



JEEP INDIA LAUNCHES THE MOST AWAITED ALL-NEW JEEP MERIDIAN AT INR 29.90 LAKHS



Pune (P&V news service):- The new Jeep Meridian has been launched at an introductory price of ₹29.90 lakh (Ex-showroom India).

The all-new three-row Jeep SUVs designed to disrupt the segment. The Meridian leverages its globally proven engineering prowess coupled with Indian insights to deliver an authentic SUV experience with high-level of sophistication.

The vehicle's design is inspired by the iconic Jeep Grand Cherokee as it redefines the premium SUV segment with its many best-in-class features, including the fastest acceleration and highest power-to-weight ratio. The highly capable & agile SUV can go from 0-100 km/h in just 10.8 seconds and can attain a top speed of 198 km/h.

Commenting on the Jeep Meridian's launch, Nipun J.

Mahajan, Head of Jeep Brand India, said, "Brand Jeep believes it is time for Indian customers to kick-start a new adventure in the refined and capable Jeep Meridian. Our pricing reflects our intent to disrupt the segment and offer unmatched value for customers seeking a powerful, spacious, and sophisticated SUV."

Jeep Meridian brings a unique blend of adventure and sophistication which



has been highly appreciated by media for its class-leading attributes. Now, customers can experience the new Jeep Meridian first-hand. It aims to attract customers from all segments and serve as an excellent choice for customers who are looking to experience the JeepLife.

Jeep India is delighted with the response and interest for the new Jeep Meridian and is on track to start deliveries of the 'Made-In-India and made-for-India' Jeep Meridian in early June.

The all-new Jeep Meridian is now available for booking on Jeep India's website (jeep-india.com) and at Jeep dealerships across India with a small down payment of INR 50,000. Deliveries will begin in June.

Tech Start-Up BIZZO Launches GoMahabaleshwar

Microsite to Empower Local Travel & Tourism Businesses



Pune (P&V news service):- Bizzo, a Covid-born tech start-up launched to empower small and independent service businesses across the country, has unveiled its very first microsite, named 'GoMahabaleshwar'.

The launch event for 'GoMahabaleshwar' was attended by Smt. Pallavi Patil, Chief Officer - Mahabaleshwar Municipality, Mr. Sunil Katkar - PA of Shrimant Chh. Udayanraje Bhosale (Member of Parliament), Mr. Shrikant Tidke - Tahsildar Mahabaleshwar Municipality, Mr. Rahul Bhilare - Association Head, Bhilar Hotel Association, Mr. Rohan Komti - Head Association, Hotel Association Mahabaleshwar, Mr. Ankush Bawalekar - Head Mahabaleshwar Taxi Association, Mr. Bhagwat Saheb - PSI Mahabaleshwar, Mahabaleshwar Police Station and DM Bawalekar - Ex President - Mahabaleshwar Hotel Association.

Designed especially for business owners in Mahabaleshwar's travel-tourism and hospitality



value chain, GoMahabaleshwar is a one-of-its-kind initiative that will bring together all kinds of local service providers and businesses on one single site that is collectively owned and operated by the community. In essence, it will enable the entire town's travel-tourism ecosystem to be on one single QR code.

For consumers and travellers, the GoMahabaleshwar microsite will be a one-stop destination to book all their travel requirements and allied services in the bustling tourist town. And for small and independent service businesses, it presents a unique opportunity to gain visibility and garner bookings via a platform that is aggregator-free. Through GoMahabaleshwar, Bizzo aims to foster a confident and amiable community where local businesses are competing and collaborating.

The initiative has been executed with the cooperation of local associations such as the Mahabaleshwar Taxi Union, Resorts and Hotel Association, Local

Tourism Authorities and Farm Stay groups. These collaborations ensured that the growth of the local travel-tourism ecosystem is promoted via digitisation and that there is an ease of consumption of services.

Commenting on the launch of the GoMahabaleshwar microsite, Viineit Toshniwal, CEO and Founder of Bizzo said, "Mahabaleshwar-Panchgani is one of the biggest tourism hubs in Maharashtra, however, more often than not, the small and independent businesses in these areas have had to depend on ag-

gregators to build a digital presence. But not anymore, through Bizzo's microsite, we have successfully digitised every service and managed to bring the entire travel-tourism and hospitality sector of the town onto a single QR Code. Bizzo's microsite will be a one-of-a-kind Portal that is owned and operated by the local business. This will create a positive digital impact resulting in customers connecting directly with the local businesses. Till date more than 450 local businesses registered in GoMahabaleshwar."

"Whether you're looking for

hotels or villas, taxis or go-karting, adventure sports or theme parks - Bizzo has something for everyone. The microsite allows users to access all of Mahabaleshwar's services and bookings with just a few clicks. Thus, with GoMahabaleshwar, we aim to put Mahabaleshwar on the map as India's first Digi Tourism City where every service is available online," added Toshniwal.

Currently, Bizzo has a network of 20,000 small and independent businesses across India. Additionally, scores of hospitality businesses in Varanasi, Jaipur, Uttarakhand, Rishikesh, Haridwar, Udaipur, Mumbai, Pune, Mahabaleshwar, Bangalore and Mysore have also shown interest in their services. By 2023, Bizzo plans to add 2 million merchants from across the country to its network and launch more micro websites like Go Varanasi, Go Mysore, Go Pune etc. Thus, helping SMBs across India to digitally build, scale and organise their businesses, and free themselves from the hold of aggregators.



INDIAWOOD 2022 The most decisive platform for the Indian woodworking and furniture manufacturing industry is set to create new benchmarks

Pune (P&V news service):- The 12th edition of INDIAWOOD, the most relevant event for the woodworking and furniture manufacturing Industry in Asia, is all set to take place from June 2nd-6th, 2022 at Bangalore International Exhibition Centre, Bengaluru. Organised by NuernbergMesse India, the five-day event will offer a comprehensive range of innovative products and provide information on the latest technological developments.

By focusing on the latest global trends in carpentry, skilling, innovation, automation and digitalization, INDIAWOOD 2022 aims to drive Indian furniture manufacturing and woodworking industry reach its potential of USD 27-billion by 2025 and help establish India as one of the top furniture manufacturing destinations. The organized furniture industry is also expected to reach one-billion-dollar milestone by 2025.

Sivakumar Venugopal, Group Director, Member of the Management Board, NuernbergMesse India, is confident about the future of the woodworking and furniture manufacturing in-

dustry. "INDIAWOOD has been growing significantly over the last few years, in sync with the growth of the industry and 2022 will be an important milestone for the event."

With country pavilions from Germany, USA, Canada, Turkey, Malaysia, Finland, Estonia, Taiwan, Gabon amongst others, the five-day event will offer a comprehensive range of innovative products and provide information on the latest technological developments.

As a knowledge sharing forum, INDIAWOOD will feature multiple seminars on latest trends and innovations organised by leading Industry associations as well as skill development programs organised by the Furniture & Fittings Skill Council of India.

Speaking about the event, Sonia Parashar, Managing Director and Chair person of the Board, NuernbergMesse India, said, "As India strives to become a manufacturing hub for the world, key initiatives, such as 'Make in India' and 'Vocal for Local', have played a huge role in terms of giving a boost to the manufacturing sector, including furniture manufacture. In current times as the

demand for furniture continues to increase, we are confident that the platform of INDIAWOOD will succeed in providing the relevant technologies and solutions to meet the requirements of this sector"

It may be noted that with India poised to become the third largest global economy by 2030, the Government of India has identified the furniture industry as a key enabler to expand the reach of 'Make in India' goods across the globe. The furniture industry in India is a part of the home furnishing industry and occupies the largest share (~50% in 2019) in the home furnishing market. In FY2019, the Indian furniture market was valued at USD12.6 billion and grew at a compound annual growth rate (CAGR) of 9.4% during 5 years before that. Furthermore, Indian furniture exports witnessed an astounding growth rate of 222% in 2021-2022 compared to 2013-2014, thus proving the competency of "Made in India" products in global markets. NuernbergMesse India is looking forward to welcoming all the stakeholders of this rapidly evolving and growing industry.

Collinson's Priority Pass Access India and LoungeKey to Provide Enhanced Travel Ecosystem Experiences to Visa Cardholders

Pune (P&V news service):- Priority Pass™ Access India, a new domestic lounge experience owned and operated by Collinson, today announces an exciting new partnership with payment network Visa. The agreement will see cardholders in India under the Visa domestic lounge programme gain access to Priority Pass's extensive lounge network in India.

