

Xplore Lifestyle partners with Israeli technology company to launch world's first medical grade and wearable continuous monitoring Watch

CardiacSense, a boon for arrhythmia/irregular heartbeat care

Pune (Voice news service):- In a far-reaching development for health monitoring particularly for cardiology in the country, Xplore Lifestyle, country's leading and futuristic Med-Tech solutions provider in collaboration with an Israeli company has come up with the most advanced cardiac and other vital signs monitoring technology in the form of an easy-to-wear watch. Taking wearable technologies to a new level, CardiacSense is the first medical grade continuous vitals monitoring device launched globally. The product was launched at Hotel JW Marriott Pune at an event attended by Eyal Copitt and IdoMor from Cardiac Sense, and Pankaj Balwani from Xplore Lifestyle. Built with cutting edge Israeli biosensing technologies, its patented opto-mechanical sensors when combined with the proprietary PPG, ECG and Artifact sensing Technology and advanced algorithms, the watch can detect and read heart activity beat-by-beat. As a result, it can detect fatal Arrhythmia like AFib, and notify doctors and family members of patients instantly. It can also be used for patients suffering from chronic conditions such as BP (hypertension), Chronic Heart Failure (CHF) and other cardiac conditions. The watch also has the capability to measure breath by



breath respiratory rate and can track conditions such as COPD and Sleep Apnea. A watch being able to read respiratory rate is again world's first. As against an US FDA-set threshold of maximum 2% False Detection Rate (FDR), CardiacSense has shown remarkably high accuracy rates with just 0.6% FDR making it the most accurate medical device amongst all wearable devices in the world market. Already armed with a CE

certification under European Union's Medical Device Regulation (MDR), the product is in advanced stages of being approved by the US FDA too. "Patients with irregular heart rhythms (Arrhythmia) in most cases don't realize that they may be suffering from some of the life-threatening abnormal heart rhythms. With Atrial Fibrillation being the most serious of arrhythmias (irregular heartbeat) responsible for approximately 70% of ischemic strokes,

CardiacSense is able to detect Atrial Fibrillation with over 99% accuracy. With CardiacSense, patients and their doctors will get alerts for life-threatening events. Also doctors can look through saved recordings on the Mobile App and cloud for all vital signs of patients, and will be able to assess what had really happened with the patient during a cardiac event. This 24/7 continuous monitoring capability gives very useful information in

the hands of doctors who can diagnose and quickly start the right treatment for such patients, said Mr. Pankaj Balwani, the founder & CEO of Xplore Lifestyle. "For over a decade now, Xplore Lifestyle has been at the forefront of various healthcare technologies introduced in the Indian market. We have an outstanding track record of bringing innovative MedTech devices derived from cutting edge technologies. In fact, Xplore Lifestyle is in the process of launching some more advanced life-saving medical devices forging collaborations with some of the best in the world. These technologies will completely transform the way hospitals and doctors deliver healthcare services to their patients today. Over the years, we have positioned ourselves as specialists in patient and health monitoring technologies and devices. With the launch of CardiacSense, we did not just wish to fill the market gap in terms of providing the most accurate Ambulatory Patient Monitoring Device in the world, we also wish to make people aware of the silent and life-threatening nature of some of the arrhythmias including Atrial Fibrillation and other chronic illnesses," added Mr Balwani. **The device will be available in India from September 2022.**

Sri Balaji University, Pune and Bosch Global Software Technologies sign MoU to collaborate on curriculum design and industry preparedness in emerging technologies



Pune (Voice news service):- Sri Balaji University, Pune (SBUP) one of the leading institutes in higher education and Bosch Global Software Technologies Private Limited (BGSW) signed a memorandum of understanding (MoU) to enhance the curriculum design and build capacity in emerging technologies. SBUP is the first Management Institute in India with whom Bosch is signing an MoU of this nature. All other institutions that Bosch has signed MoU with are primarily engineering colleges like IIT, NIIT, IISC to name a few. With the announcement of the strategic alliance, both the entities will come together to make the students of SBUP industry-ready through training, mentoring and internships in the domain of SAP.

