



ElectricPe inks partnership with Electric One



Pune (P&V news service):- ElectricPe, India's most trusted EV charging platform, has partnered with Electric One, India's Largest EV Super Stores Chain, to provide robust charging infrastructure and encourage EV adoption. Through this alliance, Electric One customers across 82 stores in India will get access to ElectricPe's EV platform. The alliance will be executed phase by phase, starting in Bengaluru, before scaling across different regions, providing EV customers access

to on-demand charging at the click of a button. It will also strengthen ElectricPe's network, which has already on-boarded 2,500 public charging points in Bengaluru, the largest network in the city. "At ElectricPe, we have an unshaken vision to establish the largest network of charging points across India on our platform. Electric One has 82 physical stores, servicing multiple OEMs, and has aggressive growth plans; once a customer purchases an EV, they will immediately get access to our nationwide network and all the perks our platform offers; thereby boosting customer confidence. Working alongside Electric One, we aim to rid the fear of range anxiety and help cater to customer needs in every nook and corner of the country," said Avinash Sharma, Co-Founder & CEO, ElectricPe.

Union Minister for Education, Skill Development and Entrepreneurship, Shri Dharmendra Pradhan visits bp's Global Business Services Centre in Pune

Pune (P&V news service):- Union Minister for Education, Skill Development and Entrepreneurship Shri Dharmendra Pradhan today visited bp's Global Business Services Centre in Pune. During his visit, the minister interacted with leadership and employees at the centre. Dharmendra Pradhan, Union Minister for Education, Skill Development and Entrepreneurship said "Make digitisation simple so that people at the bottom of the pyramid can gain energy transition should lead to new pathways of convenience." "Make digitisation simple so that people at the bottom of the pyramid can gain energy transition should lead to new pathways of convenience." Varsha Singh, Vice President and Head, bp India Pune centre "It was a privilege to host



Honourable Minister Shri Dharmendra Pradhan at our Pune centre today. We are delighted that he interacted with our employees and was present with us to see the centre we set up in the middle of the pandemic. The centre draws upon digital talent and skills which are critical in solving complex business problems for bp globally as it pivots itself from an international oil company to an international energy company."

Launched in 2021, the bp-owned and operated centre aims to provide business processing and advanced analytics capabilities in support of bp businesses worldwide and is expected to employ around 2,000 staff. The center in India seeks to further extend its work with analytics and data science capabilities to pursue better business outcomes. Co-located within bp's major global business services (GBS) operations centre in

The OnePlus Nord CE 2 Lite 5G and OnePlus Nord Buds

Pune (P&V news service):- The global technology brand, OnePlus, has announced the launch of the OnePlus Nord CE 2 Lite 5G – the brand's most accessible 5G smartphone ever in India. The Nord CE 2 Lite is a power-packed device offering a fast, energy-efficient chipset, a massive battery with fast charging, and a 120 Hz display. The device also comes pre-installed with Oxygen OS 12.1, has 5G connectivity, and retains popular features from the Nord CE series – like a 3.5 mm headphone jack and expandable storage via a microSD card. OnePlus has also debuted its first ever Nord audio product with the OnePlus Nord Buds that shares the same mission as OnePlus Nord smartphones – making great technology accessible to more people. The OnePlus Nord Buds boast a refreshing new

design, an excellent audio experience, and great battery life with super-fast charging. "The Nord CE 2 Lite expands and strengthens our lineup of Nord devices, offering the core features our consumers value at our most accessible price ever in India," said Navnit Nakra, India CEO and Head of India Region, OnePlus India. "The Nord CE 2 Lite is an exceptionally dependable and efficient daily driver with a powerful and energy-efficient chipset, a large 5,000 mAh battery, and a great camera system. Additionally, given the overwhelming response we have received from our community on OnePlus audio products, we are excited to announce the launch of our new OnePlus Nord Buds that further enhance our OnePlus ecosystem and make great audio technology more accessible for our community."

'The Li-On Series reflects Luminous' strong focus on the customer and design-centric research and innovation'



Pune (P&V news service):- Luminous power technologies, the innovation leader in Energy Solutions, is excited to announce the launch of a new inverter series "Li-ON", an integrated inverter with Lithium-ion batteries. The new series built on Li-ion batteries, touted as the future of the power storage business, aligns with the idea of an 'integrated approach to science and technology, for a sustainable future, the theme for this year's National Science Day. The new inverter series is compact, safe, efficient, and provides high-rated performance with zero maintenance. Commenting on the launch, Mr. Vipul Sabharwal (Managing Director), Luminous Power Technologies, said, "Maharashtra is an import-

ant market for Luminous, with the state contributing to double-digit growth in our overall business of Energy Solutions. At Luminous, we focus heavily on research and innovation that is both customer-focused and design-centric. We are delighted to announce the launch of the Li-ON series, which is innovative and better for the environment, as we continue to strive for performance and reliability excellence. We're also addressing the imperative need to minimize CO2 emissions and lower our carbon footprint with the new series. Our goal is to deliver an essential experience for our customers in the post-pandemic period when we need to stay connected and rely on an "always-on" support system. Li-ON is at-

tractive, compact, safe, and efficient, with a long-lasting battery that requires minimal maintenance. It's unquestionably a game-changing innovation in the business of Energy Solutions." Li-ON 1250, the first in the Li-ON series, will be offered as a single unit with an inverter and integrated Li-ion battery encapsulated in an elegantly designed premium cabinet. With the new Li-ON battery, the Li-ON series of inverters promise enhanced performance with an extended battery life that is 3 times better than conventional battery-based inverters. Additionally, the Li-ON series supports fast charging - completing a full charge in just 4 hours. Li-ON 1250 is an intelligent inverter with a unique Battery Management

System (BMS) that manages the performance of both the Inverter and Battery, thereby increasing its performance and life. The new 1100 VA inverter can run a maximum of 880W of load and is ideal for running homes up to 3 BHK or a large showroom with a backup time of more than 3 hours with 50% load. Overall, the product is designed to offer new-age features which add value to the lives of the consumer. 3 times longer life, 3 times faster charging, consistent backup time, maintenance-free and 5 years warranty are real differentiators and drivers for any consumer to buy this product. The inverter also comes with an advanced LCD screen that displays running statistics like battery charging time & backup time. The new power backup solution is safe, eliminates the risk of accidental contact by doing away with wires, and terminals, and includes Pure Sine Wave Output, an in-built safety mechanism to protect appliances from voltage surges and short circuits. Equipped with all the safety precautions, the product is free from acid spills or toxic fumes and does not require any periodic water topping in the battery that making it safe to place it inside the house.

Besides, the simple plug-and-play design helps households enjoy long-range power backup of an inverter with easy installation. In addition to the above benefits, the product also helps to reduce CO2 emissions thereby safeguarding the environment. With the Li-On series, Luminous is also setting new service benchmarks offering a unique five-year warranty on both inverter and battery alongside free installation service nationwide. The product would be available at 0% EMI scheme with HDFC bank. Also, Luminous is launching a buyback offer where the customers can exchange their old inverter battery with Li-On at an exciting exchange price. Luminous' new inverter series is priced approximately around INR 50000 and will initially be available across Metro and Tier-1 locations. Moreover, the company plans to leverage the existing sales network of more than 35000 distributors and dealers to reach households across the country.

Government's intervention to cut import duties on steel, cement will spur realty demand

Pune (P&V news service):- The recent measures announced by Finance Minister Nirmala Sitharaman to reduce the import duties on select raw materials such as steel and plastics along with steps to improve the supply of cement will boost the sentiments of the developers and end-users. Also, a sharp cut in central excise duty on petrol by Rs 8 per litre and Rs 6 per litre on diesel to control inflation was another progressive step being timely taken. Owing to the surge of property prices, the realty sector has been urging the Government to take necessary measures that will ease the burden on the developers. The real es-

tate sector welcomes the tax reliefs that will aim at curbing inflation and would spike the housing demand among consumers going forward. Below are the views shared by the realty experts on the Government's intervention. Mr. Kaushal Agarwal, Chairman, The Guardians Real Estate Advisory "Government's intervention to tackle the inflation by announcing several measures by reducing customs duty on raw materials, lowering excise duty on fuel prices and an increase in export duty on iron ore and steel intermediates will further boost the 'ease of living'. For the realty industry, these measures will surely taper down the concern of the pos-

sible impact of the rising cost of construction inputs and bolster the overall infrastructural development." Mr. Sandeep Runwal, President, NAREDCO Maharashtra "This will surely provide some cost relief in terms of steel and cement prices. The reduction in fuel and cement prices will have an overall good impact on the real estate sector to keep the prices in check. However, we also request the government to work on making interest rates on home loans lower and making GST input credit available to the developers at the current GST slabs. This will surely reduce the home prices making it beneficial to the larger part of the society."