From today, eligible payment cardholders under Visa's domestic lounge programme in India can enjoy access to over 50 premium lounges and airport experiences located across all major cities in India, simply by tapping or swiping their Visa credit or debit card on Pine Labs' point of sale (POS) terminals. When travelling internationally, Visa cardholders can continue to en-

joy lounge access and experiences through LoungeKey - Priority Pass Access India's global sister brand - all through their existing Visa cards.

Eligible cardholders under this programme will also have access to a comprehensive range of merchant offers across the Indian airport ecosystem, through Collinson's strategic local partner Poshvine, where they can avail of discount offers across dining, retail, spa, airport transfers, meet & greets and sleeping pods. Eligible cardholders may also use co-funded value vouchers at leading quick-service restaurants and with ride-hailing services to add further joy to their travel. This partnership represents the possibilities of creating a seamless travel experience, enhancing Visa's cardholders' journeys at

every touch point through access to a holistic travel ecosystem. Todd Hancock, President, Asia Pacific at Collinson said, "India remains one of the world's busiest domestic travel markets, and we hope to facilitate this strong desire to travel by providing our clients' customers with a touch of luxury in a safe and comfortable environment. We are delighted to announce a partnership with Visa in India which will offer frequent travellers not only easy access to over 50 premium domestic airport lounges, but a broader ecosystem of experiences that enhance journeys at every touch point."

Collinson's identity protection solution - ID Sentry - was introduced as a complimentary premium benefit for Infinite cardholders in India in October 2020. With advancements in technology and digitalisation in India, there has been a significant rise in the adoption of cashless payments. Prepaid cards, bank transfers and cash on delivery market shares are in decline and are projected to collectively comprise just 8.8 percent of e-commerce transaction value by 2025 as per the report. Digital wallets (45.4 percent) followed by debit cards (14.6 percent) and credit/charge cards

The city of two-wheelers now plays host to EV Planet

The first electric vehicles curated store and experience centre opens its doors for Pune on May 15



Pune (P&V news service):- EV Planet, a one-stop shop for EV products, launched its first store in Pune today. The city of Pune, in particular, known to be the largest two-wheeler market across the continent will be the first to witness a multi-brand EV two-wheeler center with the biggest national and international brands under one roof.

EV Planet is born as a platform to sell everything EV. The flagship store will house all kinds of EV products from local, national, and international markets, providing the citizens with a range of options in the EV two-wheeler segment. The city's growing need for EV products and services will be met through this flagship store

located at Hermes Kunj, Mangaldas Road.

Through this store, EV Planet brings to Pune the best products after testing them extensively for the Indian market.

Speaking on the launch Mr. Mohnish Aurora, Founder and Managing Director of EV Planet, said, "Through our flagship store we aim to provide customized solution to all the EV needs. Over time we realized a switch to EV seems to be the right thing. There is a great potential as the demand for EVs and their services is on an exponential growth. However, what continues to lack is awareness and information in the market about the different kinds of products and which one works best for the Indian roads.



Through EV Planet, we ensure to serve as a company that helps in educating and changing the mindsets towards electric vehicles and its upmarket benefits. "EV Planet is also proud to be associated with Bajaj Finance, Bajaj Finserv and Bajaj two-wheeler finance, to provide the customers with a variety of choice of finance

options to choose from," adds Mr. Aurora.

Mr. Sanjiv Bajaj, Chairman and Managing Director of Bajaj Finserv, said, "Electric vehicles will play an important role in reducing carbon emissions in cities. Be it vehicle enthusiasts or the common man, it is impossible to miss the EV spread. I am happy to



inaugurate EV Planet and wish their team our best towards their mission to provide exciting and reliable products from Indian and multinational manufacturers. Bajaj Finserv is already doing significant work in this space and we will ensure to provide EV Planet's customers a seamless experience in financing."

By 2023, digital wallets are expected to surpass cash, becoming India's leading payment method

Pune (P&V news service):- For customers around the globe, e-commerce payment preferences continue to shift away from cash and credit cards towards digital wallets and Buy Now, Pay Later (BNPL).

India's e-commerce market is expected to increase 96 percent to \$120 billion USD between 2021 and 2025, according to the 2022 Global Payments Report (GPR) by Worldpay from FIS. The GPR examines current and future payment trends, along with future projections for payment method shares as well as market size. With advancements in technology and digitalisation in India, there has been a significant rise in the adoption of cashless payments. Prepaid cards, bank transfers and cash on delivery market shares are in decline and are projected to collectively comprise just 8.8 percent of e-commerce transaction value by 2025 as per the report. Digital wallets (45.4 percent) followed by debit cards (14.6 percent) and credit/charge cards

(13.3 percent) were the leading e-commerce payment methods in 2021. With their superior checkout solutions, flexibility in underlying payment methods, anchor role in e-commerce marketplace ecosystems and local wallets consolidating into regional and global super apps, digital wallets are expected to grow globally. In India, they are projected to extend their lead over other e-commerce payment methods through 2025, when they are projected to account for 52.9 percent of transaction value. India's Point-of-Sale (POS) market is projected to increase by 28.8 percent between 2021 and 2025 when it will surpass US\$1.08 trillion. Cash was the leading in-store payment method in 2021 with 37.1 percent of transaction value, followed by digital wallets (24.8 percent), and credit/charge cards (18.1 percent). However, digital wallets are projected to overtake cash as the most popular in-store payment method by 2023 when they are projected to account for 30.8 percent of POS transaction value.

India needs to gain momentum in Clinical trials- Experts

Pune (P&V news service):- While Covid pandemic gave an impetus to clinical trials in India, there is a need for clinical trials to gain more momentum. India has the best of hospital, surgeons, advanced facilities at least in the urban areas and this could help India lead development of drugs in the future opined experts International Trials Day is held on May 20 each year to commemorate the day that James Lind began the first clinical trial in 1747. This laid the foundation for modern Clinical Trial the world over. It is also a day to extend our appreciation to Research volunteers without whom new Drugs and Treatment options would never have evolved. Dr. Deepa Divekar (MD, Fellowship Pediatric Neurology), Director of Research and Academics, Sahyadri Hospitals said that the fruits of research and trials are not restricted to viral infections like Covid alone, but extend to common disorders like allergies and life-threatening ones like cancer. Dr. Ravindra Ghooi (PhD Medicine, MSc Pharmacology), Chairperson- Research Ethics Committee, Sahyadri Super Specialty Hospital this critical stage of creating a new medicine or vaccine or device comes from many years (at times more than a decade) of intensive and supervised research. In the last couple of years the global outbreak of COVID-19 held the en-

tire world as hostage. A paradigm shift was observed globally as emphasis was focused on all fronts at full throttle. Testing RT, PCR, Rapid Antigen Test (RAT) Diagnosis Clinical, Imaging and Lab testing Treatment Monoclonal antibodies, Plasma Exchange + high flow Oxygen, Prevention Vaccines with novel first of its kind technology to combat the vicious virus. Clinical trials are the need of the day. He added that one of the major costs in developing a drug is that of clinical trials, wherein new drugs are given to patients, to demonstrate their efficacy and safety. When drugs are developed or clinically tested abroad, the expense is two to three times as that in India. In other words a drug could be developed in India, at a vastly lower cost, to suit our pockets. Drug development and clinical trials have been conducted in India since a long time, but this activity has recently taken off, after the government rationalized rules and granted significant packages to promote them. A spin off of this activity is the opportunity it gives to patients to access the drug during trials, before it comes to the market.

Clinical trials bring hope to patients suffering from Cancer, Diabetes, Cardiac disease, Haemophilia, Asthma, Dementia, Epilepsy and a plethora of other diseases. Clinical Trials are the way to the future to deliver newer, safer, and

more effective forms of treatment to improve the overall Quality of Life of human race said Dr. Deepa Divekar.

Let us remember, that we have a very large population of sick people who are looking forward for better medicines. As a country, we have the advantage of having world class hospitals, and some of the finest physicians and surgeons that could be found in the world. It is necessary to give our people the benefit of trials opined Dr. Ghooi. Currently Indians account for about 16% of the world population, but only about 2% of the world's clinical trials are conducted in India. Clinical trials today use a large amount of Information Technology. Indians have demonstrated their competence and superiority in IT. This shows that India has the wherewithal for taking lead in Drug Development too. With all these advantages, India could lead the world in clinical research, it would take time, but we are moving in the right direction. Dr. Divekar said that the ancillary care that the enrolled patients receive during clinical trials is an added advantage. The more the number of trials in progress means that more patients of this disease will benefit by enrolling in the trials. And more clinical trials, means more drugs at lower prices, and greater opportunities for our people to enrol in them.