The MoU was signed by Mr Amit Srivastava - Engineering Centre Head, BGSW, Pune and Dr. S B Agase, Registrar, Sri Balaji University, Pune amidst an august gathering of senior leadership from the company, members of the academia, faculty and students. The MoU was signed for a tenure of 5 years. Commenting on the industry-academia collaboration, Mr Amit Srivastava - Engineering Centre Head, Bosch Global Software Technologies Private Limited said, "As one of the leading global suppliers of technology and services, we have been working with businesses and institutions to address the demand for industry-ready professionals in emerging technologies. Sri Balaji University, Pune one of the reputed partners

in higher education offering programs in management, computer applications and technologies. Through this alliance, we hope to guide and train the future batch of professionals to drive digital transformations for businesses, across sectors. Dr. Biju G. Pillai, Senior Director IT & Admissions, Dean Faculty of Management, Sri Balaji University, Pune said, "This is an important development in our university's educational journey to embark on a partnership with a globally recognised entity in IT, Bosch Global Software Technologies. We look forward to the industry experts to train and guide our students; also share their knowledge with our faculty and help us deliver the next generation of industry-ready professionals in the field of IT."

Actress Sai Tamhankar Inaugurated Melorra first beautiful and luxurious experience center in Pune



Pune (Voice news service):- India's fastest growing D2C brand 'Melorra' (www.melorra.com) launched its first Experience Center at Phoenix Market City, Pune. The center was inaugurated by influencer and actress Sai Tamhankar who was present as the chief guest. Melorra is delivering jewel-

ery in 718 different districts and pin codes. The aesthetic design is ready to ship with free insured delivery at your doorstep. According to a recent survey by Melorra, more than 90 percent of consumers these days prefer to buy trendy, fashionable and specially designed gold jewelry over traditional gold jewellery.

Collection Multicolour, Eco Friendly, Wild Side, Eco Friendly, Print Pop, Techno, Monochrome, Warrior, Biker & Mermaid etc. BIS Hallmarked jewellery SGL & IGI Certified diamonds, 100% real authentic jewellery. **Melorra Experience Centre located at Phoenix Market-city, Pune**

Amazon Prime Day 2022 in India drives strong membership growth



Pune (Voice news service):- Prime Day 2022 in India came to a successful close this weekend (July 23 and 24) with members across India discovering joy at the two-day celebration with the best deals, savings, new launches, blockbuster entertainment and more! Prime members from 95% of the pin codes in India purchased during this year's Prime Day more than 32,000 sellers saw their highest ever sales day. 1.5x more customers signed up for Prime membership compared to last year's Prime Day, with 2 out of 3 new members joining from outside of Top 10 town/cities like Rourkela, Mokochung, Kullu, Dholpur, Nagapattinam, Tonk, Sehore, Kanchipuram, Raebareli, Ramgarh, Thanjavur, Sawai Madhopur, Yamuna Nagar. India's Prime Day entertainment line-up on Prime Video was loved by consumers within and outside the country. Prime members from over 3800 Indian cities and towns, and in over 230 countries and territories have watched India's Prime Day releases on Prime Video. Commenting on the success of the event, Akshay Sahi, Director, Prime and Delivery Experience, Amazon India said, "Prime Day is a celebration of our Prime members; Small & medium businesses and we

are truly humbled by their participation. We had thousands of deals, 500+ new product launches from brand partners and sellers and exciting blockbuster entertainment which our customers loved. The strong growth of new Prime member sign-up especially from smaller towns and cities across India is a strong testament to Amazon Prime's commitment to provide unmatched value to our members, every day." Customers shopped from 50% more seller's vs last Prime Day, from 11,738 pin-codes during the lead up and on Prime Day this year. 70% of the sellers who received an order are from Tier 2-3-4 cities like Kolhapur, Surat, Ghaziabad, Raipur, Coimbatore, Mangalore, Jalandhar and Cuttack. These sellers include artisans, weavers, women entrepreneurs, start-ups and brands, local offline neighbourhood stores. More than 32,000 sellers saw their highest ever sales day. Nearly 18% more seller's grossed sales over INR 1 crore and close to 38% more seller's grossed sales of over 1 lakh vs last Prime Day. Local neighbourhood shops that sell on Amazon.in witnessed a sales growth of 4X. In 2021, Amazon introduced a new leadership principle - Success and Scale Bring Broad Responsibility.