Professor Dr Sanjay B. Chordiya Honoured with prestigious 'Asian UK Excellence Awards 2022' at the House of Commons, London



Pune (P&V news service):- Professor Dr Sanjay B Chordiya, Founder President and Chairman, Suryadatta Education Foundation Pune was honoured with Prestigious "Asian UK Excellence Award 2022". The award was conferred at London Parliament House of Common, London UK. The Award was conferred at the hands of Member of Parliament UK Hon'ble Shri Virendra Sharmaji and Hon'ble Shri Navendu Mishra ji Member of Parliament London UK and Dr Renu Raj Founder Radank International Mediator Expert. The prestigious award was given in Recognition of Dr Sanjay B Chordiya's significant contribution for "Shaping Billionaires for Global Market Place by Imparting Quality Education for Holistic and Sustainable Development by Suryadatta Group of Institutes," Leading Group of Institutions in India for Quality Education. The program was held on 19th May 2022 during Asian UK business Summit 2022. During the Award Program various other senior mem-

bers of Parliament, dignitaries from Political, Social, Educational, Industrial and other fields from India as well as other foreign nations such as Japan, Australia, UK, Ireland, Scotland, Mauritius were present for the prestigious award ceremony. Prof Dr Sanjay B. Chordiya was one among the few delegates invited for the Asian - UK Business Meet 2022 scheduled from 18th to 20th May 2022 at the House of Commons, London. The invite was sent to selected few delegates across the world from different sectors. The conclave was a grand networking opportunity for the world's leading brands and individuals for business opportunities & mutual ties in India -UK and it is a proud moment for Suryadatta team to be part of this International Conclave. The conclave concluded by felicitating the delegates for the immense contribution in their respective field. Hon'ble Shri Virendra Sharma ji congratulated Dr Chordiya for his vision, dedication & relentless efforts that has facilitated growth of

Suryadatta to a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook, his contribution to CSR and alliances with International Universities to provide world class education. Professor Dr. Sanjay B Chordiya accepted the award and expressed his heartfelt gratitude for this Honour. Dr Chordiya said that it is indeed a proud moment to get this coveted recognition at the hands of such distinguished personalities and that he is interested for more partnerships with UK universities & industries in the interest of the students' fraternity. He congratulated to all the stakeholders for this achievement including the family members, teachers, staff, students who had significant role and their loyalty, hard-work, dedication, honesty etc has culminated in achieving the Global recognition for "Shaping Billionaires for Global Market Place by Imparting Quality Education for Holistic and Sustainable Development.

Pinnacle Industries introduces Neonatal Ambulances for the Government of Maharashtra



Pune (P&V news service):- Pinnacle Industries, India's leading automotive seating, interiors & Specialty Vehicles company, introduces the newest range of approved Neonatal Ambulances specially developed for the Government of Maharashtra. These Ambulances are equipped with all necessary medical facilities & advanced technologies to deliver the best medical care to newborns. The Company has announced that it has delivered 5 Neonatal Ambulances to

the Government of Maharashtra today to provide advanced Life support to the neonates. Pinnacle Industries is specialized to offer multiple types of health care products in the Ambulance & Non-Ambulance categories. The Neonatal Ambulances are specially designed Ambulances for Child Care / New-born babies with focused fabrication care in Anti-bacterial ABS interior panels. The ABS material used to build the interiors of these ambu-

lances is non-permeable and does not get affected by disinfectants. All materials used to build the Neonatal Ambulance are as per FR & Automotive Grade applicable norms. These ambulances are ergonomically designed for comfortable seating for Doctors, Nursing Staffs & 4 Attendants. The ambulances are well equipped with all necessary Medical Equipment to maintain the working space during the emergency and utilities as per Automotive Norms. All the Neonatal Ambulances by Pinnacle Industries have a provision of external power supply to ensure that the medical items are kept running from the power grid source without any hindrance, while the vehicles are in a stationary condition. Speaking on the collaboration, Mr. Arianth Mehta, President, Pinnacle Industries Limited, said, "India is rapidly developing its healthcare infrastructure and we at Pinnacle Industries are committed to pro-

viding world-class health transportation facilities in India. Our new range of Neonatal Ambulances is designed & built to ensure emergency transfers for newborns those who require specialist treatment and critical care. We have provided our fleet of 5 Neonatal Ambulances to the Government of Maharashtra today and are in talks for 50+ of these vehicles with various other agencies as well. We are confident that such initiatives will help reduce neonatal related challenges faced in the Tribal - Urban - Metropolitan areas." These specially built ambulances are ideal to operate across all corners of India to ensure safe emergency transfers for neonates who require more specialist emergency treatment & critical care. Developed with a unique styling by following EN 1789 standard, these ambulances are a complete package that meets all the requirements of medical equipment in an Ambulance for childcare and

are superiorly hygienic & safe. The various medical equipment pre-fitted in the Neonatal Ambulances by Pinnacle Industries include, Incubator, Stretcher, Oxygen Compressor for Infants, Defibrillator, Multi Para Monitor, Suction Pump, Infusion Pump & all other medical items for standard ambulance as per the norms. Pinnacle Industries is India's leading automotive seating, interiors, EV components & speciality vehicles company. Its subsidiary, EKA by Pinnacle Mobility Solutions is one of the only commercial vehicle manufacturers approved under the Champion OEM Scheme & EV component manufacturing scheme of the Government of India's Auto PLI policy.



Aditya Birla Fashion raising Rs. 2,195 Cr. of primary capital from GIC

Pune (P&V news service):- The board of Aditya Birla Fashion and Retail Limited ("ABFRL") in its meeting today approved raising of up to Rs.2,195 Cr. by way of preferential issuance of equity and warrants to an affiliate of GIC, Singapore's sovereign wealth fund ("GIC"). GIC will invest Rs. 770 Cr. now towards subscription of equity and warrants, followed by up to Rs. 1,425 Cr. in one or more tranches within 18 months upon exercise of warrants. Post the entire investment, GIC will own ~ 7.5% equity stake in ABFRL. Aditya Birla Group will hold ~ 51.9% stake in the company post the completion of this transaction. ABFRL plans to use this capital to accelerate its growth engine built around strength of its current businesses along with a rapidly evolving play in emerging high-growth business models.

Mr. Kumar Mangalam Birla, Chairman Aditya Birla Group said, "Indian Apparel industry is set for robust long-term growth due to strong fundamentals of a large and growing middle class, favourable demographics, rising disposable incomes and aspiration for brands. ABFRL has become one of the leading players in this market through its diversified portfolio of strong brands, wide distribution & an established business model and is well positioned to benefit from this opportunity. I am delighted to welcome GIC, a global institutional investor, as a long-term partner in the company's exciting growth journey. An investment of this nature serves to underscore ABFRL's strong position and dynamic growth model". Commenting on the investment, Mr. Ashish Dikshit, MD of ABFRL said, "In the last few years, ABFRL has

built a strong presence across all large and attractive segments of the Indian fashion market through organic & inorganic actions. This capital infusion will allow us to accelerate the growth of this platform of strong brands and well-established retail formats in the fast-growing branded apparel market & fortify our position as one of the leading players in the industry. We look forward to benefit from GIC's extensive experience of investing in businesses globally and its long-term orientation as we plan to expand our presence and significantly enhance our digital play in the coming years to benefit from rapidly evolving consumer habits". Mr. Choo Yong Cheen, Chief Investment Officer of Private Equity for GIC said, "We are delighted to partner with Aditya Birla Fashion and Retail to bring our long-term capital and resources to support

its next phase of growth. ABFRL has a strong track record of building brands and its new business lines, including innerwear and ethnic wear, have strong structural tailwinds. We are confident that the company is well-positioned to continue its transformational journey into a future-ready consumer company powered by the growth of India". Mr. Pankaj Sood, Head of Direct Investments, India and Africa, GIC said "Branded apparel is a large and attractive market, and we believe that ABFRL is well-positioned with its best-in-class management team, strong portfolio of brands, and robust plan for capturing the next phase of digital-led growth. We continue to be excited about the long-term outlook of India and are keen to participate in ABFRL's sustained structural growth driven by improving demographics."