NEW LAND ROVER DEFENDER 130: THE UNSTOPPABLE 8-SEAT EXPLORER



Pune (P&V news service):- Epic all-terrain adventures for up to eight will be possible when New Defender 130 breaks cover on 31 May.

Land Rover's unstoppable 4x4 family will expand with the introduction of the practical Defender 130 body design, which will join the existing 90

and 110 derivatives. New Defender 130 will be ready for any adventure with premium interior practicality for up to eight occupants, across three rows of seating. With a spacious 2-3-3 seat configuration, the latest digital technologies and advanced integrated chassis technologies. Defender is the toughest, most capable off-road expert.

Motion poster of 'Chava' out on birth anniversary of Sambhaji Maharaj



Pune (P&V news service):- On the birth anniversary of Dharmaveer Sambhaji Maharaj, the second Chhatrapati of the Maratha Empire, the makers of the upcoming film, Chava - The Great Warrior released its motion poster. Presented by Malhar Pictures, produced by Sunny Rajani and directed by Rahul Janardan Jadhav, Chava - The Great Warrior encapsulates the saga of Sambhaji Maharaj's adventure and bravery.

Talking about the film, director Rahul Janardan Jadhav says, "Shambhu Raje is a true youth icon. The first prince of the Swarajya, who began studying

politics from the age of nine, had a strong command over martial arts, literature and fourteen languages. I wanted to make a movie on a real superhero rather than a superhero of my imagination." Speaking about the legendary warrior prince, The great historian and novelist Dr. Jaysingrao Pawar shares, "Chhatrapati Sambhaji Maharaj is a symbol of boundless sacrifice, extreme endurance, patriotism and martyrdom. He was a shadow of the Marathas with a deep obsession with various sciences, scriptures and Puranas. I am

confident that this movie will acquaint the current generation with the power of Shambhujaya." The film's producer Sunny Rajani adds, "The world's first bulletproof jacket was invented by Sambhaji Maharaj and the first biological battle was fought by Shambhujaya with intellect. He bent the Mughals and the Portuguese, made the British dance and drowned Siddi in the river. He was invincible till his last breath and did not lose a single battle. And we are fortunate and truly glad enough to make a film about his dynamic life."

Marathi Actor Abhyangh becomes 'Radio Ka Poster Boy' as he joins 104.2 Mirchi Love



Pune (P&V news service):- Abhyangh with his acting skills has always impressed the audience & stalwarts in the Marathi Film Industry. He has acted in many films like "Vajandar", "Sana-Chaughade", "Tya Ratri Paus Hota", "Legend Of Bhagat Singh", "Sariwar Sar", "Saatchya Aat Gharat", "Divasen Divas", "Savar Re". Along with regional films he has also acted in international films. "Hou De Jara Ushir" was

India's Most Handsome Men. He has also been featured in the list of "100 Most Handsome Men of the World" by the popular American magazine TC Candler. RJ Abhyangh takes over Pune's mornings with entertainment through his first-ever radio show - Maska Morning - hosts celebrity interviews, talks about lifestyle, relationships, and so much more. Mirchi, India's no. 1 city-centric music and entertainment company, has brought on board the much-loved Marathi actor Abhyangh Kuvalekar as 104.3 Mirchi 98.3 Love's newest RJ. Joining the Mirchi family, RJ Abhyangh is all set to entertain Pune's with his brand-new show titled Maska Morning, starting on 18th May, from Monday through Saturday, from 7 am to 11 am only on Mirchi Love. Known for his exceptional performances in the Marathi film industry RJ Abhyangh will now be seen engaging with the Pune's as he kickstarts his journey as an RJ hosting over four diverse segments - Direct Dil Se, Fashiongram, Yeh Nahi Dekha Toh Kya Dekha, and Aaj Abhi Isi Waqt. Talking about everything from food and fashion, to giving relationship advice to the listeners, RJ Abhyangh will bring music, entertainment, conversations, and connect with Pune's through the power of radio. That's not all! In his show, RJ Abhyangh will also invite some of the most popular guest celebrities from the entertainment industry for candid chats as well as play some fun game called 'Love Meter' With them.

Catch RJ Abhyangh's star-studded launch as actor-director Mrinal Kulkarni, along with popular celebs like Sumeet Raghavan, Sudhanshu Pandey, Ashmit Patel, Anuja Sathe, Shruti Marathe, Soha Ali Khan, Nivedita Saboo, Sonalee Kulkarni, Saurabh Gokhaale, and Shreyas Talpade welcome him by joining him on-air for the premiere of his show this Wednesday, May 18th 2022, at 7 am only on 104.2 Mirchi.

CDK Global India returns with fun celebrations for the 7th edition of their Family Day Event - Convergence 2022



Pune (P&V news service):- CDK Global Inc., a leading provider of retail technology and software as a service (SaaS) solutions, today celebrated its 7th Family Day, Convergence 2022, at The Drome Arena in Pune. The theme of this year's Convergence is "Happiness Re-loaded" which saw a lot of excitement and participation of employees along with their families to cherish the teams' success and organisation's growth. The primary objective of this event is to celebrate how CDK family stayed together and supported each other during the

challenging times and acknowledge and appreciate their contributions towards the success and growth of the organization. While addressing the employees and family members, Arvind Chaturvedi, Managing Director, CDK Global India said, "Convergence 2022 is a great opportunity for us to come together as one CDK family, to celebrate the success and express gratitude to our extended family for their unwavering support. It is even more special this year, as we come together for the first time since the unprecedented events of 2019-



20. Hence, as the events team has aptly decided the theme, it is, indeed, Happiness Reloaded! We work together as a team playing to our strengths, whilst taking the time to celebrate all our achievements along the way. I look forward to continued growth and success in our current fiscal and beyond." Rashmi Arora, the newly appointed Vice President, India Operations for CDK Global, exclaimed, "This has been one of the most incredible experiences since my journey started with this organization. It has been an absolute delight to experience all

the event activities taking place; the strong teamwork and bonding is something very special about the CDK culture. I would like to express my heartfelt gratitude to our family members, who have been an absolute pillar of strength for each of our employees, keeping our morale high and taking care of our well-being at all times, allowing us to function and deliver our best for the marketplace. We wish to achieve everything that we stand for, together in the coming year and have fun along the way!"

How Diabetes can be a driver for High blood pressure and eventually leads to Hypertension



Pune (P&V news service):- Hypertension or increased blood pressure may occur in Diabetics because of the impact of Diabetes on the walls of the arteries and the fluid balance. Hypertension may however co-exist as an independent risk factor along with Diabetes Mellitus. In either case, it can significantly increase the chances of developing heart conditions or conditions like stroke as well as the risk of developing other complications like renal or eye related conditions like nephropathy, retinopathy etc. Consensus guidelines from the Joint National Committee on the Prevention, Detection, Evaluation, and Treatment of High Blood Pressure, the American Diabetes Association (ADA) and the National Kidney Foundation (NKF) recommend a blood pressure

goal of less than 130/80 mm Hg in patients with diabetes. Based on the recent survey report conducted by Indus Health Plus, it was found that 26% of the people tested had high blood pressure out of which 13% had systolic blood pressure above 140 mm Hg. The sample size of the report was 21000. Controlling hypertension is the key to reducing cardiovascular risk in patients with diabetes. It is an integral component of a comprehensive care plan that should include optimal management of diabetes and hyperlipidaemia, aspirin therapy, and lifestyle modifications. **How can Diabetes cause hypertension?** In diabetes, the body does not produce enough insulin so it does not work effectively, or they cannot process glucose. Insulin is a hormone that aids the body in converting glucose from food into energy. When a person has insulin issues, glucose cannot enter their cells to provide energy, so it accumulates in the bloodstream instead. In addition to causing widespread damage to tissues and organs,

high blood glucose can also interfere with the control of blood pressure. Damage to the blood vessels and kidneys can increase blood pressure, for instance. **How can you prevent or control both Diabetes and Hypertension effectively?** Lifestyle modifications include following appropriate diet, engaging in 30 to 45 minutes of moderate-intensity activity most days of the week, avoiding smoking and alcohol. Appropriate medical treatment needs to be followed with good compliance for controlling the two conditions effectively. Here are some preventive measures that people can take to control these conditions in an effective manner. Regular preventive healthcare check-ups or screening to monitor the levels. People with excess weight can reduce their high blood pressure and diabetes risks by losing just a little weight. Regular physical activity lowers blood pressure and helps manage blood glucose levels, among other health benefits. Dietary Approaches to Stop Hypertension (DASH) is of-

ten recommended by doctor to lower blood pressure and improve overall health. **This typically includes:** Consuming plenty of fresh fruits and vegetables. No added salt or sugar. Limit or avoid unhealthy fats, such as trans fats and animal fats. Try to avoid or stop smoking. Newer ways from prevention like genetic testing can help in knowing the genetic risk or predisposition of these conditions in an individual and hence, accordingly people can take precautionary measures and make lifestyle modifications. Diabetes and hypertension often occur together and have multiple risk factors and causes in common. The risk of developing one condition increases when a person has another. The early detection and treatment of hypertension and diabetes can prevent serious complications. A healthy lifestyle can help manage blood pressure and blood glucose levels. The article is contributed by Mr. Amol Naikawadi, Joint Managing Director and Preventive Healthcare Specialist, Indus Health Plus

