

Hafele "Let's Reimagine" Launch in Pune



Pune (P&V news service):- The need to take a fresh look at our homes and the different spaces within them, has gained great importance. After spending two years within the confines of their homes, people are realizing that living spaces need to be more flexible, more comfortable and more future-ready. While design and aesthetics define the ambience of spaces, it is functionality (through clever and smart hardware solutions) that provides day-to-day benefits like adding convenience, bringing in ease of living and utilizing the available space flexibly for multiple applications. Hafele has recently launched a new range of kitchen and home solutions from our in-house global assortment - the Matrix Drawer and Runner Systems, Free Flap Fittings, Metalla 510 Furniture Hinges and Wire Storage Solutions. These products reflect

the strong competencies that Hafele holds in research, development, engineering and manufacturing; and come with the well-recognized quality standards that our brand stands for, globally. Hafele has 5 manufacturing units, 4 located within Germany; and 1 located at Budapest, Hungary. Our in-house brands developed at these units through investment in engineering and manufacturing, ensure that we achieve the highest standards in terms of functionality, quality and design, making Hafele a leading manufacturer. These brands include: -Iconnect - Connector systems for furniture construction. -Dialogo - Sophisticated access control electronic RFID locking systems. -Lift & Turn - Free family flap fittings. -Loox - Plug and play modular LED lighting systems for furniture.

-Matrix - Modular drawer and runner systems for all applications. -Slido - Sliding door systems for furniture, domestic and commercial applications. Being the world leader in interior functionality, Hafele has been enhancing homes in India for almost 20 years now. We have every product in our range that can potentially add value to different interior spaces like homes, offices, institutions and hotels; and can create functionality for the different applications within any interior space. The brand is also well recognized among end customers who strongly associate Hafele with intelligent and smart home appliances as well as flexible and innovative kitchen solutions. To increase its reach and strengthen its brand recall among end customers, Hafele has launched a new communication strategy that redefines its position as a "Life-

style brand" that can bring ease, convenience, creativity and flexibility to homes. Hafele is a brand that exists around you in every possible way - be it through its clever storage solutions and intelligent and smooth hardware in kitchens, its smart digital security solutions for doors, its holistic range of sliding solutions for any application, its extensive range of lighting solutions for different areas of the home or its modern range of intuitive home appliances and more. Hafele products lend experience, novelty, flexibility and future readiness to different spaces in any home. With Hafele's new byline "Let's Reimagine" the brand invites everyone to dream and choose from the endless options from Hafele's many product ranges - in order to create or recreate their perfect homes. Mr. Jurgen Wolf, Managing and Marketing Director - Hafele South Asia, says "For a long time Hafele has enjoyed a leadership position in the B-to-B segment in South Asia. We now want to take our brand and what it stands for, directly to the

end customer through our newly launched 'Let's Reimagine' campaign. With this well-defined communication strategy for our brand, we are trying to visualize the many interior solutions which Hafele is offering. We are hoping that this will wet our customer's appetite to visit one of our Hafele Showrooms where they can actually touch, feel and experience the solutions that Hafele has on offer and convince them to use our products and services." The Hafele 'Let's Reimagine' campaign was activated on all digital platforms in March 2022. Through a host of lifestyle videos and inspirational posts, this campaign shows how the diverse Hafele solutions bring easiness, convenience, flexibility and ultimately more quality of life, to a working couple's hectic lifestyles. Ultimately this campaign communicates that Hafele is a lifestyle brand that people aspire to. Address: Showroom no.2, Ground Floor, F P no.403, A/2, ICC Trade Tower, Senapati Bapat Marg, Shivaji Nagar, Pune - 411016

An Announcement of Aryans Group Of Companies: A fund of Rs. 1800 crore will be donated to the nation on 26th June



Pune (P&V news service):- The Aryans Group recently announced that they will dedicate Rs 500 crore each to the PM Care Fund, National Defense Fund and PM National Relief Fund, Rs 200 crore to the Chief Minister's Assistance Fund and Rs 100 crore to the Chief Minister's Labor Fund as social responsibility an announcement was made by Manohar Jagtap, CEO of the

group in a Press Conference. Distribution of Ventilators- In the health sector, 37 ventilators, which are considered to be very basic during and after the Corona, will be donated. In the memory of late Sunil Muralidhar Jagtap The ventilator was handed over to Dr. Girish Kurhade of the Aundh Hospital at the hands of Smt. Vatsalabai Muralidhar Jagtap in a representative form. The

remaining ventilators will soon be donated on behalf of the Oma Foundation as a social responsibility. Giving information in the press conference, Mr. Jagtap clarified that Aryans Group of Companies is celebrating its success this year. The group has launched its various projects and on June 26, in the presence of Prime Minister Narendra Modi, the Bhumi- Pujan ceremony



of 'Aryans World' is proposed to be held at the company's 120-acre plot where the head office will be built using natural resources only. Some of the other ventures of the Company will be launched by Union Road Transport Minister Shri Gadkari, Minister of State for Finance Bhagwat Karad, Chief Minister Uddhav Thackeray, Deputy Chief Minister Ajit Pawar. Free distribution of Exer

e-bikes. 300 Exer e-bikes which are manufactured by Aryans Group are being distributed free of cost to Asha workers working in health services in rural areas of the state, Maharashtra Police Force and Pune Police. Aryans Group President Mukund Jagtap, Oma Foundation President Ajay Jagtap, Directors Sanjay Shendge, Kamesh Modi, Kiran Lohar and other directors were present on the occasion.

Pre-Launch bookings open for the all-new BMW G 310 RR.



Pune (P&V news service):- Pre-launch bookings for the all-new BMW G 310 RR are now open in India. The bike can be exclusively booked at all BMW Motorrad authorised dealerships or online by visiting www.bmwmotorradg310rr.com. The BMW G 310 RR is scheduled to be launched in India in July 2022. Deliveries will be done on a first come first serve basis post launch.

For ease of ownership, BMW India Financial Services is offering a complete package. Benefits include zero down payment, low monthly payments starting at INR 3,999 and the option to fund insurance and accessories. Customer will also enjoy the advantage of easy loan approvals during pre-booking phase. #RevealYourRacingAttitude #NeverStopChallenging #MakeLifeARide #BMW Motorrad India #G310RR.

Volvo Car India announces local assembly of its pure electric offering XC40 Recharge



Pune (P&V news service):- Volvo Car India announced that its all-electric offering the XC40 Recharge will be assembled in India for the Indian market. The car with a range up to 418 kms per charge (according to the Worldwide Harmonized Light Vehicles Test Procedure "WLTP") will be assembled at the company's Hosakote plant near Bengaluru, Karnataka. "We are committed to grow the Indian market and our plans to assemble our latest offering the XC40 Recharge at our plant in Bengaluru is a reflection of this resolute. The future of mobility is electric and as a company we have

already stated that we will be an all-electric car company by 2030. Our focus on local assembly is a step in this direction. Our current range of internal combustion engine cars are already being rolled out from Hosakote plant to the exacting safety and quality global benchmarks that Volvo is known for," said Mr. Jyoti Malhotra, Managing Director, Volvo Car India. Volvo has recently showcased their first pure-electric vehicle XC40 Recharge in India and the launch is planned in July with expected deliveries starting in October this year. Volvo Car India is committed to introduce a new all-electric

model every year commencing 2022. Globally the company has announced that by 2030 Volvo will produce only electric cars. Last year, Volvo has introduced the XC60, S90, and XC90 petrol with a 48V mild-hybrid system in support to their transition to an all-petrol portfolio and phased out all diesel models. The Volvo XC40 SUV, Volvo XC60 SUV, Volvo S60 sedan and Volvo S90 sedan were among the bestselling models sold by Volvo Car India. The company started the local assembly in India in 2017 and since then the focus has been to continue adding models in the locally assembled line-up. At present, the flagship SUV XC90, the mid-size SUV XC60, the compact luxury SUV XC40 and the luxury sedan S90 is being locally assembled at the Bangalore plant. XC40 Recharge pure electric becomes the latest one to join the locally assembled portfolio in India.