Maharashtra Chess Association to hold International Chess Tournaments in Pune to be held from May 31 to June 8 in Shri Shiv Chhatrapati Sports Complex, Mahalunge, Balewadi, Pune



Pune (P&V news service):- The Maharashtra Chess Association (MCA) under the aegis of All India Chess Federation (AICF) has organized two international chess tournaments- 1st Maharashtra International Open Grandmaster Chess Tournament (for Above 2000 rated players) and 1st Pune Open Chess Tournament (for Below 2000 Rated players) at Boxing Hall, Shri Shiv Chhatrapati Sports Complex, Baner-Mahalunge Road, Mahalunge, Balewadi, Pune. The Maharashtra International Open Grandmaster Chess

Tournament will be held from May 31 to June 8, while Pune Open Chess Tournament will be held from June 1 to June 4. Contestants from about 13 countries and over 20 Indian states will participate in the tournaments. The inauguration of the tournament on May 31 will be done in presence of Devendra Fadnis, Former Chief Minister of Maharashtra and Leader of the Opposition and Shri Sunil Kedar, State Cabinet Minister for Sports and Youth Welfare. Grandmaster Nigel Short, VP, FIDE, mem-

bers of MCA including Dr. Parinay Fuke, President, Siddharth Mayur, Working President, Grandmaster Abhiit Kunte, Senior VP, Aniruddha Deshpande, VP, Girish Chitale, VP and Bharat Singh Chauhan, Secretary, All India Chess Federation and Shri Ashok Jain, Former President and mentor of Maharashtra Chess Association will be present for the occasion. The Maharashtra International Open Grandmaster Chess Tournament will be open for players who have a Standard FIDE rating of 2000 and above in the current rating list and a total prize money Rs. 20,00,000/- will be presented to the winners. The tournament will be played under the FIDE Laws of Chess for a total of 11 rounds on a Swiss-League basis. The top seed for this tournament will be GM Farukh Amonatov whose ELO rating is 2622 and the highest rated Indian player is GM Lalith Babu MR whose ELO rating is 2563. Prominent women players

like IM Bhakti Kulkarni, IM Soumya Swaminathan, WGM Mary Ann Gomes, WGM Divya Deshmukh, WGM Priyanka Nutakki, etc. will be taking part in this tournament. Players from Tajikistan, Belarus, Georgia, Azerbaijan, USA, Sri Lanka, Bangladesh are participating. There will be 20 Grandmasters, 27 International Masters, 5 Women Grandmasters and 7 Women International Masters who are going to take part in this tournament. For Pune Open Chess Championship, the players who have not crossed the FIDE rating of 2000 in the past 36 months prior to the start of the event will be eligible to participate and a total prize money Rs. 10,00,000/- will be presented to the winners. Similarly, the tournament will be played under the FIDE Laws of Chess for a total of 10-rounds on a Swiss League basis. GM Nigel Short will be giving playing a simultaneous game against approximately 25 young and upcoming players.

The 'Medium Spicy' Trailer is finger licking!



Pune (P&V news service):- The recently released trailer of the film 'Medium Spicy' not only boasts of the biggest ensemble of stars in Marathi cinema for the big screen, but it promises to be a recipe prepared with flavours of love, friendship, family values, career, relationships and life in general. All in all, it looks like a sumptuous package of emotions that all of us

could enjoy taking a bite off. A fast paced trailer showing glimpses of the life of today's youngster - Nissim (Lalit Prabhakar), a sous-chef working in a hotel and simultaneously appearing for online interviews for greater work prospects in Paris. Hustling for better life opportunities that the youth of today can identify with. Lalit, who apparently underwent

extensive training for almost a month in a live kitchen for this film, plays a chef who is overwhelmed by his friend circle, his family consisting of parents and a younger sister, his colleagues, his love interests and his own ambitions and this looks to be the germ of this film. There seems to be a love triangle of sorts with Parna Pethe playing Prajakta and Sai Tamhankar aka Gowri, both appearing to be at ease in their roles of strong and independent working women of today, who don't mind taking initiative in their relationships. Both of them share a crackling chemistry with Nissim, raising intrigue on what happens eventually among the three of them? Indian families form a very big part of every decision and when Neena Kulkarni playing Lalit's mother says that 'don't bring home a white foreigner for a daughter-in-law', it will resonate with audiences of all age groups! As is the case when Ravindra Mankani portraying Nissim's father says 'you do not understand family'. As if a delight-

ful mix of artists like Neena Kulkarni, Ravindra Mankani, Neha Joshi, Sagar Deshmukh, Pushkaraj Chirputkar and Ipshita weren't enough, the film also boasts a glimpse of the veteran actress - Arundhati Nag, who can be seen on the silver screen after a long hiatus. Directed by Mohit Takalkar and Produced by Vidhi Kasliwal, the trailer comes with a fresh rhythm and a unique perspective in its storytelling format. Mohit Takalkar is a renowned director in the theatre world and an editor of repute who has worked in multilingual projects including Marathi, Hindi, Kannada and Urdu. His directorial debut in the Marathi Film Industry is much anticipated. A film produced under the banner of Landmarc Films; Vidhi Kasliwal who heads the Production House is known for her interesting choice of subjects. Written by the talented Irawati Karnik, the film will release on 17th June and looks to be a delicious dish ready to be served all over Maharashtra.

Maharashtra-Goa cluster leaps ahead with the second-highest contribution to LaLiga viewership in India



Pune (P&V news service):- The viewership data from LaLiga's official broadcaster in India, Via-

com18, revealed that the Maharashtra-Goa cluster is the second highest contributing market to LaLiga

viewership in India, with an almost 30% contribution in the final match-days. The Spanish League matches, and content are available for viewers on Viacom18 network, on MTV and Sport18 TV channels and Voot Select platform. The announcement comes as LaLiga is celebrating five years in India at an event in Goa with Jose Antonio Cachaza, Managing Director, LaLiga India and Aakriti Vohra, India Delegate, LaLiga Global Network participating in the event.

Jose Antonio Cachaza, Managing Director, LaLiga India, said, "The connection Go shares with football is a strong and old one, and it shows from the kind of talent and clubs the state has developed. The affinity they have for the beautiful game and LaLiga has constantly motivated us to strengthen our product offering and deepen the connection with fans. We remain committed to improving the fan experience manifold and to building football at the grassroots level here."

prestigious Indian Art Festival! Payal Rohatgi and Sangram Singh light lamp, say enjoy art, stay fit!

Pune (P&V news service):- Post pandemic, the first grand Indian Art Festival took place in the two storeys of Nehru Centre Art Gallery, Worli with over 540 artists from 4 global

cities participating in the same. Actress Mahima Chaudhary with her daughter Ariana, Padmashri Dr. Soma Ghosh, veteran playback singer Manhar Udhas, tabla maestro and music

producer Jeetu Shankar, rugged Sangram Singh and the radiant Payal Rohatgi made their presence felt and expressed their good wishes to the artists who had thronged the prestigious

fest. As we take our leave, we see Japanese Consul-General, Dr. Fukushima Yasukata enjoy moments with the artists from the heart of the hinterlands.

India Needs Mass Shift to Reusable Options for Sustainable Menstrual Hygiene: Experts

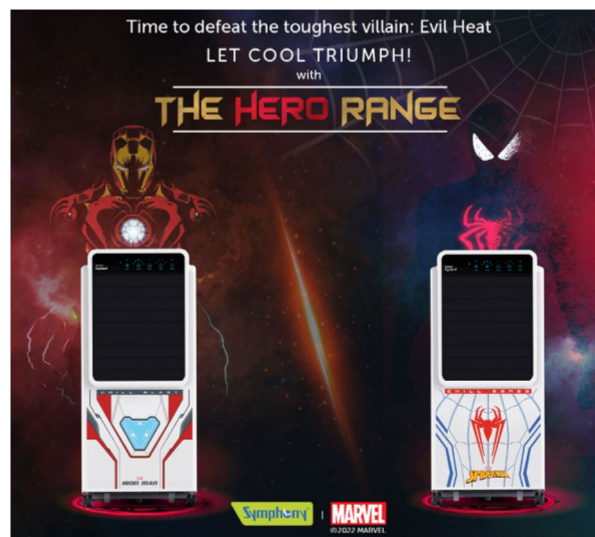
Pune (P&V news service):- India needs a mass shift to reusable options to ensure affordable and sustainable menstrual hygiene for all. The disposable pads currently in vogue are not only unaffordable for most women, they are also an environmental disaster in the making. This was said, ahead of the World Menstrual Hygiene Day, by Anju Bist, Co-Director of Amrita Self Reliant Village Program run by Mata Amritanandamayi Math. Known as the "Pad Woman of India," she is the person behind the award-winning Saukhyam menstrual pads made of cloth and banana fibre. Earlier this year, Niti Aayog selected Saukhyam for its flagship Women Transforming India award. Disposable sanitary pads are not good for the environment. They are expensive and pose a health risk to users because of the chemicals and toxins they contain. Dioxins are found in trace amounts on many disposable sanitary pads. These are carcinogenic and endocrine disruptors. The absorbent material in most pads is made by cutting trees. Also, the recurring cost of buying disposable pads adds up to a big amount over a woman's lifetime. Reusable pads have none of these disadvantages but

offer the same functionality, and hence need to become mainstream. "To popularise reusable pads, these should be included in the ongoing schemes by various state government of free distribution in schools. This would reduce the financial burden on the governments too, as reusable pads cost only about one-tenth the amount if the recurring cost of disposables is taken into account. Reusable pads need to be made available in rural areas on priority due to the prevalence of poor menstrual hygiene," said Anju Bist. "Poor menstrual hygiene is associated with developing several infections like reproductive and urinary tract infections, fungal infections, aerobic and anaerobic infections and even Hepatitis B. Reusable pads can go a long way in enabling women from poor background and rural areas to maintain menstrual hygiene. These are light weight, easy to wear, rash free, non-allergic and free of harmful chemicals," said Dr. Radhamani K, Head, Dept. of Obstetrics & Gynecology, Amrita School of Medicine, Kochi. Once a woman uses reusable pads, there is no going back. Talking about her experience with Saukhyam pads, she said: "We are seeing a definite in-