"Building Dreams" by Vasudevan Ramamoorthy launched at the hands of Mrs. Thangam Moorthy



Pune (Voice News Service): Vasudevan Ramamoorthy (Chairman Emeritus - Vascon Engineers Ltd.) and a name to reckon with, announced the launch of his book titled, "Building Dreams". The book was officially unveiled at the hands of his mother Mrs. Thangam Moorthy. The launch event saw the who's who of the city ranging from old and new business partners, friends, colleagues and family which was a packed audience of over approx 1000 guests. The book, "Building Dreams" is written about his life jour-

ney. How a dream of creating landmarks and transforming lives became a reality. The book is an interesting and inspiring read about the life events which helped build him as a person who he is and the value system that he inherited from his family. The book also touches upon the story of his struggles and challenges and how he stood his ground and overcame obstacles and difficult times. As you continue reading the book, you will also realize that it brings out the lessons learned by him in his journey of taking the organisation

which started with a capital of Rs.1 lac and one man to building a thousand crore conglomerate with over two thousand people working in his team. It is an inspiring read for people who would want to know the story of a first generation entrepreneur, his struggles and his success story. Speaking at the occasion Vasudevan Ramamoorthy said, "I always wanted to transfer my learnings during my growth journey and got an opportunity to do so during the covid lockdown period. What started as a small attempt to note down the points learned, turned out into a complete book. Hope this will guide and help the new budding entrepreneurs in their career growth." This book is currently available on Amazon priced at Rs.700 for the colour copy and Rs.500 / - for B & W copy as an introductory price. It will also be available at bookstores across the country shortly.

Smita Holiday & Diva Tales is the organizer of the Mahabharata Mahanatyam Mahabharata: The Epic Tale at Ganesh Kala Krida Manch, Pune



Pune (Voice news service):- The Epic Tale is a retelling of the epic through the perspective of Karna and Duryodhana, two friends who shared a bond as close as siblings. It is impossible to narrate the whole Mahabharata in just under three hours. Hence, the

playwright has to choose and pick some key incidents from the epic and form a smooth narrative. As the story unfolds through the eyes of Karna and Duryodhana, For the audience, to get a new perspective despite knowing the story well is surely the victory of the writing here. The use of elaborate sets, digi-

tal screen in the background, songs and dance. "Mahabharat - The Epic Tale" in-depth deals with the primary Emotional and Psychological Causes that were the genesis of this destructive War. **The Epic Tale - at Ganesh Kala Krida Manch, Pune on 26th August.** Smita Holiday & Diva Tales is the organizer of the Mahabharata Mahanatyam. So far 100 experiments of this grand drama have been completed. Delhi, Surat, Ludhiana, Vrindavan, Mumbai. The Epic Tale is a retelling of the epic through the perspective of Karna and Duryodhana, two friends who shared a bond as close as siblings. Cast: Puneet Issar, Rahul Bhuchar, Yashodhan Rana, Surendra Pal, Siddhant Issar, Harleen Kaur, Meghna Malik, Danish Akhtar.