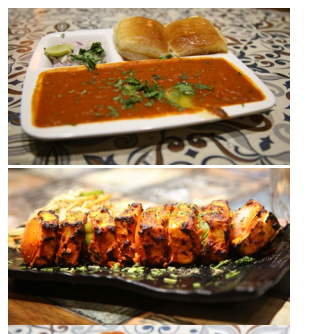


Shivasagar Group of Hotels expands in Pune Opens new branch at Wagholi



Pune (P&V news service):- Shivasagar Group of Hotels has announced the opening of its new branch at Wagholi (Wagholi-Kharadi Annexe, Ubalenagar on Nagar Road). The restaurant is strategically located in the rapidly growing eastern part of the city including Kharadi, Viman Nagar, Wagholi, Ubalenagar, Hadapsar etc. The outlet will serve as a perfect destination for vegetarian food lovers be it residents or office employees in surrounding areas. Known for its delicious vegetarian fare, Shivasagar has made a name for itself in Mumbai and Pune for taste and quality of food. This restaurant will offer more than 400 dishes including some of its specialties including Paneer Angara Masala, Paneer Ludhiana, Veg Mum-

taz, Veg Tejaswini, Paneer Makhnawala, Veg Biryani, along with host of South Indian dishes, Italian, Chinese and Mexican fare, sizzlers, pav bhaji, sandwiches, snacks, sizzlers, Shivasagar Signature specialties, beverages, juices, mocktails and desserts. The restaurant is spread over spacious area of 30,000 sq ft and can accommodate a total of 150 customers at any given point of time. Apart from this there is a well-equipped party hall, conference hall, separate hall for birthday party and other family functions. The hall can accommodate 150 people for a party and 50 people for a meeting. The facilities are aptly managed by a well trained staff of 60 employees including trained Chefs, waiters, and others. This information was given by N.T Pujari Managing Di-



rector Shivasagar Group of Hotels. Girish Pujari, Manager of Shivasagar Hotels and Ravi Pujari, Manager Mahesh Lunch Home were present at the press conference. There is ample parking for 30 four-wheelers at a time.

30 districts awarded for exemplary planning in skill development



Pune (P&V news service):- The 2nd edition of 'Awards for Excellence in District Skill Development Planning' (DSDP) were organised today with great fervour and fanfare at Dr. Ambedkar International Centre in New Delhi where top 30 districts were awarded for their innovative best practices in skill development in the region. Rajkot in Gujarat, Cachar in Assam and Satara in Maharashtra respectively were ranked top three among all participating districts. District Collectors, District Magistrates and other representatives from across 30 States attended the award ceremony and shared their ideas & experiences and presented the skill development work done at the grassroots level in their districts. Thirty districts were selected, and awards were given under the following three categories: -Category I: 8

Awards for Excellence in District Skill Development Planning. -Category II: 13 Certificate for Excellence in District Skill Development Planning. -Category III: 9 Letter of Appreciation for District Skill Development Planning. Congratulating all participants, Shri Dharmendra Pradhan, Minister of Education and Skill Development and Entrepreneurship, said all planning for skill development should have a link to the local economy, and that the way to an Atmanirbhar Bharat is through the building of Atmanirbhar districts. Shri Rajeev Chandrasekhar, Minister of State (MoS) for Skill Development and Entrepreneurship, and Electronics and IT, said the awards were reflective of the Centre's intention to build an ancillary skill ecosystem where multi-skilling opportunities gave rise to 'village engineers' and increased

livelihood chances. The science and method behind skill planning should aim to catalyse the local economy by creating multiple avenues of skilling and multiple job roles, he said. Shri Ved Mani Tiwari, Chief Operating Officer and Officiating Chief Executive Officer, National Skill Development Corporation, also presented the Skill India Digital Roadmap highlighting future skills and opportunities for local administrations to focus their attention on to boost local economy. Lauding the work done by the districts, Shri Rajesh Aggarwal, Secretary, Ministry of Skill Development & Entrepreneurship, said, "Riding on its unique demographic dividend, India is on the path to fulfil Hon'ble Prime Minister Shri Narendra Modi's vision of becoming the Skill Capital of the World. Many countries with ageing populations are banking on India for skilled workers, and global companies are keen on starting businesses in India. There is an urgent need to skill, reskill and up-skill the country's youth and districts can play a pivotal role in fulfilling this mission. I encourage all district magistrates to keep an eye on the global scenario and align their skill development programmes accordingly."

TVS Eurogrip is 'Technical Partner' for Petronas TVS One Make Championship 2022

Pune (P&V news service):- TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres will power the Petronas TVS One Make Championship as 'Technical Partner' for fourth year in a row. The partnership entails a strategic collaboration between Eurogrip and Apache brands. All bikes in the event will race with custom designed TVS Eurogrip tyres. The first racing event of the year is scheduled to take place on 10th June at Kari Circuit, Coimbatore and followed by four rounds at MMRT, Chennai. Speaking on the occasion, Mr. V Sivaramkrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd. said, "Teaming up as the 'Technical Partner' with TVS One Make Championship for the fourth time in a row is a matter of pride for us. The racers having chosen our Protorg

Extreme zero degree steel belted radials for this season too, reinforces the performance superiority of our products in Indian racing circuit. I'm sure TVS One Make Championship-2022 will be an eventful one and wish all the racers another year of success." Commenting on the partnership, Mr. P Madhavan, Executive Vice President, TVS Srichakra Ltd. said, "High performance in racing is the ultimate testimonial for the quality of our tyres. This is an exciting moment for us as we build Eurogrip into a strong brand in the racing space. We remain committed towards strengthening two-wheeler racing in India and offering world-class high-performance products for today's new-age bikers". Speaking on the partnership, Mr. B Selvaraj, Team Manager, TVS Racing, said, "We are delighted to partner with TVS

Eurogrip as our technical partner for PETRONAS TVS One Make Championship 2022. TVS Racing - India's first factory racing team has always been committed to improving the performance of its machines and riders in its very own championship year on year and is constantly democratizing racing through initiatives like Apache Racing Experience and PETRONAS TVS One Make Championship running TVS Apache RR 310, TVS Apache RTR 200 and TVS Apache RR 200 race bikes. With our association with TVS Eurogrip for the fourth year in a row, their high-performance tyres will make our riders feel more confident in the races, eventually setting outstanding lap timings in the respective categories. We look forward to the continued and fruitful partnership with TVS Eurogrip."

Directed by Khushboo Sinha 'Aathva Rang Premacha' to be released on 17 June



Pune (P&V news service):- The romantic drama, Rinku Rajguru & also stars newcomer Vishal Anand as the male lead, has been directed by first-time director Khushboo Sinha. Produced by Samir Karnik, Rakesh Raut, Ashish Bhalerao, Aadi-

nath Pictures, Rakesh Raut Production, Top Angle Productions, AA Films. Sameer Karnik is a popular Bollywood Film Producer and produced many popular Hindi Movies to name a few "Kyu Ho Gaya Na", "Yamla Pagla Deewana", "Char Din Ki Chandani", "Herros", also making debut as a producer in Marathi Cinema Industry with 'Aathva Rang Premacha' and audience will love this movie.

'Yere Yere Pausa' Releasing on 17 Jun, 2022



Pune (P&V news service):- Yere Yere Pausa is a drama film directed by Shafaq Khan, featuring Vinayak Potdar and Aarya Adhav in prominent roles. 'Yere Yere Pausa' is produced under the banner S Cube Films India LLP and also produced by Butterfly

Film. The film was scheduled to release 17 Jun, 2022. Marathi film 'YeRe YeRe Pausa' which was showered with several nominations in different categories like Best feature film, direction, editing, music, concept, cinematography and sound design



The film 'Yere Yere Pausa' got nominations in different categories. Officially selected in 31 film

festivals across 14 countries, the film has so far bagged 22 nominations and 16 awards.

'JANHIT MEIN JAARI' is the story of woman's extraordinary fight

Nushratt Bharuccha visit Pune



Pune (P&V news service):- It is a rare and outrageous thought.