The Benaulim Football Ground in Goa hosted the third edition of the Kick Off The Dream Football Carnival



Pune (P&V news service):- 400 children at-

tended the carnival which saw the attendance of former

Indian national team footballer Yolanda D'Souza, who

represented the nation in the 1979 edition of the AFC Women's Asian Cup, former Indian national team coach Maymol Rocky and Anju Turambekar, Technical Director, Dempo Sports Club. Reminiscing the growth of women's football in India, both guests were overjoyed interacting with the kids and had special words of encouragement for the two teams that participated in the final of the 5-vs-5 tournament which was a part of the games and activities of the carnival.

Have Funfatafat with WATCHO's original 'The Morning Show' featuring Ali Asgar & Siddharth Sagar



Pune (P&V news service):- Promising to take its viewers on a laughter-filled rollercoaster ride, WATCHO, one of India's fastest-growing OTT platforms, announces "The Morning Show". The show is a light-hearted comedy web series showcasing content in a format that is innovative,

fresh, and out of the box. Known for bringing snackable content #Funfatafat, WATCHO's new web series "The Morning Show" is releasing on 20th May in Hindi. The stellar cast of the series, includes Ali Asgar and Siddharth Sagar of Kapil Sharma show fame, Vanshika Sharma, Parree Pande, Rahul Grover, Mukesh

Sharma, and Nazish Mann. Commenting on the launch, Mr. Sukhpreet Singh, Corporate Head - Marketing, DishTV & WATCHO, Dish TV India Ltd. said, "Comedy continues to resonate with our growing audience base and we are confident that the format of 'The Morning Show' which is fresh and engaging will make the viewers laugh out loud. Humour comes in many flavors and 'The Morning Show' will give a taste of everything, making it an all-in-all family entertainer." Bringing in a unique assortment of snackable content cutting across all genres, WATCHO offers many original shows including web series like Bauchare-E-Ishq, Happy, Gupta Niwas, Jaunpur, Papa Ka Scooter,

Aghaat, Cheaters - The Vacation, Sarhad, Mystery Dad, JaalSaazi, Dark Destinations, It's My Pleasure, 4 Thieves, Love Crisis, Ardhatsya, Chhoriyan, and Rakhta Chandana along with also having original influencer shows like Look I Can Cook and Bikhra hain Alfaaz. It also has a unique UGC platform called Swag where users can create their original videos and discover their talent. Available across screens (Android & iOS devices, Dish SMRT devices, D2H Magic devices, and Fire TV Stick) and at www.WATCHO.com. WATCHO presently provides over 35 plus original shows, 300 plus exclusive plays, and 100 plus live channels in Hindi, Kannada, and Telugu.

DURASHINE® by Tata BlueScope Steel launches all-new pan India campaign for its innovative and aesthetically superior roofing products and solutions



Pune (P&V news service):- Tata BlueScope Steel, in its continuing effort to bring to life the brand promise of 'colouring lives in steel' launched a new campaign for its flagship retail brand DURASHINE® under the aegis of "VIP Waali Feeling" with a pan-India presence across mediums including television, print, OTT and digital platforms. The protagonist in the campaign film (TVC) aims to further build the brand's appeal with those who aspire to upgrade their lifestyle. The campaign aims to connect with millennials, a growing customer base that takes pride in owning a home built with best-in-class roofing solutions, reflecting their motivation for a better life rising above the ordinary. DURASHINE® roofing solutions not only promise better

performance, superior aesthetics but also provide multiple options to choose from for a discerning customer. Anoop Kumar Trivedi, MD - Tata BlueScope Steel said, "This campaign is a tribute to the years of research invested in capturing customer insights, enabling better roofing solutions, ever since we launched our first product in 2008. So far, the journey has been an exciting one, where we have grown in volumes and network, offering our customers most advanced roofing products and solutions that are sustainable and performance oriented." With over 5000 touch points across the nation, you will find DURASHINE® in almost all progressive applications - residential, institutional, commercial, and industrial segments.



An award-winning brand, it has been conferred with Asia's most trusted and promising brand title multiple times in a row. CR Kulkarni, VP Solutions Business Shared his view, "This campaign offers customer delight by creating an aspirational value attached to the brand. People are quality conscious while building their homes. And it is

more relevant now in times of unprecedented calamities where structural stability, sustainability, maintenance, and pleasant interiors play an important role. DURASHINE® is a perfect choice infused with all these qualities. It provides freedom of choice through vibrant colours, multiple profiles and complementing accessories. Ultimately home is where your heart is, and this campaign aims at creating a moment of pride one associates by owning their dream home!"



Anjali Pandey, Engines and Components Business Unit Leader, Cummins India receives the prestigious CII EXCON Committed Leader Award for her outstanding commitment to promote Diversity, Equity, and Inclusion



Pune (P&V news service):- Anjali Pandey, Engines and Components Business Unit Leader at Cummins India has been awarded the prestigious Committed Leader Award at CII EXCON 2022 in Bengaluru for her deep-rooted commitment and efforts to create a more Diverse, Equitable, and Inclusive workplace. Diversity & Inclusion is one of Cummins' core values and the organization has an unwavering commitment to build a more dynamic workplace where all employees are inspired and encouraged to achieve their full po-

tential. Cummins views Diversity, Equity, and Inclusion (DE&I) as a competitive advantage and hence it's a business imperative. Cummins India has taken active measures to increase its female representation over the past few years resulting in an increase in gender diversity ratio from 5 to 32% over the last two decades, which is a significant achievement for a manufacturing organization. Cummins drives various initiatives to provide equal opportunities to women, including Women in Technology, gender balance during recruitment, ensuring pay parity,



gender neutral workstations, Cummins Women's Empowerment Network, flexible work arrangements, and award-winning breastfeeding-friendly facilities for new mothers, all of which are strongly supported by leadership. Additionally, robust DE&I efforts within Cummins India's EBU (Engine Business Unit) and CBU (Components Business Unit) segments have resulted in reduction in women attrition from 13.8 percent in 2019 to 11 percent in 2021. Commenting on receiving the CII's Committed Leader Award, Ms. Anjali Pandey, Engine Business and Components Business Leader, Cummins India said, "Diversity & Inclusion is not just

the right thing to do; it is the right way of running the business by fully capitalizing on the value that diversity can bring. I believe that it is critical to innovate and win in the market. At Cummins, it is clearly a business imperative. We constantly encourage everyone to achieve their full potential by providing meaningful work opportunities and building inclusive and equitable teams to create better outcomes for our stakeholders. I am grateful to CII EXCON for honoring me with this distinguished award since it is a true reflection of our efforts of creating a workplace where our people "Win with the power of difference". Cummins India Limited showcased its cutting-edge solutions for the construction equipment industry at CII Excon 2022. The exhibition also marked the commencement of 60 years of Cummins in India campaign aimed at celebrating the legacy of brand and living its brand promise of creating a more prosperous world for its stakeholders. The company has been a leading power solution provider in India, for more than 60 years, and for more than 100 years internationally.

Walkathon to create awareness on hypertension



Pune (P&V news service):- MMF Hospitals Association- Joshi Hospital on Sunday organized a walk-

athon to mark the 'World Hypertension Day' which is observed on 17th May.

The basic aim of the initiative was the create awareness about hypertension. Flagged off by Aniruddha Deshpande, director, Joshi Hospital, the walkathon started from Hospital premises, travelled from near Kamla Nehru Park, Ghodke Chowk, Prabhat Road and back.

Post the walkathon, a free blood pressure checkup and

ECG was conducted for the participants.

Well-known cardiologist Dr. Nitin Patki spoke on hypertension. Dr. Vijay Agrawal, Administrator, Joshi Hospital was the compeer for the event. Dr. Shalini Pawar, Chief Operating Officer, Joshi Hospital gave the concluding remarks.

Many people including patients, relatives and hospital staff participated in the initiative.