crease in use of reusable pads over the last few years. Most of the customers are millennials. The younger millennials are buying these pads for themselves, while the older ones are buying for their daughters too. The first thing that most users experience is complete freedom from rashes, and even easing of period cramps over time. Since reusable pads have no chemicals or toxins, the period experience becomes much easier and wholesome for women." Anju Bist added: "The first 1-3 months are crucial when users are trying to make the switch to reusable pads from disposables. For those who are successfully make this shift, the user experience is far better compared to disposables. Most women do not return to disposables once they experience the comfort of reusable pads." A study published last year in BMC Women's Health based found more than 77% acceptability among women users in India for reusable pads.[1] Considering their increasing popularity, India last year notified ISO standards for reusable pads. Saukhyam Pads, launched in 2017, are the world's first reusable pad brand which uses banana fibre, one of the most

absorbent materials found in nature. It has the capacity to absorb up to six times its dry weight, making Saukhyam pads super-absorbent. More than 500,000 Saukhyam pads have been sold till now, which is helping prevent the emission of 2,000 tons of carbon dioxide equivalent annually. This has also additionally eliminated 43,750 tons of non-biodegradable menstrual waste from the planet. Saukhyam began as a research project in Amrita University and is now a full-fledged social enterprise. Said Anju Bist: "Due to growing demand, we are now scaling up production of Saukhyam pads. We currently have a presence in eight states including Kerala, UP, Bihar, Jammu, Uttarakhand, Punjab, West Bengal and Odisha. Most of our sales happen online and through our rural resellers. This year, we are expecting a revenue of over ₹ 1 crore from the sale of Saukhyam pads." Taking about the challenges in achieving universal menstrual hygiene in India, Dr. Radhamani K said: "The main issues are lack of awareness about reusable pads and limited access. Gender inequality, cultural taboos and poverty also cause menstrual health needs to go unmet.

This summer, Symphony Limited unveils a special range of Disney and Marvel themed air coolers



Pune (P&V news service):- India's most loved and trusted air cooler brand, Symphony Limited has launched the country's first-ever Disney and Marvel-themed air coolers to give a respite from the

scorching summer heat and add panache to your homes. Featuring Disney's beloved characters Frozen's Elsa and Anna, Princesses' Cinderella and fan favorite Marvel's Iron Man and Spider-Man; these coolers are packed with aes-

thetic appeal, innovation, and technology. The new range has been elegantly designed for kids and young adults who have an affinity for Disney and Marvel characters. The Koolpod coolers have all modern-day features that are imperative for a high-end cooling solution. The series comes with remote control with a timer option and has various features such as quiet performance, and fully closable louvers with a speed option. It also has sleep mode and natural mode options for the convenience of consumers during the wee hours of sleep. One of the key highlights is the 13 litres water tank capacity with an empty water tank alarm. One does not have to keep worrying about the water levels as they will

be promptly alerted with an alarm when the water levels are low. The Koolpod coolers are perfect for a medium-sized room as they cover an area up to 16 m2. Speaking on the association Mr. Amit Kumar, Executive Director, and Group CEO, Symphony Ltd said, "We at Symphony are proud to bring this special collection of coolers for Disney and Marvel fans. We have launched these products on our D2C website so that the consumers can place orders from the comfort of their homes. The products are perfect for a customer looking for bringing in their favourite Disney and Marvel characters to their homes. We look forward to this collaboration." The Disney and Marvel themed coolers are available INR 7,999 onwards.

ŠKODA AUTO DIGITISES SHOWROOMS ACROSS INDIA WITH INDUSTRY-FIRST INNOVATIONS

Pune (P&V news service):- While the KUSHAQ and the SLAVIA are the heroes of ŠKODA AUTO's INDIA 2.0 Project, the endeavour of INDIA 2.0 continues with improving and enhancing customer experience. As part of this venture, ŠKODA AUTO India has introduced an all-new, streamlined, uniform showroom experience that conforms to a new sense of aesthetic and revolutionises customer experience with market-first immersive and interactive technologies that enhances customer engagement with ŠKODA cars in the metal and virtually. Commenting on the revolutionary showroom experience, Mr. Zac Hollis, Brand Director, ŠKODA AUTO India said, "We have always maintained INDIA 2.0 was not just about cars, but also completely redefining customer experience. While the SLAVIA and KUSHAQ are torchbearers of the project's product line, our new array of revolutionary showrooms are torchbearers of our customer-first approach, helping us on the path of making this the Biggest Year for ŠKODA AUTO in India.

These revolutionary showrooms feature never-seen-before interactive and immersive elements ensuring that not only is a ŠKODA a memorable ownership experience, but a memorable purchase experience too. It completely moves ahead the goalpost when it comes to the experience of shopping, inspecting, testing and buying a car." One of the pioneering industry firsts in India is the presence of a touchscreen Digital Car Information Stand beside each and every car on the showroom floor instead of a static specification sheet on paper. This Stand, apart from displaying the specifications of the car, also allows the customer to scroll through features, specifications, variants and a comparison feature among others enriching customer engagement and interaction. Yet another pioneering first is the 139.7 centimeters touchscreen Interactive Table in the customer lounge. This table allows customers to virtually interact and immerse themselves in the car, with 360-degree interior and exterior views and the ability to zoom

and spin the virtual car. The Interactive Table aids customers by allowing them to virtually inspect and experience the cars, variants and colour options that may not physically be present on the showroom floor. It lets them fully see, engage and very nearly touch the interiors and exteriors of an array of variants allowing them to compare and choose, making for an informed purchase decision. The new line of ŠKODA AUTO India showrooms take on a Warm Concept. Instead of bland, white walls, the décor is adorned by a rich wooden finish embedded with nature graphics, works of modern art, pictures from the Czech Republic, and delectable design and component details of various ŠKODA cars. Then there are Heritage Walls with videos showcasing the lineage and pedigree of ŠKODA AUTO. In addition, these new modern spaces will also host a Video Wall, a giant screen that can set and alter the ambience in the showroom with rich content on the large screens. The Wall will also display specific models and ŠKODA initiatives including service and mainte-

nance campaigns. Integral to the experience is the iConsultant App. It will help customers view various ŠKODA cars in different colours through various videos and feature modules. The app acts as a ready reckoner for sales personnel to provide a rich and immersive demonstration on the features and capabilities of various ŠKODAs with High Definition content integrated with Customer Relationship Management. Each showroom has two High-light Cars. Some showrooms have them placed on a wooden floor lending luxury, warmth and class to the car. Some others have them placed on a road graphic, lending visitors and customers a sensation of motion and perspective of the car on a road. These elements vary depending on the layout and aesthetics of each showroom. Along with expanding the network and increasing customer touchpoints, these path-breaking showrooms are an endeavour of ŠKODA AUTO India to enhancing customer experience all through the buying, ownership and maintenance process of ŠKODA cars.

Early diagnosis and treatment can result in increased life expectancy for people with Multiple Sclerosis (MS)

Pune (P&V news service):- Early diagnosis and effective treatment can result in increased life expectancy as well as quality of life for people with Multiple Sclerosis (MS) opined experts. Multiple Sclerosis Day is observed every year on 30 May. What was considered as a rare disease in tropical countries and more prevalent in western countries, Multiple Sclerosis today is being increasingly diagnosed in India due to the increased availability of advanced diagnostics and neurologists.

Multiple Sclerosis or MS is an auto-immune disease in the Central Nervous System. Myelin – which is the protective coating of nerve fibers is repeatedly targeted by immune cells which cause damage resulting in disruption of communication between brain and rest of the body. Permanent damage of nerves can be potentially disabling for brain

and spinal cord. Although the exact cause of MS can't be pinpointed, it is linked to a combination of environmental factors and genetic predisposition.

Dr. Nasli Ichaporla, Senior Neurologist and Director of Neurology Department at Sahyadri Super Speciality Hospital, Nagar Road said that with more awareness, early diagnosis, availability of treatments in the form of more effective drugs, the quality of life of people with MS has improved significantly. Patients diagnosed with MS should therefore not change their life goals be it career or family life, marriage, having children, nothing should get altered. This is now a highly controllable disease if diagnosed and treated early which was not possible earlier.

The challenge arises when MS is left untreated and may result severe complications

like paralysis, depression, epilepsy or disability.

Dr. Ichaporla added many times the diagnosis is delayed because the symptoms are non-specific. But some of the symptoms are very characteristic like painful loss of vision in one or both eyes, tingling or numbness in the body on one side or double vision, difficulty in walking, slurred speech, difficulty in moving the lower limbs problems in bladder function, etc. The non-specific symptoms include fatigue, irritability, anxiety etc. Depending on the extent of damage of the nerve, the signs and symptoms may differ. Many of the untreated people may become wheelchair bound in about 20 years time. But if diagnosed and treated early and effectively, it can increase the period of disability free life and reduce the chances of mortality. However it should be noted that the treatment is

lifelong.