To have a woman protagonist play a condom sales person. Bollywood ac-



cess Nushratt Bharuccha, who has given phenomenal performances with her last two films Chhorii and Dream Girl, is back with a bang in - Janhit Mein Jaari. Not only has she carried the entire film on her shoulder but has lent a voice to the character of Manokamna and started up a much more important conversation around

condoms effectively. 'Janhit Mein Jaari' is a story of a young girl, a wayfarer who takes up a challenging job selling condoms in a small town. The film takes one through the road of the challenges she faces amidst the social taboo and how she takes on the friction from her family and the entire town. Produced by Vinod Bhanushali under his banner Bhanushali Studios Limited and Think Ink Picturez in association with Shree Raghav Entertainment LLP, the film is theatrically released.

Earth Films gets Silver Remi Award at The Houston International Film Festival



Pune (P&V news service):- Earth Films' mega production - The Tails of Boo-Boo & Cuddly Poo are turning heads everywhere. After earning citations at the latest editions of the Dada Saheb Phalke Film Festival and the Kalakari Film Festival, the documentary has now gone beyond boundaries - more specifically to Houston, USA - to win a WorldFest Silver Remi Award for Film & Video Productions in the Category 'Animal Welfare'.

brings awareness to the plight of stray animals especially since the monsoons are coming up. Shyloh is such an integral part of my life and I can't imagine my life without her. I would want everyone to have that happiness in their life." The honour came at the 55th Annual WorldFest-Houston International Film Festival recently. The oldest independent film festival in the world, WorldFest-Houston helped legendary moviemakers like Steven Spielberg, George Lucas, Ang Lee, Ridley Scott and Oliver Stone find their way into the spotlight by conferring them with their very first awards. Salil Jason Fernandez said: "Every day and night, welfare workers across the city feed, care, heal, rescue, rehome, and love stray animals, tirelessly, selflessly, thanklessly. Every day and night they are faced with innumerable hurdles, the biggest obstacle of them all being people. So, I asked myself one question: Do I feel compelled to create a documentary on the plight of stray animals for the world to watch? Although

the answer was clear, never in my wildest dreams did I think that this passion project would become a mammoth collaboration and a genre buster that pushes the boundaries of documentary filmmaking." Vandana Sethi's sentiment was similar albeit from a different perspective. "I believe in coexistence and the concept of 'Equal Earth'. It's about ensuring that the Earth and its bounties are equally shared by all God's creatures; not just by humans alone. The relationship between dogs and humans ranges from one of dependence to apathy. This documentary is in tandem with my belief and that is what attracted me first towards the idea of this film. Film is an extremely powerful medium. It can entertain, inform, influence, educate... and now as we have shown, it can even be a voice for the voiceless." Actor Jim Sarbh, who also participated in the project, recounted his personal experience with his cat Mimi: "My life changed when Mimi walked into it; she's been my reason for sanity during

the lockdown. I think everyone should adopt an animal, give them love and a home, for the love you get back is manifold." The universal message of the documentary is about embracing stray dogs and cats - the narrative even narrowing towards pertinent points like the debate of 'pedigree versus strays'. In the end, when it all comes down to a voice for the voiceless, The Tails of Boo-Boo and Cuddly Poo has raised a crucial flag for stray animals across India. Creator and Director, Salil Jason Fernandez summarized it all perfectly: "If the film helps get the Animal Welfare Bill over the finishing line, it will be a bigger achievement than any award."



Capri Global Appoints Coaching Beyond as Consultant for UAE ILT20 League

Pune (P&V news service):- Capri Global has announced an association with Coaching Beyond, a premier cricket coaching institute, as a consultant for the franchise team of the UAE ILT20 League. The institution will assist Capri Global in appointment of coaching staff and matters related to cricket operations.

nurturing them. The company aims to play a vital role as an enabler by empowering deserving talent to showcase their sporting strength to the globe. Speaking on the association, Mr. Rajesh Sharma, Director, Capri Global, said, "Capri Global aims to reinforce the visibility and popularity of sports nationally and globally and popularize homegrown sports to create opportunities for aspiring talent. We are pleased to associate with Coaching Beyond, a brainchild of sports stalwarts who will assist us in evaluating the deserving talent and offer state-of-the-art sports training infrastructure, world-class technology, and training to

sportspeople. Mr. Sridhar's experience as a player and coach is almost unrivaled and his strategic insights, coaching approach, and collaborative style will be invaluable for our franchise team. We see great synergy coming through this alliance, including a host of exciting moments that are set to elevate the cricketing experience for the Indian audience on the global platform." Coaching Beyond is a premier cricket coaching institute in India that provides performance-driven cricket coaching, training, and education to individuals, teams, and coaches from the grassroots to various experience levels. It has recently launched its

first high-performance cricket academy in Hyderabad and is on track to launch its second project in Chennai by August. R Sridhar, Co-Founder of Coaching Beyond, said, "We are delighted to announce our partnership with Capri Global for the upcoming UAE ILT20 League. It is an exciting opportunity to work and do justice to the enormous cricketing talent and add value to the international platform. With a focused team effort, inclusive vision, and holistic approach, we can achieve consistent success during the tournament. We are confident that the League will be a grand success and are looking forward to a successful season".

Adani and GMR buy teams in Ultimate Kho Kho



Pune (P&V news service):- In a massive boost for Ultimate Kho Kho, corporate giants Adani Group and GMR group have acquired the Gujarat and Telangana franchises respectively in the league, which is poised for a 2022 launch with an aim to promote the homegrown sport.

living rooms of the fans in a new avatar. Welcoming the two team owners, Mr. Tenzing Niyogi, CEO, Ultimate Kho Kho said, "I am delighted to welcome the Adani Group & GMR on-board on our Ultimate Kho Kho journey. We are committed to bring this sporting spectacle to the masses of India and it's of great pride to collaborate with corporates as stakeholders. This is certainly a strong foot forward for Ultimate Kho Kho becoming a sports movement" Adani Sportsline, a part of the Adani Group, is already associated with many sporting leagues in

the country and is determined to contribute to creating an ecosystem that props up future sports icons and inspires the youth of the country.

"At Adani Sportsline, we are delighted to be in a position to promote yet another exciting homegrown sport," said Mr. Pranav Adani, Director - Adani Enterprises. "We have always believed that the best way to promote homegrown sports and build engagement across the national audience is to adopt a professional, structured approach. Our experience with the Kabaddi and Boxing League gives us confidence that the Ultimate Kho Kho League will do wonders for this much-loved traditional sport. Our decision to partner with this league is an extension of our aim to build a world-class ecosystem that nurtures sporting talent, accelerates the sports economy and plays the role of an enabler in India's journey to become a leading sporting nation."

of Indian-based infrastructure powerhouse, GMR Group, has already created robust grassroots level sports development initiatives in the national capital and NCR region.

Commited to developing and commercializing sports leagues, GMR is hoping that its association with UKK will help 'Kho-Kho' break the shackles and soar high in terms of popularity. "At GMR Sports' our aim is to promote sports amongst youth, connect with the community at large and build a supporting ecosystem. Since its inception, over 15 years ago, the company has done pioneering work in growing popular sports such as Cricket and other indigenous sports like Kabaddi and Wrestling across India and overseas.

With a vision to nurture talent at the grass root level, it has invested in providing access to professional sports by setting up Sports Training Academies across India," said Mr Kiran Kumar Grandhi, Corporate Chairman, GMR Group.

FIDE and AICF commemorate chess origin with introduction of the Olympiad Torch Relay ahead of the 44th Chess Olympiad in India

Pune (P&V news service):- Celebrating the popularity of the game in India and global representation, International Chess Federation (FIDE) and All India Chess Federation have agreed to introduce and institutionalise Chess Olympiad Torch Relay ahead of the 44th Chess Olympiad.