Prestige Group bullish on Mumbai as its next key market with the launch of multiple residential and commercial projects

Pune (P&V news service):- After achieving a record pre-sales collection of more than INR 10,000 Crores in the financial year ended March 31, 2022, Prestige Group is establishing its presence in Mumbai with the launch of commercial and residential projects in BKC, Mahalaxmi, Yogi Hills (Mulund) and Bandra. The "maximum" city Mumbai, with its aspirations and opportunities, makes it the opportune real estate market for Prestige Group to foray into.

Chairman and Managing Director, Prestige Group, Mr. Irfan Razack stated, "With

the state recording the highest GST collections in India and contributing to 15% of GST of the overall Indian economy, Mumbai has established itself as the leading commercial hub in India. I am elated to announce the launch of our new residential and commercial projects in the city, and we look forward to establishing our presence in the West by bringing to bear the Prestige Group's trademark promises of delivery assurance, premium living experience and the highest quality standard to Mumbai's inhabitants."

Speaking on the launch, Mr. Tariq Ahmed, CEO of Pres-

tige Group, West India, said, "Having built our trust across homes with our customers and an address for them to live in the city of Bangalore, the Prestige Group is honoured to bring to Mumbai our legacy of not just delivering real estate but our value system of integrity, customer delight across homes, hotels and malls and most importantly, trust. We are proud to announce the launch of some of the biggest and most exclusive commercial and residential developments in the land of dreams and opportunities, Mumbai, in Mahalaxmi, Bandra, BKC and Mulund. These projects are

designed to bring a luxurious and contemporary living and working experience for our buyers.

The Prestige Group has always been customer-focused and is known to go beyond the idea of just buildings. We wish to be problem solvers by adding a tinge of creativity to whatever we create. And we couldn't have thought of a better city to expand to than our very own, Amchi Mumbai. This city is challenging but also has provisions for everything and we believe that we as a group will be able to make the life of Mumbai's a little more prestigious."

Apparel Made-ups, Home Furnishing Sector Skill Council donates 51 lakhs CSR fund to National Skill Development Fund (NSDF) for skill development and capacity building

Pune (P&V news service):- Committed to Skill India Mission, Apparel Made-Ups Home Furnishing Sector Skill Council (AMH SSC) donated Rs. 51 lakhs from their Corporate Social Responsibility (CSR) funds to National Skill Development Fund (NSDF) to empower the youth of India with skill training.

The cheque was presented by Shri Premal Udani, Chairman AMH SSC to Shri Rajesh Aggarwal, Secretary MSDE, in the presence of Shri Ved Mani Tiwari, COO & Officiating CEO, NSDC and Dr Roopak Vasishtha, CEO AMH SSC.

The fund will be utilized in the capacity building of the skilling ecosystem. Education and skill development are fast emerging as the preferred choice for CSR initiatives in India.

By utilising CSR funds in a planned way, companies can

not only boost the Skill India Mission but also have a huge impact on skilling India and millions of livelihoods by creating a robust labour market. CSR funds can also contribute towards scaling up skill development initiatives by financially supporting activities across the skill development value chain, capacity building and managerial support.

Lauding the decision of AMHSSC, Shri Rajesh Aggarwal, Secretary Ministry of Skill Development and Entrepreneurship (MSDE), said, "I extend my gratitude to Shri Premal Udani, Chairman, AMHSSC, and the management of AMH SSC for this generous donation. I am confident that such a contribution will help expand the skilling sphere and add new avenues to the list of areas of skill development.

The corporate sector's support can play a big role in

making skill development efforts more inclusive so that the skill divide will be minimized. Companies have resources, infrastructure, machinery, and expertise that can support the endeavour of skill development in the country. I would like to take this opportunity to urge more organisations to come forward and get involved in the skill-building activities and help strengthen the Skill India Mission."

Shri Premal Udani, Chairman, AMHSSC, said, "Given the huge task of achieving the target and maintaining quality and sustainability of the skill development mission being pursued in India, we realised that Ministry of Skill Development and Entrepreneurship would be a perfect choice to fulfil our CSR contributions, as they have extensive expertise and a focused vision towards skilling the youth of the country. We

realise that industries have a crucial role in impelling lasting economic development of the country and investment by us in skilling the workforce makes a strong business case. This investment creates a win-win situation for industries by developing a vibrant and skilled labour market and serving our social responsibility purpose as well. Contributing to skill development is investing in our own future."

"MSDE has been instrumental in strengthening the skilling eco-system and we wish to support it in every possible way. We are proud to be aligned to the Skill India Mission as we continue to impart employable skills and knowledge in the apparel, made-ups and home furnishings sectors which has a huge growth potential both in domestic and international markets," he further added.

Birlasoft Supports Ruby Hall Clinic in Launching Advanced Medical Services



Pune (P&V news service):- Birlasoft Ltd [BSE: 532400, NSE: BSOF], part of the USD 2.4 billion diversified CK Birla Group, and a global enterprise digital and IT services company, today announced its donation of four ambulances to the doctors and healthcare fraternity at Ruby Hall Clinic - Hinjawadi, Pune. The launch was presided over by leaders and dignitaries from Birlasoft and Ruby Hall Clinic - Hinjawadi at an unveiling ceremony and revealed that two of the ambulances were Advanced Cardiac Life Support (ACLS) Ambulances and the other two were Basic Life Support (BLS) Ambulances. The ACLS Ambulances are equipped with airway support equipment, cardiac life support, cardiac monitors as well as a glucose-testing device.

paramedics, and intensive care specialists while BLS

Ambulances are basic ambulances and are best suited for patients who have lower extremity fractures, patients transferred to sub-acute care facilities or who are discharged to home care, psychiatric patients, and non-emergency medical transportation.

Guided by its Mission Statement - "Making Societies More Productive by Helping Our Customers Run their Business" - Birlasoft aims to create a sustainable community-driven model and collaborate with stakeholders' efforts for developmental change in the ecosystem. The company's Community Initiatives policy is based on the "Triple Bottom Line Theory" which focuses on the economic, social, and environment sustainability. Individual Social Responsibility is the main component of Birlasoft's Community Initiatives practices.

With a strong presence in



the IT hub of the city, Ruby Hall Clinic Hinjawadi has often been the go-to hospital for countless patients suffering from medical as well as accidental emergencies.

Speaking on the launch, Shreeranganath Kulkarni (SK), Chief Delivery Officer, Birlasoft said, "At Birlasoft, we constantly support the communities that we cater to, and work rigorously towards improving the lives of people. Our donation and support extended to Ruby Hall Clinic - Hinjawadi will be instrumental in making good healthcare services accessible to many and will positively impact the lives of people within the vicinity."

"As the IT hub's standard for excellence in emergency healthcare services and medical care, Ruby Hall Clinic Hinjawadi plays an integral role in our community. Building on a six-decade tradition of our flagship hospital, we're happy to offer

innovative emergency care programs to ensure Classification: Internal that citizens in need receive the best service, quality, and expertise.

The addition of the two ACLS and BLS ambulances to our already existing fleet as well as the endoscopy unit will only broaden our scope of providing advanced medical aid when and where it is needed the most," commented Dr. Sudheer Rai, COO, Ruby Hall Clinic Hinjawadi. "Through the years, Ruby Hall Clinic has been committed to offering the best medical care to all those who need it. Quite a large part of our success is dedicated to corporates such as Birlasoft Ltd. who aid our efforts with their benevolence.

We are indeed grateful to Mr. Dharmender Kapoor had his organization's generous philanthropy that helps us spread the reach of healthcare," concluded Bom Bhothe, CEO, Ruby Hall Clinic.

MSDE partners with Indian School of Business (ISB) to further built capacity of officers from its ecosystem



Pune (P&V news service):- In line with the Hon'ble Prime Minister Shri Narendra Modi's ambitious programme 'Mission Karmayogi', which is a first-of-its-kind experiment in the direction of capacity building and modernising the mindset, methodology, and skill set of government employees, the Ministry of Skill Development and Entrepreneurship (MSDE) recently

partnered with the Indian School of Business (ISB) to conduct capacity-building programmes for MSDE officials. A total of 120 officers (30 per batch) across divisions under MSDE would be undergoing a comprehensive five day long residential training across ISB Hyderabad and Mohali campuses. The first batch of 30 officers have completed their train-

ing from ISB Mohali campus with a convocation ceremony held for the officers.

