITH A DIGITAL DRESS!

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Named 'Project Primrose' Adobe has recently unveiled its cutting-edge and fully interactive 'digital dress'.

The dress was Woven with sequins that double as reflective light-diffuser modules using liquid crystals such as those found in smart lighting technology.

A video presentation at the Adobe MAX 2023 conference featured researcher Christine Dierk wearing this strapless dress that resembles another cocktail dress. But with the press of a remote button, the dress's patterns immediately started to transform and that was the major highlight of this 'smart & innovative' dress.





Israeli strikes hit near several hospitals as the military pushes deeper into Gaza City



UN Security Council is trying for a fifth time to adopt a resolution on the Israel-Hamas war



Dubai Approves Transformative Initiatives; Agricultural Incentives and Single-Use Plastics Ban



We're Coming...!: Biden's Big Declaration On Hostages Held By Hamas In Gaza



**Let's  
change your  
brand's  
face!**

**B**

**N**

**A**