Torch Relay will only traverse in India. "This initiative will help in popularising the game of chess and galvanising the support of fans across the world. Starting from the next edition of the Olympiad, in line with the traditions of the Olympic Games, the torch will travel across all continents visiting FIDE member territories, ultimately culminating in the host country and city ahead of the opening of the Chess Olympiad," said FIDE President Arkady Dvorkovich. India will be hosting the 44th Chess Olympiad for the first-time ever in almost 100 years

of the sporting history, while organising this historic and prestigious world event, this announcement truly uplifts the country's position in chess globally. "It is indeed a huge honour for the country. What Athens means for Olympics is how India will be to chess community. It was our dream to bring the Chess Olympiad to India and now this announcement adds not only joy but extreme pride. We will soon announce the route and dates in consultation with the Government, FIDE and other stakeholders," Olympiad Director Bharat Singh Chauhan said.

"We thank FIDE for awarding India with such a great responsibility. This will surely inspire the young generation of the country which is the future of Indian chess," added Sanjay Kapoor, President, All India Chess Federation. The upcoming edition of the Chess Olympiad is scheduled to take place in Mahabalipuram, near Chennai from July 28 to August 10. The historic event has already received a record 343 teams in open and women's sections from 187 countries. The Torch Relay tradition will be part of every Olympiad with India being the starting flame point



Tata Starbucks introduces a Vegan Food Menu in India in association with Imagine Meats

Pune (P&V news service):- Tata Starbucks announces the introduction of an all-new vegan product lineup in India. Starting this month, Starbucks is adding three food products: Vegan Sausage Croissant Roll, Vegan Hummus Kebab Wrap and Vegan Croissant Bun. This lineup is developed in partnership with Imagine Meats, a local plant-based food venture by Celebrity Couple & Entrepreneurs Riteish and Genelia Deshmukh.



Starbucks, expanding vegan menus globally is one of the ways the company is pursuing its goal to reduce its carbon footprint by 50%. Speaking about the launch, Sushant Dash, CEO, Tata Starbucks Pvt Ltd said, "Customers in India are increasingly looking to explore more vegan food options. Since Starbucks arrived in the India market, we have always aimed to provide locally-relevant choices for vegetarian customers, and this new collaboration with

thrilled to be joining hands with Starbucks who supports our vision and to introduce a new vegan food menu in India that offers consumers a simple guilt-free switch to plant-based meat. This unique partnership helps accelerate our efforts towards bridging the gap for non-vegetarians and vegetarians alike, who are actively trying to make a conscious shift towards adopting a sustainable food lifestyle."

The newly-launched vegan food menu provides more vegan options for customers, in addition to Starbucks' existing beverage customization options with plant-based dairy alternatives such as almond, oat and soy. As customer interest in veggie choices increase, Starbucks remains committed to introducing newer offerings in locally relevant ways. For

one of India's home-grown ventures, Imagine Meats, is yet another way to offer our customers more ways to customize their Starbucks Experience with delightful new offerings." Commenting on the partnership with Starbucks, Riteish and Genelia Deshmukh, Founders of Imagine Meats said, "Imagine Meats is our heartfelt endeavor towards nurturing a caring attitude regarding the planet while nurturing conscious and sustainable high protein food choices. We are

The new vegan product lineup is available in select stores in Mumbai, Delhi NCR, Hyderabad, Bangalore, Goa, Jaipur, Kolkata, and Pune. As per a September 2021 study by a retail broking company in India*, the plant-based meat market in India is estimated at \$30-40 million. The new menu joins a growing list of vegan menu options available to the brand's customers around the world.

10-Course Lunch Set by Mainland China



Pune (P&V news service):- The secret of good taste lies largely in the freshness of ingredients and in their harmonious combination - and the Chefs at Mainland China know it too well. Mainland China has come up with a 10-course lunch set that includes Soups, Dimsums, Appetizers, Mains, Rice & Noodles, and Desserts.

Enjoy the best of Mainland

China and feast on these delectable dishes that are a part of the 10-course lunch set, only at Rs. 575 plus Government Taxes and a 10% service charge. Government Taxes and Ten Percent Service charges are applicable. The rate men-

tioned is for a single person. The offer is not valid for parcel and takeaway. Available for Monday and Thursday except for Festive Days. Kindly let your server know if you have any concerns with any intolerance and allergies.

Witness 'Anthracite', India's only Linkin Park tribute band to perform live at antiSOCIAL Pune on June 12

Pune (P&V news service):- Mumbai based Nu-Metal band Anthracite India will be making their way to antiSOCIAL Pune for an unforgettable tribute night to one of the greatest bands of all times, Linkin Park. Anthracite is a Rap/Rock band from Mumbai, India. Since their origin in 2010, the band has released one demo

album and a few singles. The band's sound has been influenced by the likes of Linkin Park, Limp Bizkit, and System of a Down. After being a part of a few gig circuits in Mumbai, the band decided to give it a shot at playing a Tribute to Linkin Park show in Mumbai in 2016. Since then, Anthracite has played over 40 shows across

the country, including three tours. Anthracite is currently the only Linkin Park tribute act in India. They were also called to play a special tribute gig to launch Linkin Park's latest album 'One More Light' in Mumbai, to a bunch of hard-core LP fans, who also got to listen to the album for the first time, before the re-

lease date. This event was organized by Linkin Park Official, Sony Music, and Warner Brothers. Date: 12th June 2022 Time: 8 pm onwards Venue: antiSOCIAL Pune, nit No. 102, Mezzanine, Ferguson College Rd, above FC Road Social, Pune, Maharashtra 411005 Fee: 399/-

GE conducts Pride Walks across its campuses in India



Pune (P&V news service):- To celebrate Pride month and to extend solidarity to the LGBTQIA+ community, GEorganised Pride walks across 10 of their campuses in India. Over 1500 GE employees, allies, and members of the community participated in the walk held across various locations. The Pride Walks were conducted across GE campuses at Bengaluru (Karnataka), Sanand (Gujarat), Durgapur (West Bengal), Dabaspet (Karnataka), Maneja (Gujarat), Noida (Uttar Pradesh), Pune (Maharashtra) and Chennai (Tamil Nadu). Senior leaders from GE also participated in the Pride Walk at different campuses. Mahesh Palashikar, President, GE South Asia, said, "I am humbled to witness our leadership and employee-some together in unison for

the Pride celebrations at GE happening across the country today. At GE, we believe that diversity and inclusion, which are the real grounds for creativity, must remain at the centre of what we do. We have a remarkably diverse environment and a very inclusive culture, and we only hope to further these initiatives in the future and create a lasting impact." Alok Nanda, CTO, GE South Asia and CEO, GE India Technology Centre, who also participated in the Pride walk at GE's John F Welch Technology Centre, Bengaluru, said, "Diversity and Inclusion needs to be a way of life, something that every employee in the organization experiences every day. At GE India Technology Centre, the Inclusion and Diversity team is called WOW (Way of Work). It is a diverse team

of passionate volunteers that come from different GE businesses, career levels, genders, demography groups and are excited about building an inclusive workplace for everyone to bring their true and best selves to work every day. The Pride Alliance team in the last three years has come up with several new practices with a focus on creating and sustaining inclusive practices, framing inclusive policies, setting up inclusive infrastructure and building inclusive mindsets."

Speaking at the occasion, Sukla Chandra, Senior Managing Director, Licensing and Inclusion and Diversity Leader, GE South Asia, said, "The goal of the Pride Alliance is to unite and celebrate the spirit of inclusion and diversity followed across the organization. We are proud of making GE a place where people feel they truly belong. The passion of our employees along with our business leaders who drive inclusive and holistic policies, make our workplaces engaging for diverse groups."