Normally MS may onset in the age group of 20-45, more commonly in women. Having a family history of the disease, certain auto-immune diseases, low levels of vitamin D, smoking can be risk factors. People with above symptoms should immediately get in touch with their doctor who might suggest diagnosis tests. Lab analysis of cerebrospinal fluid (spinal tap), certain blood tests and MRI can play a major role in diagnosis. Although there is no definite cure for MS, lifelong monitoring, medications combined with physiotherapy can control the disease and its progression. Good lifestyle choice like exercise and proper nutrition will enhance the overall treatment. Although this is a chronic illness, with timely diagnosis and treatment, patients of MS can expect increased life expectancy.

Prestigious Vasvik Industrial Research Scientist Award for Prof Dr Milind Pande



Pune (P&V news service):- Prof. Dr. Milind Pande, Pro-Vice Chancellor, MITWPU, Pune was conferred with the Prestigious Audyogik Samsodhan Vikas Kendra (VASVIK) Industrial Research Scientist Award in the category of Information and Communication Technology (2021).

This scientific award was given away at a special function organised at Vile Parle Mumbai at hands of Prof.

M.M. Sharma, Former Director ICT (UDCT), Mumbai and Chairman Board of Advisors, VASVIK, Dr. Mohanbhai Patel, Chairman, Board of Directors, VASVIK, Mumbai and Dr. Amrishbhai Patel Chancellor, NMIMS University, Mumbai. This award given in 9 categories every year with an aim to promote research and innovation. Till date in last 4 decades more than 450 Scientist and Researchers have been conferred

with this award.

The award is in the form of citation and prize money of Rs 1,51,000/-. Prof Dr Milind Pande was felicitated with this prestigious award for his significant contribution to the development of social products in the health care, agriculture and education sectors by creating a mobile platform for villages which helps farmers get updated information about soil condition, weather condition, rainfall and crops. Dr. Milind said that I am grateful to VASVIK for recognizing my work. I would like to express my gratitude to renowned scientist Dr. Vijay Bhatkar, and Founder President of MITWPU Prof. Dr. Vishwanath Karad for Nurturing a Culture of Innovation and Research at the University.

He added that young students have a lot of good

innovative ideas but must be provided with appropriate platform and resources. I would like to add to the reward amount that will ensure education of at least one less privileged child so that he or she can progress in future on the path of innovation.

Vasvik is a Non-Profit, Non-Government organisation established in 1974 and Vasvik research awards are given with the aim of promoting Industrial Research, Innovations in Science and Technology in India. The awards are given in various categories including Agriculture Sciences, Biological Sciences, Environmental Sciences, Chemical Sciences, Electronics and Electrical Sciences and Technology, Mechanical and Structural Sciences, Material and Metallurgy Sciences amongst others.

Laptops continue to be one of the fastest-growing categories in Maharashtra

Pune (P&V news service):- Amazon India announces 'Back to School', a specially curated store for all the students offering various deals on a wide range of products across categories. Customers can get up to 40% off on study and writing essentials, stationery, laptops, tablets & PCs, headsets & speakers, printers from top brands like HP, Lenovo, Asus, Honor, Xiaomi and Dell. 'Back to School' will be live until 12th June 2022. Amazon.in also highlights that Maharashtra tops all other

Indian states when it comes to the demand of laptops. The company has expanded the selection of its portfolio and added the latest products by top brands across price points such as less than 30K, 35K to 45K, 70K and many more. Mumbai, Pune, Nagpur, Thane and Navi Mumbai are the top cities that are driving additional growth for the laptop segment in the state along with smaller towns including Kalyan, Aurangabad, Latur, Satara, Bhusawal and Alibag. HP, Lenovo, Dell and Asus are the top brands

in the region. Amazon India has seen positive double-digit growth in the search for laptops on Amazon.in.

"Over the last 2 years, customers have increasingly switched to laptops driven by work from home and learn from home use cases. Now, with the opening of educational institutes, we have seen an increase in demand of laptops from the region. Customers in Maharashtra have been shopping for laptops on Amazon.in and are using finance schemes such as no-cost EMI and much

more. They are choosing from the vast selection of laptops available on Amazon.in across different price ranges and benefit from fast doorstep delivery. Interestingly, premium/mid-range laptops are popular among customers on Amazon.in. We remain committed to helping customers find all that they need from the safety of their homes and are fully prepared to address the increasing customer demands," said Akshay Ahuja, Director, Consumer Electronics, Amazon India.

Paree Sanitary Pads and Dr. Kiran Bedi come together to make menstrual hygiene a priority for women through the campaign #ChampionForChampions

Pune (P&V news service):- Paree Sanitary Pads, a homegrown brand by Soothe Healthcare has been actively working with real life women champions toward prioritizing menstrual health for women in India. To mark this year's Menstrual Hygiene Day, the brand joined hands with India Vision Foundation founded by Dr. Kiran Bedi in an effort to make a positive impact by raising menstrual hygiene awareness.

Paree is a young progressive brand that is working towards making menstrual hygiene a priority for women across all walks of life. India Vision Foundation is known for its commendable work in improving the lives of prison

inmates and this association will help in spreading menstrual hygiene awareness in female prison inmates. Through this year long partnership, Paree will conduct sanitary pad distribution drives in various prisons along with facilitating gynaecologist sessions to make female inmates aware about correct menstrual practices. Dr. Bedi commented on the association saying "The foundation has been working for the reforms of prison inmates for a very long time. We are happy that a young brand like Paree Sanitary Pads also understands our mission and want to actively participate in changing the narrative and making women aware about

the importance of menstrual health."

Along with the association with India Vision Foundation, Paree Sanitary Pads continues with its initiative of #ChampionForChampions where it has associated with Women Police Force Pan India to not only provide them with the right menstrual protection but also promote the importance of menstrual health. The intent of the brand is to celebrate and salute these real champions who work tirelessly for our safety with their heavy-duty performance. The brand joined hands with thousands of Women Police Officers across 50 cities under its campaign Paree #Champion-

forChampions to add voice and power to dialogue on the importance of menstrual hygiene.

The initiative aims at reaching out to approximately 20,000 female police officers across 75 cities to become a part of this cause.

Sahil Dharia, Founder & CEO, Soothe Healthcare commented, "As a proud, young Indian brand we want to positively impact the lives of women be it through our products or our initiatives. We are thankful to India Vision Foundation, who works diligently for women reforms at grass root levels, for helping us take the message of Menstrual Health to female prison inmates.

NSDL launches "Market ka Eklavya - Express" in 75 cities to mark 75 years of Independence

Pune (P&V news service):- India's largest depository, National Securities Depository Limited (NSDL) launched 'Market ka Eklavya - Express', an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner's guide for investing for the youth.

To mark the significance of Azadi Ka Amrit Mahotsav, an initiative of Government of India to celebrate 75

years of independence and the glorious history of our people, culture and achievements, NSDL has launched a new initiative towards investor awareness 'Market Ka Eklavya - Express' across 75 cities, especially aimed at the college students who would very soon be entering the phase where they would start earning and naturally, look for avenues of investment. Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon'ble Finance Minister of India, Smt. Nirmala

Sitharaman at the silver jubilee event of NSDL.

On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by our Prime Minister to celebrate and commemorate 75 years of India's Independence. Our program has been particularly aimed to create awareness about the financial markets to the young minds who will be the future of our country. In this Amrit Kaal, our digital education initiative

focuses on building a path towards Financial Freedom for our youth, symbolizing the spirit of Atmanirbhar Bharat."

Students across India will benefit from this program as it does not restrict to just an area of the population. The program will be conducted for 1 hour and mainly educate the students on demystifying the jargons, 3I's - types of Income; Inflation and its impact, types of Investment; 3S - Start early- Power of Compounding, Spread wide, Stay long etc.

Empowering the caregivers is essential for empowering families and communities, say panelists at a live discussion conducted by SOS Children's Villages of India

Pune (P&V news service):- A panel of dignitaries, during a live discussion on International Day of Families, highlighted the importance of empowering caregivers.

The conversation was conducted between an esteemed set of panelists including Her Excellency Katharina Wieser, Ambassador of Republic of Austria to India; Dr. V.P. Joy, Chief Secretary, Government of Kerala; Shri Avinash Lavania, District Collector, Government of Madhya Pradesh; Mr. Sumanta Kar, Secretary General, SOS Children's Villages of India and SOS Mother, Sarla.

Addressing a panel discussion, streamed live on the official Facebook handle of SOS Children's Villages of India, India's largest self-implementing childcare NGO, on the topic "Empowering families for a better, brighter, and more resilient future - The Why? And The How?", Dr. V.P. Joy, Chief Secretary, Government of Kerala highlighted that gender sensitisation and decentralisation are very critical to achieve family stability and ensure that families are cohesive.

