With rising inflation giving us countless sleepless nights, with tumbling stock markets and global economic depression making us rethink every financial decision we make, who do we turn for help? Who can we rely on for a sound and clear understanding about our crucial investments?

Gone are the days when stories on gold and fuel prices soaring were summed up in 5 min business segments of a show on a general news channel. Today the growing demand for intensive analysis and a comprehensive coverage of business news has led to the boom of business channels in the Indian television industry.

While CNBC TV18 created a niche in delivering business news since 1999, the launch of several business channels in the past few years have added a new dimension to business news. But even as the number of business channels grows, what matters to the viewers is the number of credible masters that they get churned out in the process. These masters are none other than the faces that bring you the news every day. These are faces who people look up to for their views and tips, even more than those of the industry experts invited on their show:

“People consider few anchors as demigods for giving them expert advice on various issues”, says Saurabh Suchak, 23, Private trader. While they may have the intensely formal appearance devoid of facial expression, it is their answers to several questions that matter to the viewers. They help put news into perspective and give the viewer which goes a long way in helping understand the complex financial news. It takes a great deal to create an image that people look forward to in a business news anchor.

A name synonymous to this impression is Udayan Mukherjee. This ‘Stocks Editor’ at CNBC TV18 has been on the scene of business news since 1999. Millions of people in India who have been tuning into this channel look up to this mastermind for his accurate market updates along with profitable advice. His understanding of the volatile Indian stock market vis-a-vis the global market conditions have proved more beneficial to viewers, enough to turn him into his loyal followers. Similar can be said about Latha Venkatesh, the ‘Banking Editor’ at CNBC TV18 who has over 16 years of experience in business journalism. Known for her astute commentaries of monetary policies and the banking space, it is her sharp judgement and intelligent outlook that guides several investors in the country.

It takes years of hardwork and loads of training into understanding the pulse of the financial markets. While many try their luck in presenting what is the best of business, only a few can really speak the language of business.

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Chidambaram to common-man

"Government should take decisions considering each one who is affected and to what extent" conclude Hubert.

Inflation has affected the people of every stratum in the society. But this time it has not spared anyone, in fact has worsened the plight of lower middle class largely. Vessoaker family in Bandra is one among who are trying to grapple with grim inflation. Same income but sky-rocketing prices of basic commodities has made them to think and rethink over even a miniscule investment.

Rose mary and Hubert vessoaker live in Bandra from long time but today they have family of 6 which includes four school going children. They earn their bread and butter by preparing dry snacks at home and then selling it on the street. They help put news into perspective and give the viewer which goes a long way in helping understand the complex financial news. It takes a great deal to create an image that people look forward to in a business news anchor.

After inflation there have been many developments in their lifestyle so as to beat the expenses. “I have applied for concession in my children’s school, what to do we have no other source of income and it’s difficult to manage a family of six in few thousands” says Hubert Vessoaker. “After inflation our family income has remained same but expenses have increased, now we can’t afford to keep domestic help anymore and try to do our all our work all by ourselves” adds rose matriy vessoaker. “They in fact avoid use of any Electric appliances so as to combat inflation. Expected growth in rate of inflation in near future has threatened this family greatly. They are looking for other means to fight back the misery that they are ought to face in that scenario.”

Hubert and his wife somehow have been grappling with their ever-increasing expenditures until now. However, off-late inflation rate has shot up to break the camel’s back. “If rates further go up, I have no other option than increasing prices of products risking my sales” adds Hubert. In such scenario a common-man can only urge, “Government should take decisions considering each one who is affected and to what extent” concludes Hubert.

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