Pune International Centre releases 'India's Youth Manifesto for a Climate-Secure Future'

Pune (P&V news service):- Pune International Centre's (PIC) programme on Energy Environment & Climate Change (EECC) today released the 'India's Youth Manifesto for a Climate-Secure Future'. This was released at the hands of Chief Guest Adv. Vandana Chavan, Member of Parliament Rajya Sabha, at an event organised at Sumant Moolgaonkar Auditorium to mark World Environment Day 2022. Prof. Amitav Malik, Trustee PIC, Dr. Vijay Kelkar Vice President PIC, Abhay Vaidya, Director PIC, Prithviraj Lingayat, Researcher, PIC, Pournima Agarkar, Secretary IN-ECC and Tanmay Kanitkar, Co-founder, Parivartan, Falguni Gokhale, founder Design Directions were present on the occasion. The goal of this Youth Man-

ifesto is to responsibly politicize issues like Climate Change and resource exploitation that can jeopardize the future of the coming generation. It emphasises the demands put forth by the youth and the need for rapid climate action. It notes down the foundations on which the Youth can protect their present and secure their future. The initiative of preparing a Youth Manifesto has received appreciation from Maharashtra's Hon'ble Dy Chief Minister Shri Ajit Pawar. Adv. Vandana Chavan said that the time is ticking, we have no planet B, we have to make sure we take care of planet earth. The theme of the World Environment Day is 'Only one Earth' is therefore important. At a time when the effect of climate change has reached

each and every one of us, we need to talk to people, create awareness and tell about the impending dangers. Action should happen at the grass root level whether it is segregation of garbage, transportation, addressing important issues like land use, hills, carbon sequestration, reducing carbon footprint at individual level and office spaces. It will be important to sensitize Municipal Corporation officers so that they look at every project from the lens of climate change. She added that it is a matter of pride that India has always responded to climate action conferences right from the conference at Stockholm way back in 1972, to Rio de Janeiro in 1992 to Cops 26, but more needs to be done. While presenting the Manifesto Prithviraj Lingayat, Researcher, PIC said that

global warming is purely not an environmental issue but social, political and humanitarian issue. Political Will is extremely essential for climate action and this youth manifesto aims to politicize the urgent issues of global warming, climate changes and the mindless environmental exploitation. The genesis of this manifesto comes from the research we did at Pune International Centre. Pournima Agarkar, Secretary INECC said that it is in our hands to create a sustainable future. We need to start adapting to life skills to take care of people around us. As we move towards different developmental ways, new opportunities like Green Entrepreneurships and green jobs will assume importance. Tanmay Kanitkar, Co-Founder Parivartan said that

availability of information can help in informed decision making. Free flowing information, more data points will be essential for building consensus and influencing decision makers. Prof. Amitav Malik, Trustee PIC in his welcome address said that this initiative is unique as this highlights what youth of today wants. Today we are at a time where what we do in the next 10 years will define what will happen in the future. Today's youth is informed and conscious of importance of climate secure future and this initiative has given a voice to the youth. Falguni Gokhale's book 'Making a World of difference' specially for creating awareness amongst school children was also released on the occasion. Dr. Vijay Kelkar gave the closing remarks.

On World Environment Day, Quest Global commences its pledge in Pune, India



Pune (P&V news service):- Contributing to a better tomorrow and giving back to communities where we live and work has always been part of the DNA at Quest Global. On the World Environment Day, Quest Global, one of the world's fastest growing engineering services firms, launched the Quest Global Pledge - to plant 500,000 trees globally, by 2025. The organization has announced that it will plant 500 trees across Pune in the next three months along with a local NGO partner, Y4D Foundation.

The tree plantation drive was launched at the campus of Madhyamik Vidyalay, Mahalunge (Padale), by the honorable Chief Guest, Ravindra Dharia, President - Vanarai. Vanarai is a national organization working towards sustainable rural development. Sanjiv Pande, VP & Global

Head, Sustainability & Corporate Social Responsibility for Quest Global, Praful Nikam, President - Y4D Foundation, Arun Gholap, Associate Director - Y4D Foundation, the school's principal and volunteers joined the chief guest to plant 50 trees at the school campus. Vanarai's Ravindra Dharia said, "Tree plantation is a critical undertaking by corporate players for ensuring a sustainable future. It helps to minimize the risk of floods,

enhances air quality, and reduces the urban 'heat island' effect. I am delighted that Quest Global is taking up this initiative for preserving the much-needed green-cover." Addressing the gathering, Sanjiv Pande, VP & Global Head, Sustainability & Corporate Social Responsibility for Quest Global, said, "The Quest Global Pledge is our way of creating an environmental imprint that lasts for generations to come. We emphatically believe sustainability is no longer about doing less harm. It is about doing more good. I am positive this initiative will go a long way in spreading awareness amongst the students about the importance of environmental conservation. I am thankful to the Y4D Foundation and the Mahalunge school staff for their partnership."

ISHRAE Pune Chapter kick starts REFTECH initiative to mark World Refrigeration Day

Pune (P&V news service):- The Pune Chapter of Indian Society of Heating Refrigerating and Air Conditioning Engineers (ISHRAE) has kicked started the second edition of REFTECH leading upto World Refrigeration Day which is celebrated on 26 June 2022. 'REFTECH' a series of technical sessions in sync with the global theme every year.

The first technical seminar under this series was conducted recently at Bhandarkar Hall. The keynote speaker was founder President of ISHRAE Arvind Surlange, a renowned technical advisor in the field. Ravikant Agarwal, vice president Polygon, gave a lecture on the various

benefits of blockchain technology in the field of AC and cold chain. Sanjay Ithape, Managing Director, DCE Refrigeration, spoke on falling film chiller. The program was moderated by Vimal Chawda. The introductory speech was made by Nandkishore Kotkar, President Elect of ISHRAE. The next in series will be online events June 10 and June 17. And the closing ceremony is scheduled for June 26 to mark World Refrigeration Day. The Refrigeration Industry is a necessity in today's world spanning from Dairy Cold Storage Pharmaceutical, Chemical and many more sectors taking care of all aspects of life.

The Akanksha Foundation's PCMC English Medium School, Bopkhel makes it to the Top 10 Shortlist for World's Best School Prize for Community Collaboration

Pune (P&V news service):- Five inspirational Indian schools have been named in the Top 10 shortlists for the new \$250,000 World's Best School Prizes, launched this year by T4 Education in partnership with Templeton World Charity Foundation, Accenture and American Express.

One of them is The Akanksha Foundation's PCMC English Medium School, Bopkhel for its impact in community collaboration. A few months ago, T4, an organization based out of the UK, initiated a World's Best School Prize to celebrate schools across the world, with an opportunity to recognize and share their best practices around the world. The World's Best School Prizes shine a spotlight on schools whose principals, teachers, and communities have demonstrated exemplary leadership and innovation to improve the education of their students in the shadow of a global pandemic.

Akanksha's PCMC English Medium School, Bopkhel was selected after reviewing thousands of applications from schools across the world by a review panel consisting of experts in the education sector. This is a victory not just for one school but for our entire network that deeply believes in the ideology of partnering with the community. Here's what Saurabh Taneja, the CEO of the Akanksha

Foundation shares - "Parents and our communities have been our partners for as long as Akanksha has existed. For the purpose of this partnership to be crystallized and presented through one school is a moment of pride and a milestone for every Akanksha school.

I want to recognize Sushma Pathare's leadership in instilling and showcasing the purpose and power of our community and leveraging it by bringing together teachers, social workers, and every stakeholder with our parents. The pandemic has shown us the difference an invested family can make in a child's development.

We've seen our parents learn so children could learn, sing so children could sing, and share who they are so their children understood them and dared to share too." Sushma Pathare, School Leader (Principal) of PCMC English Medium School, Bopkhel shares - "We enabled parent voice to design and modify policies, structures, systems at a school level so that there is more ownership that parents feel towards their school.

The five World's Best School Prizes, founded by T4 Education in partnership with Accenture, American Express, Yayasan Hasanah, Templeton World Charity Foundation, and the Lemann Foundation, celebrate schools everywhere for the pivotal role they play

in developing the next generation of learners and for their enormous contribution to society's progress especially in the wake of COVID. Vikas Pota, Founder of T4 Education and the World's Best School Prizes, said: "With over 1.5 billion learners impacted by school and university closures, COVID has greatly exacerbated a global education crisis in which, even before the pandemic, the UN warned progress was already too slow to achieve universal quality education by 2030.

"We have launched the World's Best School Prizes as a grassroots solution to help build the systemic change needed. By telling the stories of inspirational schools that are transforming the lives of their students and making a real difference to their communities, schools can share their best practices and have their voices heard at the top table to help transform education.