He added, "We have faced a lot of trauma, as individuals and as a society, during these last two years of the pandemic."

However, by collective action, we have been able to mitigate these challenges. In order to empower societies, we need collective action at the ground level, beginning with women empowerment. Women are the core of any family. We are acting towards strengthening the core, helping families lead a sustainable life and ensuring that every child is brought up in a happy, healthy and safe environment."

Her Excellency Katharina Wieser, Ambassador of Republic of Austria to India, said "Traditionally, a family - or family-like structure -, is seen as an ideal environment for children to grow up in. Over the past decades, the reality of the so-called 'core family' of persons living in the same household has changed a bit; for example, it can also be a single mother working and caring for a child.

To support families with children, over the decades Austria has developed one of

the most generous systems of family support measures. But despite increased participation of fathers in childcare, it is still more mothers who stay at home to care for children. One of the biggest remaining challenges for the future is therefore to make progress on the possibility of combining family care and work life and achieving equality of opportunities. It is important to further empower women so they are able to pursue a professional career and also have a family. This is both often an economic necessity, as well as a question of gender equality."

IAS Shri Avinash Lavania, District Collector, Government of Madhya Pradesh, commented, "We tend to see the pandemic and its after-effects as negative, but I believe there are a lot of positive impacts of the pandemic as well. Changes in work models is one significant difference that can be seen today, especially the work-from-home model that seems to have done pretty well; the pandemic has just escalated the momentum of change that was supposed to happen a decade or so ago. Besides this, the

need for skilling, upskilling and reskilling has gained tremendous impetus. Instead of mass educational training, it is important to encourage specialisation / skilling. Earlier, it used to take generations and decades to build an empire; now, with the help of technology, which is accessible to everyone, an individual can build a successful business during their lifetime, within a comparatively much lesser span of time."

He further added, "Empowering the core of the family unit is essential; this core is the caregiver; hence, it is vital to ensure that the caregiver is strong and empowered, at every level."

Mr. Sumanta Kar, Secretary General, SOS Children's Villages of India, concluded that, "At SOS Children's Villages of India, we strongly believe that family is the best place for children to grow up; hence, we work to empower a family unit; be it the SOS India family, Family of Origin, Kinship family or Foster family, in order to ensure that children, who have lost parental care or are at the risk of losing parental care are provided care, love, support and security."

UniOne Foundation Donates Rs.7.50 lacs to 'Fellowship of the Physically Handicapped, Mumbai



Pune (P&V news service):- UniOne Foundation today donated an amount of Rs.7.50 lacs (Rupees Seven

lac Fifty thousand only) to 'Fellowship of the Physically Handicapped (FPH)', Mumbai. This amount has been

donated specifically towards Kitchen Renovation including latest Kitchen Equipment. 'Fellowship of the Physically Handicapped' is a Charitable Institution engaged in the field of training and rehabilitation of Physically, mentally challenged and Hearing-impaired adults from the age group of 18 to 40 years. It has been working incessantly for the rehabilitation of young adults to educate them to lead a life of dignity and self-reliance.

Ms. Sathyavati Rai, President, UniOne Foundation along with other office bearers of the Foundation donated and amount of Rs.7.50 lacs to UniOne is a Social Foundation formed with an intent i.e. 'United for a Good Cause' run by wives of Senior Executives of Union Bank of India and has been in the forefront in carrying out social activities pertaining to upliftment of the needy and poor.

Finolex Cables announces Kartik Aaryan and Kiara Advani as brand ambassadors

Pune (P&V news service):- Finolex Cables Limited, India's leading manufacturer of electrical and telecommunication cables, introduced Bollywood superstar Kartik Aaryan & Bollywood Sensation Kiara Advani as its brand ambassadors while announcing a brand refresh with the launch of a new 360-degree campaign - 'No Stress. Finolex'. To ensure the brand engages

with the youth of India, Finolex Cables has roped in the next-gen heartthrob Kartik Aaryan and the new dream girl of the nation Kiara Advani as brand ambassadors. The new campaign will showcase the diverse product range of ceiling fans, LED lights along with electric cables and wires in 3 TVCs featuring the two actors. Talking on the brand refresh, Mr. Deepak Chhabria, Execu-

tive Chairman, Finolex Cables said, "Driven by a set of timeless values and a contemporary vision, Finolex Cables has always provided quality products to its customers, which we will continue to do with our refreshed brand mantra of 'Xceeds Xpectations'. Our growth in the FMEG segment is a testimony of our unparalleled understanding of the discerning needs of the custom-

er. With a diverse product portfolio range and a robust distribution network, we aim to carry forward our cables and wires legacy and become the number one destination for all FMEG products in the country." Announcing the campaign, Mr. Amit Mathur, President - Sales & Marketing said "There is a rising awareness among the new age consumers about safe, smart and stress-free home solutions.

BHARTI AXA LIFE INSURANCE POSTS 25% GROWTH IN WEIGHTED NEW BUSINESS PREMIUM (WNB) TO RS. 730 CRORE FOR THE YEAR ENDED MARCH 31, 2022



Pune (P&V news service):- Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, announced its results outperforming the industry recording a 25% growth in WNB, to Rs. 730 crore in FY22 from Rs. 582 crores in FY21, outperforming the overall and private industry growth which stood at 16% and 22% respectively. In Q4 FY22, the company witnessed a 14% growth in WNB, compared to the 13% overall and 9% private industry growth observed in the same period. Further, Bharti AXA Life posted 14% growth in total collected premium, at Rs

2,602 crore in FY22 from Rs. 2,281 crore in FY21. Renewal premium grew by 11% and stood at Rs. 1,666 Cr in FY22. The growth was driven by Bharti AXA Life's proprietary channels i.e. agency productivity focus, scale up of alternate models, as well as the partnership distribution channels on back of increased focus on quality, increase in share of counter and new strategic tie-ups.

Despite the challenging macroeconomic environment, the company recorded a surge of 18% in its Asset Under Management at Rs. 11,025 crore in FY22 against Rs. 9,374 crore in the last fiscal. Underscoring the company's commitment to customer centricity, Bharti AXA Life recorded a 39% Y-o-Y reduction in customer complaints. The company's Net Promoter Score grew 39%, from 23 in the last fiscal to 32 in FY22, a testament to the affinity and trust built with customers. Commenting on the com-

pany's annual business performance, Mr. Parag Raja, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance, said, "Continuing on our growth trajectory, we have recorded an impressive 1.5X growth in the fiscal year, growing the WNB by 25% in FY22. Our focus on customer centricity, strategic banca partnerships, industry collaborations & tie-ups and product innovation further fueled growth, despite the Covid induced headwinds in the first quarter of the financial year.

We continue to remain optimistic about the industry's growth potential, especially with the heightened demand for life insurance in the past year." Bharti AXA Life forged new associations, adding 6 new partnerships in the fiscal year with various fintech companies such as Ola and PhonePe, and 1 SFB. The company now has total of 6 banks which further

strengthens its position in India. Bharti AXA Life Insurance continued to expand its offerings and design products to meet evolving customer requirements. Underscoring its focus on customer centricity and innovation, the company introduced 8 products this year (new and major modifications), including Unnati, a new participatory savings plan, and Guaranteed Wealth Pro - a comprehensive product that provides life insurance coverage along with a competitive and efficient savings avenue.

Speaking on the digital initiatives, Mr. Parag Raja, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance, said, "The insurance industry is transforming at a rapid pace, with the pandemic accelerating the pace of digitalization. We aim to deliver superior and intuitive customer experience and integrate tech-driven solutions that help simplify the insurance journey."

Lagos Free Zone announces major expansion plan by BASF

Pune (P&V news service):- Lagos Free Zone (LFZ), the first and only economic free zone in Nigeria to be integrated with the country's deepest seaport, has announced that one of its most prestigious clients is expanding its Nigerian business by setting up a unique research and manufacturing facility in LFZ.

BASF, one of the world's leading chemical companies, with over 150 years' experience across a wide range of industries, is setting up a state-of-the-art circular economy research laboratory and a custom-made production unit for the company's Waste-2-Chemicals project in LFZ.

Having gone through a pilot phase over the last 18 months, BASF is now expanding and consolidating on its supply chain capabilities in the zone, and lining up investments for

local manufacturing, starting with the first demo unit of its flagship project that converts waste into chemicals.

BASF West Africa Limited has been doing business in Nigeria for 55 years, touching millions of lives every day. It has been constantly investing in developing its capabilities, operations, and people through localisation. The company has now taken up the new Standard Industrial Facility at the Lagos Free Zone and considers it the perfect home for the realisation of its growth plan over the next three years.