Gift an innovative home décor item this Raksha Bandhan to strengthen your bond

Pune (Voice News Service): WallMantra, an innovative home décor brand and one of the fastest growing e-commerce startups in the country, has unveiled an exclusive offer on a collection of elegant and unique gifting options for one of the most anticipated sibling festivals-Raksha Bandhan, which will be observed on Thursday, August 11, 2022. Jitesh Agarwal, Co-Founder & CEO, WallMantra stated,

"Festivals are occasions for exchanging gifts with loved ones. So, instead of just giving a gift this Raksha Bandhan, why not give a unique home décor item? From spectacular decor items to lifestyle accessories and more, we have the perfect Rakhi 2022 wishlist." So, if you're looking for thoughtful gifts, we've got you covered. These gifts are not only of high quality, but they will also be extremely useful to your sibling.

Planters: The Classic Gold-Toned Solid Metal Hanging Planter and the Ethnic Motif Designer Cotton Boho Plant Hanger without Pot are fantastic gifts for home decoration and gardening. They are both designed with great accents to match any modern or traditional style and are a great addition to one's indoor, outdoor, balcony, living room, kitchen, deck, patio, and high or low ceiling. Price: ₹1299 & ₹449

'India's Rising Talent' national campaign to give scope to talents

Pune (Voice News Service): To give scope to the talents of the youth, the national campaign 'India's Rising Talent' powered by the Indian Youth Congress was launched by the hands of actresses Tejaswini Pandit and Prajakta Gaikwad on Friday at Hotel Pride, Shivajinagar, Pune. Krishna Allavaru, National In charge of Indian Youth Congress & National Secre-

tary of Indian National Congress, Srinivas BV, National President of Indian Youth Congress, Kunal Raut, State President, Maharashtra Youth Congress, Shivraj More, State Vice President, Maharashtra Youth Congress, Stand-up Comedian Makarand Tillu, Mimicry Artist Yogesh Supkar were present on the occasion. Maharashtra Pradesh Youth

Congress in charge Mitendra Singh briefly introduced the campaign. National Secretary Dr. Vaishnavi Kirad moderated the function. Tejaswini Pandit congratulated and appealed to the youth to participate in large numbers. They have a good opportunity to show their talent and contribute to the nation.

VIRSAA AND DROME LIVE BRINGS SANAM AGAIN TO PUNE

Pune (Voice news service):- The Favorite Boys Band, SANAM is back again on Public Demand at the Drome Arena, Kharadi, Pune on 6th August 2022!

After performing for a massive audience of over 10,000+ fans in the last 3 events, Trustfort Events brings back 'Virsa with Sanam' again.

The much-awaited event with the YouTube sensation will be held on 6th August at Drome Arena, Kharadi, Pune. Known for its renditions of old classic



Indian Bollywood songs as well as original music, the band SANAM consists of Sanam Puri, Samar Puri, Venky S or Venkat Subramaniyam and Keslav Dhanraj. SANAM has

charmed 10 million+ fans on Youtube.

The crowd-pulling event, VIRSAA with SANAM Again will be filled with mesmerizing performances and a showcase of their

cover songs.

Directed and scripted by Trustfort Events, this event will prove to be a bespoke package.

After three consecutive sold-out concerts, SANAM is back again. Welcome friendship day as you sway to SANAM with your loved ones.

Date: 6th August 2022, Venue: Drome Arena, Kharadi, Time: 7:00 pm onwards.

Tickets: BookMySho & Inside, Ticket Pricing: Regular Ticket: Rs.1250, Fan Pit Ticket: Rs.2500

Director Mahesh manjrekar & Sudesh Manjreka "De dhakka 2" ready to release on 5th august

Pune (Voice news service):- De Dhakka is one of the most popular and entertaining Marathi movies of the decade. It's been 14 years since the movie was released in the theatres but the audience is still in awe of the movie. Though now it's time for De Dhakka 2.

The film featuring cast members Shivaji Satam, Makarand Anaspure, Siddharth Jadhav, Medha Manjrekar, Saksham Kulkarni, Gauri Ingawale, Bharati Achrekar, Pravin Tarde, Vidyadhar Joshi and Sanjay Khapre.