"I want to congratulate SVKM's CNM School, SDMC Primary School Lajpat Nagar III, Khoj School, PCMC English Medium School, Bopkhel, and Samaritan Mission School (High) for making the Top 10 shortlists for the inaugural World's Best School Prizes.

Educators all over the world will now be able to learn from the examples of these outstanding Indian schools."

Seagull Advertising the start-up brand launch accelerator of Pune

Pune (P&V news service):- Seagull Advertising, an Integrated Marketing Communications agency based in Pune has successfully hosted the "Seagull Brand Launch showcase" event on 6th June 2022 in Pune. This event showcased the launch of new start-ups like Redeemtion, Toilet Seva, and Fundook. This event was held at Billy's BrewStirs, between 4:30 to 7:30 PM in Aundh where they celebrated and showcased some of their most innovative business ideas. The event also held an interactive session for exchanging thoughts for better growth.

Startup brand like Redeemtion, India's first KYC-compliant crypto token platform based on Binance Smart Chain protocol also showcased their disruptive ideas on the crypto token. They offer unique selling propositions and operate with

a visionary purpose of accelerating economic growth and catalyzing the growth of disruptive, tech-oriented start-ups and SMEs. Toilet Seva, a GPS-based tech solution for users to discover hygiene and safe toilets nearby, to make 'har toilet clean toilet'.

A social enterprise, aiming to address an age-old problem in India, regarding clean toilets. The newly invented app (iOS/Android) is uniquely designed to help travelers, commuters, students, the elderly population, women, and anyone, looking for usable washrooms.

Such washrooms may be located inside hotels/cafes, petrol pumps (gas stations), schools or may even be paid private/public toilets. Fundook, a thrilling high-tech sport, Fundook delivers a real shooting experience with its laser-based, AI-pow-

ered technology that makes it 100% safe, accessible, cost-efficient, and easy to play. Anjali Bhagwat, Olympian, professional Indian sport shooter, and Former World no 1 along with her team of brainy engineers designed Fundook, a modified shooting sport that can be played safely in homes, offices, schools, colleges, or clubhouses.

Sameer Desai, Managing Director of Seagull Advertising commented on the event saying- "It has always been an objective of Seagull Advertising to be the go-to Start-up accelerator in Pune.

We are honored to be a part of the success journey these new brands are aiming for. We have always helped brands to establish their niche in the market and I am sure with time all these brands shall scale new heights which we are excited to witness in the near future"

pTron announces the launch of its stylish & most epic Smartwatch; the Force X10E



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, has expanded its product portfolio for wearables with the launch of a new smartwatch pTron Force X10E. With the promise of Style, Performance & Connectivity, pTron's latest addition to their ever-expanding portfolio will feature real ticking hands that move to reveal a 1.7 Large HD display.

Commenting on the launch, Mr. Ameen Khwaja, Founder & CEO, pTron said, "The Force X10E is an ideal addition to our Smart wearables catalog as it resonates with millions of customers in Tier 1 & Tier 2 cities of India who seek cutting-edge, easy-to-navigate, reliable, durable & stylish piece of Smartwatch that is feature-packed, premium yet value for money. The Force X10E is specially designed keeping the same in mind. With innovative technology & iconic features Force X10E GenZ's companion in their daily

lives: from sports to daily wellness needs at a remarkable price point." The ergonomic and lightweight Force X10E has been designed with a thinner 10.5mm metal case with premium steel pushers and a curved 2.5D screen that smoothly transitions into the metal body, giving it a more versatile look.

Equipped with advanced health & wellness sensors, Force X10E efficiently & continuously tracks heart rate 24x7 along with other vital body functions like Blood Oxygen, Calories, etc. From monitoring their heart rate throughout the day to being reminded to take a moment to reset with a guided breathing session, and even scheduling a daily walk, users can stay mindful of their intentions by tracking their fitness goals on the Force X10E. The smart device features 7 active fitness modes along with a steps-counting function that records the number of steps taken during the day which can surely help users have a healthier lifestyle and improve their overall

well-being. The smart & agile Force X10E also offers a range of smart features to help manage the day and quickly get the information needed such as hands-free smart notifications for incoming calls, SMS, and Social media alerts along with weather updates as a part of practical tools. With just 3 Hrs of charging time, the Force X10E can outlast 12 days of continuous usage, be it activity tracking during the day or sleep monitoring by night, thanks to its large 250mAh battery.

The watch charger has been enriched with integrated magnets to instantly snap the watch into place for charging. The Force X10E is compatible with the DaFit App for both Android and iOS that allows functionality to set reminders and access a wide range of health data along with multiple customized watch faces. In both, the watch and the app, the data is clearly displayed for an easy understanding of data patterns. All recordings are saved and can be seen in the app and shared too. IP68 rated for water resistance, the elegant & truly smart Force X10E is available in three stylish colors that fit seamlessly into your daily life: Onyx Black, Space Blue & Suede Pink. The Force X10E is available on Amazon India starting 6th June at a special launch price of INR 1799/- (for the first two days). From 8th June onwards Force X10E will be available at a regular price of INR 1899/-, with a one-year warranty.

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.

Overall trends: We are witnessing a huge demand for entry level laptops from brands like Honor, Redmi, HP and Lenovo. Interestingly, we are also seeing demand for PC components such as RAM, HDD and Printer Ink along with entry level smartwatches. Customer trends Amazon has seen in the region: Gaming continues to be a strong growth driver; customers are looking for gaming laptops from brands like HP and Asus. Demand for premium gaming headsets and mouse is also increasing from brands like Logitech, Hyperx and HP.

Vitesco Technologies relies on Infineon for silicon carbide power semiconductors

Pune (P&V news service):- Vitesco Technologies, a leading international supplier of modern drive technologies and electrification solutions, has signed a cooperation agreement with Infineon Technologies AG. Infineon is the world's leading semiconductor manufacturer for automotive electronics and a leading global supplier of power semiconductors made of the innovative material silicon carbide (SiC). Silicon carbide plays a key role in increasing the efficiency of high-voltage power electronics in the drive systems of electrified vehicles. Vitesco Technologies uses SiC components, for example, in very compact high-voltage inverters that control electric drive motors. As one of the pioneers in electromobility, Vitesco Technologies is already using SiC components in the current generation of electronics, where they enable small sizes with high efficiency. "Partnering-up with leading semiconductor manufacturers is important for us to master dynamic growth," said Andreas Wolf, CEO of Vitesco Technologies. "We have been collaborating with Infineon on silicon for a long time. We are now expanding this with SiC

power semiconductors. Jointly refining chips specifically for our applications, in the area of electromobility, will lead to highly attractive solutions. This is another important step forward into the future of electrification." "In silicon carbide, Infineon is a technological and quality leader," said Dr. Stephan Zizala, head of the Automotive High Power business unit at Infineon Technologies. "Our second silicon carbide generation enables us to develop even more compact and efficient systems. With our decades of experience and continuous expansion of manufacturing capacities, we are well positioned for the accelerated growth of the SiC market." Vitesco Technologies further strengthens its position in the field of silicon carbide (SiC) semiconductors. The cooperation with Infineon opens up the possibility of additional capacity for the strong growth in electromobility SiC semiconductors greatly contribute to the efficiency of power electronics with up to 800-volt and thus increase the range of electric vehicles. As a part of the cooperation with Infineon specific development of SiC components will be included

Toshiba Software and Beyond Next Ventures India launch Ideathon to inspire ideas that can solve business and social problems in India

Pune (P&V news service):- Toshiba Software India Private Limited (hereinafter "TSIP"), a Toshiba Group company specializing in the innovative software solutions, in collaboration with Beyond Next Ventures India Private Limited (BNVI), a wholly owned subsidiary of the Japanese venture capital firm Beyond Next Ventures Inc., today launched Ideathon - a 12-week innovation programme to spur the entrepreneurial skill development for TSIP employees and engineer innovative solutions that can solve business and social problems of India. Commenting on the launch of Ideathon, Mr Ramdas Baliga, Managing Director, Toshiba Software India Pvt. Ltd. said, "The Indian startup economy is witnessing an unprecedented surge in Venture Capital investment and tech entrepreneurship. TSIP has the ability to stimulate innovation with our advanced technologies like AI, machine learning, IoT, Cloud solutions, Data Science etc.