Taiwo Ilesanmi, Managing Director, BASF Operations LFTZ Enterprise, said: "We believe there is no bigger demonstration of the commitment to Nigeria than the transfer of know-how and enabling local knowledge creation. This means investing in lo-

cal innovation capabilities by building laboratories, enabling us to design and deploy customized solutions for Nigeria in Nigeria, while supporting academia. BASF in West Africa continues to act as a bridge, deploying global expertise to solve local challenges.

"The Lagos Free Zone offers ease of doing business which enables us to deploy our global and local competencies to unleash growth for our customers. I am personally excited about the deep seaport, Lekki Port, going live in Q4 2022, as this will serve as a gateway to our customers across West Africa, reinforcing our position of being the preferred supplier of choice for our customers."

Dinesh Rathi, Chief Executive Officer, Lagos Free Zone, added: "We are delighted that BASF, one of our most prestigious international

clients, have decided to expand their operations in Nigeria, and taken up our new Standard Industrial Facility for setting up their research laboratory and their flagship Waste-2-Chemicals production unit. In the wake of the COVID-19 pandemic, we have made special efforts to ensure ease of doing business, and to assist our clients in navigating the processes easily through our strong relationships with regulators. "LFZ is the first and only free zone in Nigeria that is uniquely integrated with the deepest seaport in the region, the upcoming Lekki Port, scheduled to commence operations in the last quarter of 2022.

LFZ thus offers a unique location that will provide our valued tenants with seamless and cost-efficient access to domestic, regional, and international markets."

Tata Motors files a record number of 125 patents in FY22

Pune (P&V news service):- Reaffirming its commitment towards fostering innovation, research, and advanced engineering, Tata Motors Ltd (TML), India's leading automobile company, today announced that it has accelerated its drive for engineering excellence and innovation by filing a record number of 125 patents in FY22, which is the highest ever in its history. The patents filed entail a diverse range of innovations & developments in traditional & new energy powertrain technologies, safety, connected vehicle

technologies, body in white (BIW) & trims along with other vehicle systems. The company has also received a grant of 56 patents during the same period.

With a rich history of pioneering technology and engineering solutions, TML has been consistently making "ahead-of-the-curve" investments in new age technologies, with a focus on enabling future ready mobility. Its intrinsic capabilities in R&D, technology incubation and success in developing segment-defining vehicles in both commercial and passenger vehicles has

resulted in the introduction of several innovations over the years in its vehicles. These innovations are cherished by the customers leading to improved market shares and have since become industry benchmarks.

TML remains committed to satisfy the rising mobility aspirations of our customers by delivering high quality, smart features at affordable costs. Speaking about Tata Motors' commitment towards innovation & new technology, Rajendra Petkar, President & CTO, Tata Motors, said, "We have established a legacy

of setting new benchmarks with cutting-edge technologies and features in the areas of new energy solutions, safety, product performance, cost of ownership and digitalization.

An enabling culture and ecosystem to foster innovation amongst our workforce and the drive to keep challenging the status quo in pursuit of excellence has been the key to delivery. We remain committed to use our engineering prowess in creating top class mobility solutions to serve the evolving aspirations of our customers."

PRESTIGE ESTATES PROJECTS LIMITED PERFORMANCE UPDATE- FY2021-22 : Q4, 12M

Pune (1P&V news service):-India's leading real estate developer, Prestige Estates, has announced its results for the period ending 31st March, 2022 and Q4FY22. During FY22, the Group has registered highest ever sales of INR

1,03,822 mn, up 90% YoY and has clocked record collections of INR 74,664 mn, up 47% YoY. The sales have come from 15.07 mn sqft volume with an average realization of INR 6,889/sqft.

ZF Aftermarket inaugurates its first-of-a-kind integrated sales and service outlet

Pune (P&V news service):-ZF Aftermarket, inaugurated the first of its kind integrated sales and service outlet in India at Bengaluru. This holistic one-stop-shop approach combines distribution, sales, retrofit, after-sales support, diagnostics, and training. The authorized solution provider will showcase the full breadth of ZF Aftermarket portfolio along with all the associated brands (ZF, Lemförder, Sachs, TRW, WABCO) With full access to the current technology to provide the best range of customer solutions, this one-stop shop will support the transportation ecosystem with advanced technologies supporting fleet and mobility users.

ZF Aftermarket focuses on bringing sustainable OE technologies and solutions to

the aftermarket. The facility will cater to the fleet owners' needs for spares, maintenance, diagnostics, training, and fleet management solutions. It will provide access to ZF Aftermarket's complete portfolio under a single roof, right from conventional technologies to advanced solutions. The ever-evolving customer requirements call for a global industry leader like ZF to actively reduce inefficiencies in the transport eco-system with an optimal bundling of parts, service, diagnostics, and telematics into a single comprehensive solution. Set up by a ZF Group in India channel partner, this integrated sales and service facility is backed by its well-established capabilities in OEM sales and services, along with an impeccable service track record. Mr. P Kaniappan, responsible



for ZF Aftermarket in India and Managing Director, ZF Commercial Vehicle Control Systems India Ltd said "We are pleased to announce that together with our established channel partner, we will bring the current and future solutions for fleets in India, to the mobility users. We are committed to building ZF into a trusted brand in India, envisaging this facility to evolve into a next-generation mobility solution center for fleets."

ZF Aftermarket drives Next-Generation Mobility with the launch of its new product and solutions portfolio for the Indian market



Pune (P&V news service):- ZF Aftermarket, drives forward the group strategy of Next Generation Mobility by offering solutions that address key industry challenges around safety, efficiency, and sustainability of fleets.

To meet the growing demands from fleet owners to improve vehicle safety, uptime, operational efficiency, and competitiveness, while being compliant with evolving legislation, ZF Aftermar-

ket offers a broad portfolio of digital and connectivity solutions. Introduction of the TRW range of braking solutions for the aftermarket customers, further extends the product portfolio for ZF Aftermarkets in India. In India, ZF Aftermarket aims at enriching the mobility experience for its customers across the transportation value chain. This is augmented by ZF's innovative technology across vehicle and transportation segments

which addresses the current and future needs for mobility solutions and the challenges that accompany it. ZF Aftermarket aims to enhance the value creation for mobility users with a strong customer-centric approach and service capabilities at the customer touch points across India.

Mr. Philippe Colpron, Head of ZF Aftermarket, said, "India with its robust automobile industry and the corresponding growth expectations make it very attractive and important for ZF Aftermarket. We aim to shape the future mobility experience by taking a personalized approach, creating convenience and staying in close contact with our customers to continuously improve and provide lifecycle servitization for the entire mobility ecosystem. Our value-added services and solutions will allow our customers to improve their operations and help them in meeting their zero vehicle downtime expectations."

ZF Aftermarket's TRW brand has been a leading braking parts manufacturer and is now introducing the TRW range of braking products for the Indian Aftermarket with the launch of high-quality brake fluid solutions. As a ZF Aftermarket brand, every TRW True Originals part is backed by a global network of original aftermarket experts. This brake fluid provides enhanced safety in all ABS, disc and drum brake vehicles with improved pedal feel and braking comfort, with an additional high water tolerance feature. TRW range exceeds the industry standards with excel-

lent lubrication and viscosity factors across varying weather and braking load conditions. Mr. P Kaniappan, responsible for ZF Aftermarket in India and Managing Director, ZF Commercial Vehicle Control Systems India Ltd mentioned, "The TRW launch is a significant milestone in ZF Aftermarket's commitment to bring the best global solutions to India. TRW brand is one of the world's leading brands for braking, steering, and suspension. In India, these solutions are localized and cater to specific market requirements to offer best customer brand experience/ at the best price for the market. We look forward to further enriching our offerings with the introduction of robust global solutions for our customers."

BOB Financial and HPCL launch co-branded contactless RuPay Credit Card

Pune (P&V news service):- BOB Financial Solutions Limited (BFSL), a wholly-owned subsidiary of Bank of Baroda (BoB) and Hindustan Petroleum Corporation Ltd. (HPCL) - a Maharatna Central Public Sector Enterprise in partnership with National Payments Corporation of India (NPCI), have announced the launch of HPCL BoB co-branded contactless RuPay Credit Card. The card is designed to reward customers for spends at HPCL fuel pumps as well as the HP Pay app. It also offers accelerated rewards for spends on utilities, grocery and departmental stores. This card can be used across merchants and ATMs globally through the JCB network.

Speaking at the occasion, Mr. Shailendra Singh, MD & CEO, BFSL said, "The collaboration with HPCL for this co-branded credit card will add more

fuel to our growth momentum and help make Bank of Baroda Credit Card as the card of choice for the customer. This fuel card has been thoughtfully constructed around the theme of 'A Tankful of Happiness', positioning it as more than just a credit card. We have built an exciting ecosystem of rewards, surcharge waiver, discounts, etc. in related spend categories to further enhance the value proposition of this co-branded credit card."