De dhakka 2" trailer 2 million views on social media. De Dhakka 2, the auto-ric-



shaw is replaced by an automobile while the film takes place all the way in London. Directed by Mahesh Manjrekar and Sudesh Manjrekar Story & Screenplay

by Mahesh Manjrekar and Dialogues written by Ganesh Matkari. DOP is Karan Rawat. Film is Edited by Satish Padwal and Nilesh Gawand. Music Director Hitesh Mo-

dak Lyrics given by Mandar Cholkar and Neha Shitole. Tracks sung by Avdhoot Gupte, Vaishali Mhade, Sharmika Bhide, Riya Bhattacharya. Music is on Video Palace. De Dhakka 2 is Produced by Yatin Jadhav and Swati Khopkar.

Co-produced by Ninad Nandkumar Batin and Tarbete Patel. Ameya Vinod khopkar Entertainment & Skylink Entertainment. Associate Producer Karmika Tandon and Vishistha Duseja. One such is "De Dhakka". The film received a lot of love from the fans and it is now time for "De Dhakka2 to hit screens on August 5.

YOUTUBE MUSIC SELECTS NOOR CHAHAL AND KAYAN, AS PART OF 2022 CLASS OF FOUNDRY

Pune (Voice news service):- YouTube has announced the new Foundry class of 2022, its global artist development program that focuses on discovering and supporting talent worldwide. Indian artists, Noor Chahal and Kayan, are among the 30 artists spanning genres and continents who have been selected for the Foundry class of 2022. Created in 2015, Foundry is YouTube's incubator for independent music, supporting indie artists at all stages of their careers through annual artist development classes and ongoing release support campaigns.

Foundry artists are next generation entertainers, recognized for their innovative approach to music and storytelling. To date Foundry programs have supported 250 independent artists, with alumni including Arlo Parks, beabadoobee, Clairo, Dave, Dua Lipa, ENNY, Eladio Carrion, girl in red, Gunna, Kenny Beats, LostStories, Natanael Cano, Omar Apollo, REI AMI, Rema, Rina Sawayama, ROSALIA, Seedhe Maut, Snail Mail, Tems, Tenille Arts and many more talented musicians.

Pawan Agarwal, Director,

Music Partnerships (India & South Asia), YouTube, "Helping discover and break new artists, while helping them navigate every stage of their career is one of YouTube Music's core goals. This is especially important for independent artists, who are navigating today's increasingly digital landscape to find stability, creative fulfillment, and a global community of fans. Foundry gives independent artists a springboard to success and we're excited to support such emerging artists and reduce barriers along their journey."

YouTube's latest Foundry class includes a global collection of artists from the U.S., India, Korea, Japan, Brazil and Sub-Saharan Africa. Featuring genres such as country, afropop, soul, latin urban and many more, the new class of musicians includes: Amari' Noelle (US), Ashley Cooke (US), ART (DE), AVUA (BR), BabyTron (US), BIBI (KR), Black Sherif (SSA), Bruses (MX), Danielle Ponder (US), French The Kid (UK), Genesis Owusu (AUS), Haru Nemuri (JP), Joeboy (SSA), Jossman (CO), Kader Diaby 4Real (FR), Kaike (BR), Kayan (IN), Magda-

lena Bay (US), Mehro (US), Nemahsis (CAN), Noor Chahal (IN), Obongjaya (UK), RIMON (NL), Roxane Bruneau (CAN), Skiifall (CAN), Snow Tha Product (US), Sudan Archives (US), Thuy (US), TSHA (UK), Yoss Bones (MX).

Noor Chahal said, "Being an independent artist always comes with an essence of absolutely being true to your music as well as your audience. An artist's success cannot be measured by definite parameters, everyone has their own definition of success. I see Foundry helping my music reach new people and ensure that my potential does not go undiscovered or unacknowledged. Every independent artist needs a push like that and I am nothing but grateful to YouTube for this opportunity."