and catalyse the vision of Startup India and Make-in-India. With the launch of Ideathon, we encourage TSIP employees to use our technologies and infrastructure to conceive ideas that will build sustainable, inclusive and innovative solutions for business and social problems in India. Functioning as Toshiba Group's innovation hub in India, TSIP aims to empower digital agility across and beyond Toshiba Group and endeavours to bring together the Japanese expertise and the Indian entrepreneurial spirit to turn on the promise of a new day." Mr. Tsuyoshi Ito, CEO, of Beyond Next Ventures Inc. stated, "We are very happy to partner with Toshiba Software and are confident that this will be a new benchmark in increasing India-Japan collaboration keeping in mind the immense potential of ideas generated by Indian talents and complemented by the global scale merit that Japan brings." Speaking at the launch, Mr. Mayur Shah, Head - Busi-

ness Development, Beyond Next Ventures India Pvt. Ltd. commented, "Beyond Next Ventures believes in the potential of Japanese science and technology, and Indian entrepreneurial skills. Our mission in India is to contribute to India's next phase of high growth by partnering with excellent entrepreneurs who are committed to solve social and economic problems. With Ideathon, we are partnering Toshiba Software to not only build an environment that stimulates maximum productivity and growth for entrepreneurs but also create disruptive and innovative solutions to help build a better future and society." In line with the government's "Make in India for the World" vision and furthering India-Japan economic cooperation, Ideathon is the right step in promoting entrepreneurial zeal among young Indians to inspire innovative ideas, and this model can become a benchmark for established Japanese companies

in India to advance the next phase of growth in the Indian market. Under the programme, any number of teams from TSIP can enroll to participate in the Ideathon. After a rigorous process of selection, 5 shortlisted teams will undergo a rigorous workshop with BNV to mentor them and help fine-tune & brush-up their ideas to prepare them for the final pitch. The shortlisted teams will then make the final pitch to the core committee in August 2022, who will select three winners and felicitate them with reward money. Basis the impact potential and commercial viability, the winning idea will also be considered for seed capital and further refinement of the idea for deployment along with experienced Business Development teams both in India and Japan who will bring decades of experience in working with Japanese enterprises and other significant players in the ecosystem, bringing much required complementary strengths.

Bank of Baroda Celebrates Azadi Ka Amrit Mahotsav - Iconic Week

Pune (P&V news service):- Bank of Baroda (Bank), one of India's leading public sector banks, today announced that the Bank celebrated the 'Azadi Ka Amrit Mahotsav - Iconic Week', in coordination with the Department of Financial Services, Ministry of Finance. To commemorate 75 years of India's Independence, the Bank organised a series of outreach programmes across 75 identified branches in the country. Azadi Ka Amrit Mahotsav - Iconic Week celebrations opened with the Prime Minister's address at the Vigyan Bhawan, New Delhi. Bank of Baroda made arrangements in various cities for the live telecast of the address for employees, customers and the general public. During the Iconic Week, the Bank conducted various outreach activities across 75 branches focused around educating customers on digital banking as well as increasing awareness on cyber frauds and how to bank safely. To promote financial inclu-

sion, the Bank also organised extensive district level credit outreach programmes across the SLBC states i.e. Rajasthan, Uttar Pradesh and Gujarat informing customers about the various credit facilities available, enrolling beneficiaries in different government schemes, handing over of sanction letters to beneficiaries etc. Speaking on the occasion, Shri. Sanjiv Chadha, Managing Director & CEO, Bank of Baroda said, "India stands at an enviable position today as one of the fastest-growing economies in the world. The country has seen remarkable progress over the past 75 years. As we look ahead, Azadi Ka Amrit Mahotsav is an initiative that not only celebrates what the country has achieved thus far, it also helps us in shaping the India of tomorrow. A strong financial sector is needed for a strong India and Bank of Baroda is excited to continue to play an important role in the growth story of the country."

Call for Applications for INR 16.5 Cr HCL Grant Edition VIII; Deadline is June 18, 2022

Pune (P&V news service):- HCL Grant has announced Edition VIII for recognizing the NGOs Transforming Rural India. The application portal is now live, and the last date for accepting online applications is June 18th, 2022. Started in 2015, the HCL Grant is a Corporate Social Responsibility (CSR) commitment through the HCL Foundation, the CSR arm of HCL Technologies, to strengthen and empower NGOs, engage with them, and recognize them for their path-breaking work. HCL Foundation has now announced Edition VIII of the HCL Grant. HCL Grant awards the winning NGOs in each Environment, Health, and Education category a grant of ₹5 Crore for a three-year project. The HCL Grant rewards the other finalists too, who are doing great work in their own right. So, the two other finalists in each category receive a grant of ₹25 lakhs for a year-long project mutually agreed upon with HCL Foundation and NGO after the final Jury meeting. The application portal for

HCL Grant for this year is live now. NGOs looking to apply for this year's Grant can fill out the online application form through this portal, including the organizational profile, project abstract, and some mandatory documents. HCL Grant is applicable for NGOs working in Environment, Health, and Education, with experience in implementing projects in rural India. Organizations with innovative, replicable, and sustainable models that can significantly contribute to rural development in Environment, Health, and Education are eligible for the Grant. Applicants can submit their entries online through the HCL Grant portal on HCL Grant's official website on the link: <https://www.hclfoundation.org/user/hcl-grant/register>. There will be no charges or fees while applying. There is no authorized individual, third party, company, agency, or organization to accept the application on behalf of the HCL Grant or ask for any monetary or in-kind benefit for completing the applica-

tion process. HCL Grant, an initiative by HCL Foundation, the philanthropic arm of HCL Technologies, is a step towards recognizing the "The Fifth Estate" contributing to Nation Building. It started in 2015, a commitment by HCL to strengthen transformation in the areas of Education, Health, and Environment, by reaching out to marginalized, isolated, and underdeveloped rural communities and achieving sustainable socio-economic development. A unique aspect of the HCL Grant is that the organizations are recognized based on the 'idea' and their power to transform ideas into implementable projects and thereby transform Indian villages in a sustainable way. For more information, please log on to <https://www.hclfoundation.org/hcl-grant>. Quote from Ms. Nidhi Pundhir, Director - HCL Foundation: "Our aim to host the HCL Grant is to recognize the unique NGOs for their power to transform their ideas into reality and thereby change the communities. In the past, the need to acknowledge the crucial role of the fifth es-

tate is more emphasized. The NGOs are bridging the gaps and helping the communities gain access to the essential resources and highlight the extraordinary work they are performing in the field of Education, Environment and Health, thereby bringing a difference to people's life. Apart from the prize money, HCL Grant also annually releases a compendium that features the winners and the work of 30 other short-listed NGOs, 10 from each category. It is a step towards acknowledging the valuable contribution of NGOs and re-establishing the value of strong governance in civil society and providing international visibility to Indian NGOs doing pathbreaking work in the rural development sector." The winning NGOs of HCL Grant 2022 were: PROFESSIONAL ASSISTANCE FOR DEVELOPMENT ACTION (PRADAN) - Environment - West Bengal. THE ASSOCIATION OF PEOPLE WITH DISABILITY - Health - Karnataka. LANGUAGE AND LEARNING FOUNDATION - Education - Chhattisgarh.