The training at ISB was also graced by Sh. Parveen Pardeesi, Member Admin, CBC who delivered a holistic lecture on the Role of Governance in building a Skill Ecosystem. Expressing his view on the development programme, Shri Rajesh Aggarwal, Secretary, Ministry of Skill Development and Entrepreneurship, said, "With India sprinting towards becoming a superpower, it is essential for government employees to upskill themselves to become productive contributors to the economic growth of India. We intend to promote cross-learning through these development programs,

which will eventually lead to a practical understanding of the core components of business strategy. We look forward to creating a new generation of upskilled workforce that drives the innovative future of India."

As per the advisory issued by Capacity Building Commission under Department of Personnel and Training (DOPT), a standing Capacity Building Unit for MSDE was created via office memorandum dated 17 January 2022, which shall be responsible for coordination with Capacity Building Commission and implementation of various capacity building interventions for all employees under MSDE on a continuing based approach upon Training Need Analysis (TNA).

Aashirvaad launches 'Raho Chaar Kadam Aage' A special initiative aimed at supporting the homemakers of India; in collaboration with Hunar Online Courses and Flipkart

Pune (P&V news service):- Aashirvaad Atta, India's No.1 packaged atta brand, announced a special initiative 'Raho Chaar Kadam Aage'. The campaign is aimed at enabling homemakers fulfil their innate need to be accomplished through upskilling and helping them to monetize the acquired skills. 'Raho Chaar Kadam Aage' is a celebration of this flagship brand's 20-year momentous journey in which it has delighted millions of homemakers. In an endeavour to further strengthen its relationship with them, the brand has partnered with Hunar Online Courses, an online learning platform, to provide a range of courses to equip women with contemporary skills and help them embark on their entrepreneurial journey. In addition, Aashirvaad has collaborated with Flipkart, India's homegrown e-commerce marketplace, to offer women a selling platform once they complete their course. As part of this initiative, Aashirvaad aims to offer courses with a value of over Rs 45 crore and reach over 1,50,000 women. To participate, homemakers can register themselves by purchasing Aashirvaad Atta's promotional pack and scanning the QR code or giving a missed call on the number mentioned on the pack. The completion of registration will lead the users to the Aashirvaad WhatsApp bot, designed to offer personalised assistance to consumers and help them opt for a course of their choice from the array of Hunar online courses. There are over 20 courses available on Hunar that homemakers can choose from, including international cuisines, embroidery, entrepreneurship, baking, chocolate making, fashion designing, to name a few. Hunar has been engaged to facilitate consumers with end-to-end support in their online courses, including faculty sessions, live sessions, assignment submissions, and certification. To partner and help consumers during their course, Aashirvaad and Hunar will extend 24*7 support through a WhatsApp bot, ensuring that consumers' queries get addressed in time. In order to receive the certification, each customer will be required to clear a final exam at the end of their digital course. Speaking on the initiative, Mr. Ganesh Sundararaman, SBU Chief Executive - Staples, Snacks and Meals, ITC Ltd., said, "Over the past two decades, Aashirvaad

Atta has delighted millions of households with a portfolio of high-quality offerings. We at ITC have cherished the special bond of trust and companionship with the Indian homemaker, built and strengthened over the years. In line with our commitment to create a meaningful difference and catalyse transformation in the true spirit of a brand with a purpose, we have spearheaded this initiative to support and encourage aspiring homemakers to realise their dreams and become agents of change. This endeavour aims to help them in their entrepreneurial journey by providing them with the required support/assistance through the facilitation of relevant skilling programmes. Raho Chaar Kadam Aage is a platform for the women in our country to help them take charge of their lives and live the life they have always dreamt of." He further added, "We are delighted to partner with Hunar Online Courses and Flipkart to help strengthen this special initiative from Aashirvaad."

In alignment with Flipkart's vision of giving a level-playing field to all entrepreneurs alike, this initiative strikes the right chords within homemakers by offering

their talent and help become financially independent and successful. Manish Kumar, Senior Vice President, Flipkart, said, "As a homegrown company, Flipkart has always encouraged the spirit of entrepreneurship and worked towards changing the discourse around the role of women.

We are delighted to collaborate with Aashirvaad on this special initiative as it will empower many enterprising women to carve their own path of success and independence. I would also like to congratulate Aashirvaad on completing the significant milestone of completing two decades."

Nishtha Yogesh, Founder & CEO of Hunar Online Courses, said, "We are delighted to collaborate with Aashirvaad Atta for this campaign that focuses on supporting women and plays a key role in the Indian homemaker's learning journey. The campaign resonates perfectly with our brand objective of empowering women across the country and aiding them with new skills to help them become financially independent. I look forward to positively impacting the lives of as many Indian women as possible."

pTron debuts Wireless Neckband with ultimate 60Hrs playtime Tangent Urban, pTron's newest premiere Wireless Neckband allows wearers to enjoy gaming and audio in real-time with industry-leading 50ms Low Latency



Pune (P&V news service):- pTron, the rapidly growing and leading maker of affordable and high-quality digital lifestyle and audio accessories brand in India, announced today the release of TANGENT URBAN, the next-generation wireless neckband earphone for gaming and entertainment.

Engineered with proprietary AptSense Technology for exceptional gaming experience

and an unprecedented 60Hrs battery life on a single charge, TANGENT URBAN is made for the Urban youth, which allows wearers to enjoy pristine audio output for music, entertainment, and talk time. Commenting on the launch, Mr. Ameen Khwaja, Founder & CEO, pTron, said, "For every avid gamer even the smallest amount of lag between one's device and earphones can quite literally

be life and death within the game. With that in mind, we designed the TANGENT URBAN to be the ultimate neckband for Gaming, entertainment & calls. The perfect companion for young trendsetters looking for an affordable pair of great quality earphones, Tangent Urban is a break-through entry in the Wireless Audio segment that offers best-in-class 60-hours playtime, DSP ENC Tech, and AptSense 50ms gaming technology. The powerful & versatile Tangent Urban comes out on top compared to its competitors that offer Wireless Neckband with similar specs at 2x the price all at an incredible launch price of INR 799/- only."

The sleek and versatile Tangent Urban with magnetic locking IPX4 rated ear-tips design is tailored for sports and active lifestyle that stays put even when you sweat & grind. Maximizing flexibility and comfort, the innovative design of Tangent Urban is made keeping in mind long hours of use without compromising on sound. With USB C Quick charging capabilities, the neckband offers 4H of play in just 10 mins of charge. The neckband features easy & durable button controls to control music & calls and activate voice assistant. pTron Tangent Urban comes in three attractive colorways - Fav Black, Ocean Green, and Magic Blue to suit your daily lifestyle and will be available at a special introductory price of INR 799/- only on 18th May, 12PM onwards. For the launch, Tangent Urban will be available at an exciting price of INR 99/- for the first 100 customers only.

Scania India celebrates over 10 years of powering

India's construction industry at EXCON 2021

Pune (P&V news service):- Scania Commercial Vehicles India Pvt. Ltd. reaffirms its commitment to India, showcases its top mining heavy tipper G-500 along with ready industrial and service exchange engines, at EXCON 2021, the largest mining

and construction equipment event in South Asia, held in Bengaluru from 17th May to 21st May. Mr. Johan Schlyter, Managing Director, Scania Commercial Vehicles India Pvt. Ltd. said, "We are extremely pleased to be a part of EXCON 2021 with our reliable

partner Larsen & Toubro. It is a great opportunity for us to showcase our newest G500 tipper and industrial engine which is a strong testament and commitment to the Indian market. With the exponential growth that the mining and construction business has had in the

past few years, we are set to be a part of this evolution with our holistic solutions and products that cater to our customers and their businesses" The Company's Industrial engines are globally recognized for reliability, proficiency, and environmental performance.

HERO MOTOCORP INTRODUCES THE ICONIC SPLENDOR IN ITS NEW AVATAR LAUNCHES THE NEW SPLENDOR+'XTEC'



Pune (P&V news service):- Reaffirming its commitment to an exciting and comprehensive product portfolio, Hero MotoCorp the world's largest manufacturer of motorcycle and scooters, today launched the new edition of iconic motorcycle Splendor – the Splendor+ XTEC. Progressive and innovative, offering everyday practicality, the new Hero Splendor+ XTEC is packed with features such as Full Digital Meter with Bluetooth connectivity, Call & SMS alert, RTMI (Real Time Mileage Indicator), low fuel indi-

cator, LED High Intensity Position Lamp (HIPL) and exclusive graphics. Additionally, it also comes with an Integrated USB Charger, Side-Stand Engine Cut-off and Hero's revolutionary i3S Technology, (Idle Stop-Start System). Hero Splendor+ XTEC will be available at Hero MotoCorp dealerships at a starting price of INR72,900*. The new Splendor+ XTEC comes with a 5-year warranty. (Ex-Showroom, Delhi). Malo Le Masson, Head of Strategy and Global Product Planning, Hero Moto-

Corp, said, "Hero Splendor is the most popular and the best-selling motorcycle in India, a true companion to millions across India. It has been an icon for almost three decades and will still continue to inspire many with the launch of the Splendor+ XTEC model, adding technologically advanced features and a smart modern design. This is the latest model complementing the XTEC technology umbrella that has been an overwhelming success since its launch on the Hero Glamour 125, Pleasure+ 110 and Destini 125." Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp, said, "Hero Splendor has been a trend-setter for decades. The motorcycle has been impressing a diverse range of customers with its trust, style, performance and its enhanced range of comfort features. We are certain, Hero Splendor+ XTEC will yet again set a new benchmark – in terms of both technology and visual style, and deliver on the brand promise of comfort and safety."

