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Dear Messi, We are Sorry: BYJU'S

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Synopsis

The ed-tech company Byju's had signed a three-year deal with the soccer star Lionel Messi in November 2022 for its 'education for all' campaign. As per reports, Messi, as its global brand ambassador, had been roped in for an estimated \$5-7million per year for this campaign. However, after a year it was reported that the deal had been put on hold. Messi was paid for the first year, but it is yet to be decided by Byju's whether the deal will be terminated before the full term or whether the company will decide to revive the contract in due course.

With this backdrop, the case situation attempts to help students explore the perspectives of written communication and drafting messages dealing with difficult situations. The case will help the participants understand the importance of drafting compelling email communication in difficult situations. This case situation is designed to help the participants/ learners comprehend the challenges associated with drafting email messages for difficult communications and building positive relationships through written communication.

RELATED PRODUCTS

1) *Teaching Note*: Product Number- CHIRP-21208-TN