79% of Intercity bus travelers feel there is a lack of uniformity of services, reveals NueGo Travel Insights

Pune (P&V news service):- NueGo, the flagship inter-city electric mobility coach brand of GreenCell Mobility, conducted first of its kind interview-based study with over 2800 respondents across 10 cities in partnership with Kantar, the world's leading insights and consulting company. The study was aimed at understanding the needs of the Indian inter-city traveller and has revealed 79% of inter-city travellers feel there is a lack of standardization in different aspects of bus travel like punctuality, cleanliness/hygiene, provision of food and beverages. The study included multiple bus traveller segments - Premium AC, Affordable AC, Non-AC, using both qualitative and quantitative research. A qualitative research survey was also conducted among inter-city bus travel stakeholders like private bus operators, offline ticketing agents and online aggregators. Majority of the inter-city bus travellers were found to be working Males with an average age of 35 years. The study further shows that leisure is the top reason for travel (58%) for travellers

across the country with preference given to travelling with family or friends. The zone wise data showed that Travel for leisure is higher in the North (70%) compared to West (56%) and South (55%). When choosing a mode of transport, comfort, hygiene, and safety are the top considerations along with cleanliness. Post COVID-19, cleanliness and hygiene have become important to consumers in all facets of life. Safety is the third most important consideration at an overall level. Among women, however, the hierarchy of factors influencing the choice of mode of travel is different. Safety is the top consideration among women, followed by cleanliness. The order of these factors also differs by Zones. Safety is most important to travellers in the South while comfort is relatively more important to those in the North and the West. Travellers in the North also seem to be more price sensitive as it is the second most important consideration to them, while it ranks fourth in the West and third in the South. In India, there are about

3,60,000+ inter-city buses among which only about 50,000 of these buses are AC buses. In this AC buses segment, the premium AC bus market comprises of about 15,000 buses. The CAGR growth in the bus AC market is predicted at 20-25 per cent. Among this segment, going greener while travelling has also seen an uptake. The study has found that when asked about their keenness to travel green with premium electric buses, majority of the travellers showed a high willingness with 77% willing to pay a premium for these buses. Speaking on the survey, Anand Parameswaran, Executive Director, Insights Division, Kantar said, "The study covered different phases of travel. There is a clear demand for a seamless, consistent, and elevated consumer experience in all facets of travel. Consumers are also becoming socially conscious and willing to opt for electric buses for a sustainable future." The study infers that while inter-city travel is developing from an infrastructure perspective, there is a lot of scope to improve with respect to service offerings. Service

aspects related to operations like punctuality, cleanliness, mid-point halts, food, and beverages were stated to be most important by travellers when choosing a particular bus operator for their inter-city travel. To address this segment of travellers, NueGo, the flagship inter-city pan Indian electric mobility coach brand of GreenCell Mobility, is pioneering the mass transport sector by offering a world-class travel experience for Indian customers. Speaking on the offering, Ashok Agarwal, MD & CEO, GreenCell Mobility said, "NueGo services will soon be rolled out across 75 Indian cities, starting on the Indore-Bhopal route in early June. A customer-centric brand, NueGo buses are a climate-friendly alternative focused on delivering the brilliant basics to the Indian travelers which are at par with Global standards." A unique service offering, NueGo buses will be fitted with innovative technology and offer end to end convenience through customer lounges, app bookings, live tracking, and seamless customer experience.

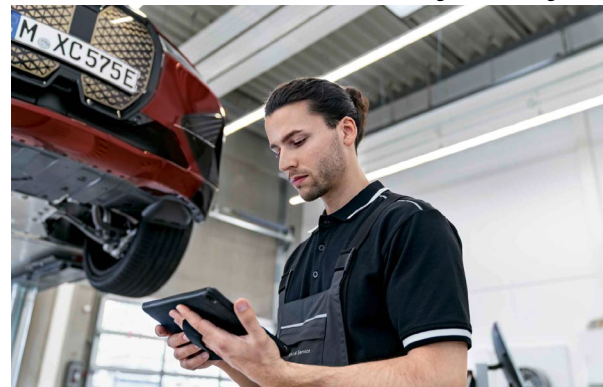
BMW India to kick-start its Pre-Monsoon Service Campaign



Pune (P&V news service):- BMW Group India has announced the launch of pre-monsoon service campaign for BMW and MINI vehicles across its dealer network. This special service initiative will ensure complete car readiness for the upcoming rainy season. BMW Pre-Monsoon Service camp is conceptualized to offer useful information and tips on effective vehicle management, on-time maintenance and overall understanding of BMW and MINI vehicles. The program provides a comprehensive vehi-

cle check and, if required, a basic Condition-Based Service as well ensuring that the car is in top condition. The service is conducted by certified technical experts. Prior appointments can be booked at the workshop. Customers will also be able to check and update their details to receive special promotions and offers from dealers. As part of BMW Group India's comprehensive aftersales campaign, Pre-Monsoon Service special provisions have been made in cities that are vulnerable to heavy flooding during the monsoon season. Prompt support will

be offered by a task force of certified technicians and service advisors. They will be deployed at various service points to bring flood-affected vehicles back on the road.



Ordering of spare parts will be prioritized for quick turnaround time. BMW Group India regularly conducts periodic service campaigns across the country to ensure that a BMW or MINI is always ready. Cars older than 5 years would get discounts up to 30% under the 'BMW Joy Rewards' campaigns. Details of the offer and other vehicle checks would be available at the service camps. BMW Group India urges its customers to be cautious while driving during heavy rains and around waterlogged areas. Customers are advised not to attempt to re-start the engine of a stalled vehicle to avoid damage to the engine.

Exprto raises Rs 5 crores in seed funding from GSF, Angel List USA, Agility Ventures and others

Pune (P&V news service):- Exprto, India's largest experience-sharing and mentorship network for students, has raised Rs 5 crores in a seed round led by GSF and Angel List USA; it also had Agility Ventures, Lets Venture, and Supermorphus participating in it. Agility Ventures is a start-up investing platform that shares a passion for nurturing and investing in early-stage businesses and technology that are transforming the supply chain. The funding-round also saw unicorn founders and angel investors participating in it, which included Rishabh Karwa (Go Mechanic), Rahul Jaimini (Swiggy), Sanka Aravind (Rapido), Rajesh Yabaji (Blackbuck), Vikas Bagaria (Pee Safe), Rahul Maroli (Zee5), Nitish MitterSain (Nazara Technologies), Dinesh Gulati (India Mart), Deep Gupta, Sahil Mahaldar and Archana Priyadarshini among others. Varun Richharia, co-founder of Exprto, stated that the edtech start-up is going after the big whitespace

opportunity which is untapped in India. He added, "The total market opportunity for 'Mentorship as a Service' (MAAS) in India alone is \$11 billion, with \$6 billion in the test prep segment only. That's where we will create coalescence and a massive success network within the Indian student community. The evolution of Exprto continues to build on the belief that every mentor's voice can transform and accelerate people's career immensely, and our platform provides them with an entirely new, accessible and engaging way to do so." The company offers mentorship services that vary in duration between 1 to 12 months range. Currently the platform offers 1-on-1 as well as cohort-based group mentorship sessions. Based on the stage of preparation that the aspirants are at, each service is personalised using their proprietary AI/ML profile-matching tech. Rajan Chaudhary, co-founder of Exprto, feels that the company's business

model fills the gap of mentorship issues in the student community. He explained, "The Indian edtech market is primarily focused on opportunities for better teaching methodology and academic content. Despite the real advantages that such platforms have brought to students, they still struggle to achieve their exam-related objectives. These include revision, and guidance that they mostly get from senior students or from online platforms like Quora/YouTube. There is no structured approach to address the mentorship issue, but there is a clear evidence of a large market gap and the stakes are very real." Exprto, in the last eight months, has seen a staggering increase in gross merchandise value (GMV) of more than 23X, as well as over 18X growth in sessions of over 1 million+ minutes of mentorship. It now plans to refine the overall product and accelerate its growth by building a stronger team and technology with the

newly-acquired funds. Product offerings will also be launched for the new market segments. While giving reasons for funding Exprto, Rajesh Sawhney, Founder and CEO of GSF, said, "GSF is delighted to back Exprto, a fast-growing mentoring platform. Its unique business model of 'MaaS - mentoring as a service' is well-suited to meet the requirements of millions of aspirational students. Besides, Exprto's founders, Varun and Rajan, are exceptional leaders and have a deep commitment committed to building a sustainable and innovative edtech platform." Talking about his association with edtech start-up, Dhianu Das, co-founder of Agility Ventures, said, "Exprto distinguishes itself from other edtech companies by focusing solely on an underserved market: providing high-quality mentorship to students, which is required by four out of every five students in India."