TVS EUROGRIP SHOWCASES OFF-HIGHWAY RANGE AT EXCON 2022



Pune (P&V news service):- TVS Eurogrip, one of India's largest manufacturers & exporters of Two & Three wheeler tyres and Off-Highway Tyres is showcasing their Off-Highway range of products at Excon 2022 at Bangalore International Exhibition Centre

(BIEC), Bengaluru. The largest construction equipment exhibition in South Asia, Excon 2022 is expected to attract over 1,500 exhibitors including 350 from abroad. The exhibition has 10 country pavilions and is set to attract 80,000 business visitors. This mega expo

witnesses industry leaders demonstrating latest innovations, developments, trends and a slew of products are slated to be launched over the next four days. Marketed under the TVS Eurogrip brand, TVS Sri-chakra is showcasing a range of Off-Highway tyres which include Industrial Pneumatic Tyres, Skid Steer Tyres, Multi-purpose Tyres, Crane Tyres, Compactor Tyres, Soil Compactor Tyres, Motor Grader Tyres, Backhoe Loader Tyres and Earth Mover Tyres. The expo which began on 17th May will go on till 21st May 2022. Visitors can visit the company stall in Hall-2 (Lower Level) bearing stall no. F 127.

CASE India celebrates 180th Anniversary and launches new equipment at CII EXCON 2021



Pune (P&V news service):- CASE Construction Equipment, a brand of CNH Industrial, today celebrated its global legacy and heritage, spanning 180 years, at the 11th edition of International Construction Equipment and Construction Technology Trade Fair - CII EXCON 2021. The company launched an array of machines starting with the highly anticipated 770 NXe 49.5hp Loader Backhoe, together with the 770 EX Plus, 851 FX CP variant, 1107EX Soil Vibratory Compactor, CX220C LC-HD Excavator, and 845C Motor Grader. On the occasion Mr. Fabrizio Cepollina, Vice President CNH Industrial Construction Segment in Africa, Middle East and Asia Pacific AME and APAC, CNH Industrial, said, "We are excited to be part of the biggest CE exhibition in South Asia, cele-

brating our 180 years of serving construction industries around the world and making a strong statement about future development with our new product launches. At CASE India, it has been our passion to deliver best quality for our customer in India as well as international customers. Our recently launched state-of-the-art Indian Technology Centre will significantly contribute towards developing smart, sustainable and technologically advanced equipment for India and export markets." Mr. Satendra Tiwari, Plant Head - CASE Construction Equipment said, "We are aligned with government of India's 'Aatmanirbhar Bharat' and 'Made in India' campaigns and have worked extensively in increasing our focus on localizing our product range. Today, CASE India engineers,

develops, and manufactures products for India and 30 other countries. Most of the equipment manufactured at our modern and technologically advanced manufacturing facility in Pithampur is 75% indigenous with locally sourced parts for fast pace large scale manufacturing. Our World Class Manufacturing plant produces a full range of world class Construction Equipment that will also include the newly launched machines, for a variety of markets." On the launch, Mr. Alok Jha, Director-Sales & Marketing, India & SAARC - CASE Construction Equipment said, "We are elated to participate in the EXCON trade fair, which is taking place after a long period of global turmoil. Going forward we are optimistic that Construction Industry in India is entering a sustained demand phase. We are taking this momentum introducing next generation machines to our range of products that are designed, developed, and manufactured in India. We are confident that CASE with new and existing products have a solid potential to be a trusted supplier of construction equipment to the world."

GreenCell Mobility to deploy first intercity e-bus for MSRTC on 1st June

Pune (P&V news service):- Starting June 1st, GreenCell Mobility, offering electric mobility as service platform, would run the first intercity e-bus for Maharashtra Regional State Transport (MSRTC) from the city. Marking the commemoration day of MSRTC's foundation, the bus would be running on the

Pune- Ahmednagar route. These electric buses, dubbed 'Shivai' will be introduced across the state in stages. GreenCell Mobility would be deploying 50 such electric buses for intercity travel across Maharashtra for MSRTC in the cities of Pune, Aurangabad, Kolhapur, Nasik and Solapur soon. Ashok Agarwal, MD& CEO,

gained traction in India and multiple cities with state governments having embarked on the journey of electrifying their bus-based transport system. T his has been further accelerated by the Government of India's Faster Adoption and Manufacturing of Electric Vehicles in India (FAME) Phase - II scheme.

Microsoft Future Ready Industry Week highlights key trends accelerating digital transformation, enabling business models and delivery excellence in the ITES sector

Pune (P&V news service):- Microsoft's Future Ready Industry week, ITES edition brought together industry luminaries from across India's dynamic ITES sector to share perspectives driving India's digital transformation in the sector. Industry leaders from leading organizations like Tech Mahindra, Wipro, Infosys, TCS, Genpact and EY amongst others shared valuable insights on how the ITES sector can deliver the right digital outcomes and innovation for customers, enhance employee productivity, foster a culture of collaboration, and enable new revenue streams via data driven business models. CP Gurnani, Chief Executive Officer & Managing Director, Tech Mahindra in a fireside chat with Anant Maheshwari, President Microsoft India spoke about how Tech Mahindra is leveraging technology across various domains. Talking about how technology has empowered employees and customers, he said, "The pandemic increased the rate of technology adoption since we had to go virtual. Microsoft Teams made a huge difference during this timeframe since they

were able to bring various pieces of technology into product development. Microsoft's rate of change has kept pace with the demands of the Indian IT industry and consumers globally. The Indian IT industry has grown by 13%-14% and the consumption of technology has nearly grown by 7%-8%. Sharing his perspective on how India can become a digital powerhouse, he further added, "As a business, you need to anticipate the technology evolution and ways to improve the process. The question is whether we will be ready to stop using the word digital transformation and make business transformation the norm because digital gets buried when everything starts becoming a standard. The easiest way to do it is to evolve faster into business transformation, SaaS, Metaverse, or employee experience management." Sharing his views on the opportunities created by the accelerated adoption of digital technologies, during the session "Digital transformation & innovation for growth opportunities in IT/ITES, Sanjeev Singh, Chief Operations Officer Wipro said, "Cloud is the

biggest opportunity and has the biggest momentum where it has evolved from an infrastructure or service solution to become a platform as a service or software as a service. The flexibility it provides around scalability, security, speed to market, is immense and Azure plays a significant role in this space. Every company that has successfully been able to SaaSify or PaaSify its services or products have forged ahead at a much faster pace. The "Future of IT services" session featured Nitin Bhatt, Technology Sector leader at EY who shared his perspective on the roadmap and growth drivers for the sector. Commenting on the transformation taking place across processes and systems to ensure a connected enterprise ecosystem experience, Nitin said, "Cloud is the key in terms of the need to adopt modern architectures to enable a cloud first and mobile first enterprise IT strategy. Cognitive services can be leveraged across the enterprise with companies finding interesting use cases, for instance around employee experience. In the case of revenue accelera-

tion, digital has helped modernize inside sales, provided better strategies for pursuit enablement as well as a unified customer view while enabling the convergence of customer insights, which helps the sales team." Participating in a session titled "The future of work: Next gen hybrid workspaces" Richard Lobo, Executive Vice President, HR, Infosys and Gianni Giacomelli, Chief Innovation Officer, Genpact shared their perspectives on fostering a thriving work culture. Richard said, "For the first time since we got into the cubicle styled workspaces, we have had the opportunity to reinvent and relook at how we work. We need to see how people can deliver the best no matter where they are or what they use in terms of space or technology." Gianni added "We need to reimagine and move away from the organizational design practices that we have been using for the last 50 years. We need to identify the right resources, which is about equipping people with their skills and putting them in the right place. We need to provide them with knowledge in the form of knowl-

edge management and enable them through SharePoint work or Viva topics. We want people to collaborate, and it can be further supplemented with incentives, technology, norms, trust, and culture." Commenting on developments related to the session "Talent Transformation in the Digital World," Janardhan Santhanam, Global Head - Talent Development, TCS said, "The TCS model of secure borderless workspace has spurred the ability to reach out to a much larger segment of people virtually and connect them to build networks without worrying about everyone being at the same place. On the learning front, we have been able to bring in substitutes for a lot of the in-person interactions that we used to do. Now with an AI tool, we can have 10,000 people practice power articulation using video-based AI. The pandemic and the secure borderless workspace model have thus helped the industry and us move from just doing physical or virtual or phygital to optimizing the blend of physical and virtual in a very contextual way based on what purpose we want to solve."