Shri Sandeep Maheshwari, HPCL Executive Director - Retail said, "HPCL is elated to partner with Bank of Baroda and NPCI to launch a co-branded Credit Card on the RuPay network. With an aim to offer the best in category service to customers and make their journey safer, smoother, faster and more rewarding, the card is equipped with a contactless feature

where the customer can just tap & pay on the POS terminal, available at 20,000 plus HPCL retail outlets spread across the country, to make fuel purchases. Customers can also enjoy the unique benefits of the card for their fuel and HP Gas purchases made through HP Pay app. The co-branded credit card will further promote the digital payment ecosystem across HPCL retail outlets and help meet the expectations of the modern time with its innovative offerings to the customers."

Praveena Rai, COO, NPCI said, "We are happy to launch a specialised offering in the form of HPCL BoB co-branded contactless Credit Card on the robust RuPay network. We believe our partnership with HPCL and BFSL will provide a rewarding and delightful fuel and non-fuel transactions experience to the users of this

card. We are also confident that this initiative will help strengthen RuPay's customer base across the country - thanks to its various strategic and attractive benefits in almost all shopping categories. Mr. Yoshiki Kaneko, President and COO, JCB International Co. Ltd. said, "We are delighted to partner with BFSL and HPCL through our esteemed network partner National Payments Corporation of India (NPCI) to launch this unique proposition. Besides the plethora of domestic benefits, this card has many unique international privileges including special offers at merchants and access to the exclusive JCB in-city lounges across many key travel destinations globally. We are confident the cardmembers will have an excellent and rewarding experience of using this card."

Dollar Industries Limited Unveils Vision 2025

Pune (1P&V news service):- Dollar Industries Limited, one of the leading hosiery brands in India, today, shared their Vision 2025 and unveiled a Special Logo to mark their 50th Year. The Special Logo was unveiled by Mr Din Dayal Gupta, Founder & Chairman Emeritus, Dollar Industries Limited in the presence of Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

Dollar Industries Limited, which began its journey in 1972 as Bhawani Textiles, now holds 15% market share of the branded hosiery segment in India. As a part of its Vision 2025, Dollar has earmarked Rs 120 Crore for expansion and new launches. Dollar would be adding one more spinning mill in Dindigul and start a new world class warehousing facility cum Hosiery Park at Jagdishpur in West Bengal which would act as a centralised despatch centre easing out logistics, enhancing economy of scale, rationalisation of staff and output and facilitating faster delivery.

As a part of the company's Green Mission initiative, the existing 4 MW Solar Power Plant will be increased by 2MW unit taking it up at 6MW. A land has also been purchased in Tirupur where the knitting unit will be expanded. The company would open 125 Exclusive Brand Outlets, mostly in Tier 2 & Tier 3 cities, by 2025.

Dollar, today, also unveiled their 50 year special advertising campaign featuring, brand ambassador, Mr Akshay Kumar, with whom it shares a decade old association.

Dollar has also signed

leading Bollywood actress, Ms Yami Gautam as their Brand Ambassador for the Dollar Missy segment. A new Advertising campaign featuring her would be launched soon.

This year will also see Dollar foraying into women's lingerie segment in a major way with the launch of varied range of products like Everyday Bra, T-shirt Bra, Sports Bra, Beginners Bra, Strapless Bra, Sleep Bra & Nursing Bra under the Dollar Woman category.

"Steady and sustained growth, based on a clear vision has enabled Dollar Industries to become a global brand. The foundation of The Group is based on two core values: Quality and Excellence in the pursuit of realising our goals. By focussing on these and the commitment to offer the best to our customers to meet their growing needs, have been the underlying factors of the groups' success. I am glad that we have followed these principles over the last 50 years. It has been the hard work of the employees over the years, who I always consider as a part of our family, who has helped us to turn this business into a major conglomerate to reckon with in the hosiery industry. With our third generation now entering the business and holding my hands in going ahead, I can feel the same spark that I felt when I started this business. The younger generation has been successful in making Dollar's presence felt across e-commerce platforms which has given a great boost to the business", said Mr Din Dayal Gupta, Founder & Chairman Emeritus, Dollar In-

dustries Limited.

"Our viable advantage lies in our huge production capacity, a large product line, innovation, being contemporary and a reputation of offering world class quality at best price. We have continued to change and reinvent ourselves and revamped our brand and corporate portfolio over the years to make ourselves contemporary with time as we believe that the success of a great family business lies in the perfect blend of both worlds - experience clubbed with modern thinking and new-age vision. It has been a great journey for all of us and we can look back only with fondness. Our growth is sustained by offering newer designs and quality products according to customer's specifications and demands. Ofcourse, brand loyalty has also played an important role in our growth. The burgeoning success in our newly launched Athleisure range vindicates our plans. We expect similar success with our soon to be launched women's lingerie range under Dollar Woman. The goal now is to be a Rs. 2000 crore company by FY 2024-25", said Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

Dollar has recently associated with Rajasthan Royals as the principal sponsor, with the intention of enhancing the brand visibility of Athleisure range, nationally. Going forward, Dollar Industries Limited is looking out to expand its market into African countries besides being successful in Middle East.

The Company also announced its annual results for the year ended 31st

March, 2022.

Highlights for Q4 & FY22 Standalone Financials

Total Revenue for Q4FY22 & FY22 stood at Rs. 376.79 crore & Rs. 1356.85 crore as compared to Rs.310.44 & Rs.1040.43 crores for Q4FY21& FY21 growth of 21.38% for Q4FY22 & 30.41 % for FY22.

Operating Revenue for Q4FY22 & FY22 stood at Rs. 373.01 & Rs. 1350.32 crore as compared to Rs. 308.31 & Rs. 1036.95 crores for Q4FY21& FY21, growth of 20.98 % for Q4FY22 & 30.22 % for FY22.

EBITDA for Q4FY22 & FY22 stood at Rs. 59.16 crore i.e. 15.70 % & Rs. 223.23 crore i.e. 16.45 % as compared to Rs. 33.24 crore i.e. 10.71 % & Rs. 141.56 crores i.e. 13.61 % for Q4FY21& FY21, growth of 77.95% & 57.69 % for Q4FY22 & FY22.

SPAT for Q4FY22 & FY22 stood at Rs. 37.10 crore i.e. 9.85 % & Rs. 145.87 crore i.e. 10.75 % as compared to Rs. 20.09 crore i.e. 6.47 % & Rs. 87.28 crores i.e. 8.39 % for Q4FY21& FY21, growth of 84.63 % & 67.13 % for Q4FY22 & FY22

Additionally, under its CSR wing, Dollar Foundation, the company has successfully initiated various CSR activities that focused on providing for the society over the years.

From this year, the company will be installing 35 - 40 water kiosks at Delhi Metro station and a significant number of the same in and around Puri in Odisha by 2025. Dollar will also be setting up of eye testing camps for children at Sundarbans, West Bengal.

AU Bank extends its top-of-the-line AU Royale programme to salaried and business segments

Pune (P&V news service):- AU Small Finance Bank, the largest Small Finance Bank and one of the fastest-growing retail Banks in India, has launched two new products under its affluent banking programme AU Royale - 'AU Royale Salary' and 'AU Royale Business' Current Account. The affluent segment in India is consistently growing. As the Hurun India Wealth Report 2021 estimates, Indian millionaire (USD) households are set to rise by 30% over the next five years. As this segment is experiencing a steady growth, its expectations from banking are ever evolving. Considering this, AU Bank has launched its Royale programme designed specifically to cater to the everyday banking re-

quirements of this segment. While the Bank was already offering customized premium products for HNIs and NRIs, now it has launched niche products, 'AU Royale Salary' and 'AU Royale Business', specially curated for the salaried and business class respectively. Commenting on the launch Mr. Uttam Tibrewal, Executive Director, AU Small Finance Bank said, "Over the years, we have seen growing interest from the affluent segment towards our personalized services and higher returns. While we have been a preferred choice of Bank for the self-employed business class, the number of salaried class customers has gradually started growing as we increase our footprint in Metros & Tier-I cities. As we have strategically

expanded our range of services across the banking spectrum, with 'AU Royale Salary' and 'AU Royale Business', we are expanding our class leading solutions to different segments of the affluent customers. In line with our commitment to bring our best in Banking, we shall continue to enhance our proposition and deliver unparalleled value to our customers."

The AU Royale Business Current Account offers family banking which allows grouping of business and family accounts. While the Relationship Managers provides end-to-end personalized banking, customers can avail a host of benefits offered by a feature Rich Royale Business Signature Debit Card. Other benefits include best in class Merchant Solu-

tions (QR, PoS, Payment gateway); preferential pricing on banking products; choice of Account Number and domestic airport lounge access.

The AU Royale Salary Savings account offers family banking for up to five family members and exciting cashback of upto 1% on Signature Debit Card spends. While a dedicated relationship manager provides support all the banking needs, customers can avail a host of other benefits like complimentary movie tickets on BookMyShow; low currency mark-up on international transactions and 75% discount on Lockers.

Customers wanting to enroll for AU Royale programme can visit www.aubank.in or visit the nearest branch of AU Small Finance Bank.