V-Trans (India) Ltd accelerating on ESG highway

Pune (P&V news service):- The logistics industry is one of the key industries that drive the business of any industrial player. It reaches out to the customers or clients by delivering the required products and goods at the right time, at the right place, and in the right condition. The industry is looked upon now for addressing the environmental issues and preparing itself to serve the clients while ensuring sustainability. V-Trans being the leading logistics player has adopted the ESG (Environmental Social Governance) strategy to contribute to the environment and build sustainable logistics solutions. Highlighting some of the group's ESG initiatives that demonstrate the company as a socially responsible & ESG compliant player in India. V-Trans has installed renewable energy production with

solar panels on various premises. 40% of electricity usage is being generated through solar in these facilities, including the corporate office, which is also a US-based LEED-certified building. One of the most important natural resources is water, and high time to preserve it was yesterday. V-Trans knows the importance of this resource and hence has implemented rain-water harvesting techniques in various branches and Fulfillment centers, to ensure its highest optimal usage. Being a visionary Integrated Logistics service provider in India, V-Trans always deploys innovative and futuristic thoughts in its business and its social responsibility-based activities. We have a certified partner for recycling all our e-waste anywhere in India, this is very helpful in avoiding hazardous trash. V-Trans is taking all the required measures to avoid plastics in

its day-day life, and we, on the other hand, maximize the utilization of alternatives like glasses, and metal usage wherever we can. We carried out step by step approach in moulding our employees to bring in the habit of avoiding plastic at least in their professional life. V-Trans is taking all the necessary measures to enrich the life expectancy and increase the count of greeneries in our country, and as a part of it we have got ourselves involved in providing seed samples to all our employees during our annual meetup, and as a result of it, we have planted thousands of plants across the country. We have also tied up with an NGO "Sankalp Taru" and planted 3500 fruit trees in drought areas, this gives a 2-way benefit. On one hand, it greenifies the environment and on the other, it becomes the source of income for poor farmers.

Q1 2022: Vitesco Technologies reports record order intake for electrification products

Pune (P&V news service):- Vitesco Technologies, a leading international developer and manufacturer of state-of-the-art powertrain technologies for sustainable mobility, today announced its first quarter results for 2022. The company's sales were kept almost at the level of the previous year's quarter, which was characterized by catch-up effects. This revenue was achieved despite persistent semiconductor shortages and lockdown-related production losses in China. Furthermore, Vitesco Technologies reports a new record order intake for its electrification business. "We are particularly proud of our record order intake for electrification products. We were able to generate close to €3.7 billion with electrification orders in the first quarter of 2022," says CEO Andreas Wolf.

amounted to €-11.3 million (Q1 2021: €-31.7 million). Earnings per share stood at €-0.28. CFO Werner Volz: "The consequences of the COVID-19 pandemic, the continuing supply bottlenecks for important components such as semiconductors, price increases for raw materials and energy and the effects of Russia's aggressive war in Ukraine on global supply chains present us – like the entire industry – with major challenges. However, we were able to achieve a solid overall result again this quarter through a continued strict cost discipline. We even managed to exceed market expectations." This led to an advance release of the preliminary financial figures for the first quarter of 2022. Free Cashflow amounted to €48.2 million (Q1 2021: €239.1 million), mainly due to the build-up of inventories given the tight supply situation and to an increase in trade receivables. The previous year's figure was positively influenced by proceeds from the sale of business operations and spin-off effects. As of March 31, 2022, Vitesco Technologies has a solid balance sheet with an equity ratio of 35.9 percent (March 31, 2021: 33.8 percent). The strong liquidity position was increased and further strengthened in the past quarter by the placement of a Schuldschein loan in the amount of €200 million.

Union Bank of India launched Union Access, a digital accessibility initiative

Pune (P&V news service):- Union Bank of India announced the launch of Union Access. A digital accessibility initiative especially for the disabled and senior citizens on the 11th Global Accessibility Awareness Day (GAAD) that was celebrated. With this initiative, Union Bank continues to reinforce its commitment to provide

accessible customer experience for senior citizens and persons with disabilities. The Global Accessibility Awareness Day was thus celebrated with the launch of host of new initiatives: 1. Unveiling of a booklet on "Inclusive Social Media" to integrate accessibility in bank's social media communications. 2. E-Learning course on

"General Awareness on Disability, Inclusion and Accessibility" for all the staff members. 3. Bank conducted mass awareness through social media quiz that was based on accessibility awareness. With its efforts, Union Bank of India aims to meet the Bureau of Indian Standards (BIS) notified "Indian Standards on ICT Accessibility".

RENAULT INDIA STRENGTHENS ITS PRESENCE WITH TWO NEW OUTLETS IN DELHI-NCR



Pune (P&V news service):- Renault, the number one European brand in India, further strengthens its network in India with two new dealership facilities in Delhi-NCR - Renault Delhi North is located at G.T.K Road, Industrial Road, Azadpur and Renault Sonipat located at Industrial Area, Sonipat. The new outlets - Renault

2 Bodyshop Bays. While the Renault Sonipat is located at E - 56/57, Industrial Area, Sonipat spreads over an area of 6200 sq.ft. and has the capacity to hold 3 display cars and includes 5 Bodyshop Bays. The workshop facility is located at Kabirpur Bye pass road, Near Sai Mandir, Sonipat with a covered area of 8800 sq.ft. and has 6 Mechanical Bays. Both the outlets will have a wide range of accessories and modern equipment to provide top-of-the-line services to customers. The pan-India network strength of Renault becomes more than 500 sales and 530+ service touch-points, which include 250+ Workshop On Wheels and WOWLite locations across the country.

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Of this, €3.5 billion were attributable to business unit Electrification Technology. In total, the company booked an order volume of €4.5 billion in the past quarter. This volume includes Hyundai Motor Group's 2-billion-euro-order for the EMR4 axle drive, which was announced recently. In addition, another major order has recently been booked: Vitesco Technologies will supply its battery management system to a global customer for around €1.7 billion. The system is designed for the 400-volt and 800-volt architecture of battery electric vehicles and enables wireless communication between the individual components. The start of production is planned for the first half of 2024. Another solid quarter in challenging market environment Group revenues in the first quarter were €2.26 billion (Q1 2021: €2.30 billion), a decrease of 1.9 percent. Adjusted for changes in the scope of consolidation and exchange rate fluctuations, revenues fell by 5.6 percent. Sales of electrification products totaled €263 million. Adjusted operating profit increased year-on-year to €45.2 million (Q1 2021: €17.1 million). This corresponds with an adjusted EBIT margin of 2.0 percent (Q1 2021: 0.7 percent). Net income in the first quarter

of the re-emergence of the COVID-19 pandemic in China were also noticeable in the first quarter. "The pandemic has affected the production capacities of our sites in China in various ways. Daily, we hold intensive talks with our customers and suppliers to ensure the stability and sustainability of production and supply to the greatest possible extent," said CEO Andreas Wolf.

Over 175 companies to participate at LED Expo 2022 in Mumbai

Pune (P&V news service):- With an aim to highlight the growing technological advancements in LED lighting, LED Expo Mumbai 2022 will welcome the entire value chain of LED industry from 19 - 21 May 2022 at Bombay Exhibition

Centre, Goregaon. Speaking about the mounting influence of LEDs and the new edition of LED Expo Mumbai 2022, Shri Lokesh Chandra, IAS, General Manager, Brihanmumbai Electric Supply & Transport Undertaking (BEST), shared: "LED

based lighting technology is one of the fastest growing technologies that promises to provide reliable, efficient, effective and durable lighting solution for various IoT-based applications. LED lamps and luminaries exhibit the strongest growth trend

among all the lighting technologies. Its combination with solar powered devices is bound to create a revolution in the field of energy efficiency, thereby contributing to reduce the global warming as well as be environment friendly."

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