Kayan said, "Freedom. To do what I want. It also challenges me in so many ways which teaches me a lot. I guess if you're happy doing what you're doing you're successful, having said that it doesn't hurt if I can pay my bills, fund my own music, own all of it and still have the drive to want to do better. YouTube is a crucial platform for artists. To connect with my audience

and fans and to have a place to share my work with them is super important. Also to understand my audience better and work with that kind of information is such a great strength to have. Foundry is the perfect program to help me really grow what I'm working for."

Foundry is designed for independent artists who have a vision for their own success and to help them navigate the demands of today's music industry. YouTube provides partner strategy support, marketing promotion, and seed funding for content development that can be used for experimenting with new music to diversifying video creation formats.

2021 Foundry alumni Seedhe Maut shared, "We constantly strive to push our creative limits to the maximum, and our vision has always been about creating as well as experimenting with music that pushes our boundaries. Being selected as part of Foundry gave us the opportunity to expand our vision and share our music with a wider community. YouTube as a platform has been exponential in sharing our work and connecting with more people across the globe."

This story Mumbai Khiladis' Ummer Ahmed aims to develop Kho Kho sport in his village in Jammu & Kashmir through the Ultimate Kho Kho experience

Pune (Voice news service):- Ummer Ahmed - a teenager from Budgam District of Jammu & Kashmir, who will represent the Mumbai Khiladis team at the inaugural Ultimate Kho Kho (UKK) season starting from August 14, is aiming to develop the game of Kho Kho in his village. Son of a daily-wage labourer, Ummer, took a moment to reflect on his personal journey and spoke about how the Ultimate Kho Kho will help him bring financial stability to his family.

"My father is a daily-wage labourer and my mother is a homemaker in Balapora, Wathora Chadoora in Budgam District, so I come from a humble background. It's been a tough journey so far in my Kho Kho career, we have a lot of financial constraints, but my father and mother have never said no to me in pursuing a career in sports. They have been very



supportive and they are the reason why I am standing here today," expressed Ummer. He further added, "I would like to thank the owners and the coach of the Mumbai Khiladis team for providing me with this life-changing opportunity. The Ultimate Kho Kho will be a great platform for players like us, it will not only help us bring financial stability, but will encourage many more youngsters to take up the sport seriously." The 19-year-old started playing kho kho at a very young

age with his peers from his village. As he began to develop his skills, he represented his school at both Junior and Senior level Kho Kho competitions at National School Games starting from 2014 until 2020. He has played a total of six National Championships in his career.

"I started playing Kho Kho at a young age. It was my seniors in the village who introduced me to this sport. I've also represented my school at Senior and National level competitions across India," said Ummer

"My aim is to develop this sport in my village and encourage my juniors to participate in the sport. There are lots of players in my village who play kho kho and are very good at it. I believe they can also reach this level. The Ultimate Kho Kho is a professional set-up, so there will be lots of new things to learn. I am looking forward to making the most out of this opportunity," he added.

Meanwhile, Mumbai Khiladis Head Coach Rajendra Sapte lavished praise on Ummer. He said, "Ummer is one of the promising young players in the team.

When I spoke to him I understood that he wants to improve every day, and a humble player like him will go a long way. I wish him all the best for the season and hopefully, he achieve his aim of developing the sport of Kho Kho in his village in Jammu & Kashmir through this opportunity."

FOOD & RESTURANT

Café Coffee Day opens doors at Seasons Business Square by Naiknavare Developers at Sanewadi, Aundh



Pune (Voice news service):- Café Coffee Day is all set to make a grand comeback with the opening of its outlet at Seasons Business Square

by Naiknavare Developers at Sanewadi, Aundh which is a prime location in Pune. Vilas Naiknavare brother of LATE D. P. NAIKNAVARE and Neel Naiknavare, GM, Operations and Team Building, Naiknavare Developers graced the occasion with their presence and inaugurated the CCD at Seasons Business Square. CCD is located in the main lobby of the building with an attractive

facade. The road-facing outlet has easy access to walk-in customers and will also have proximity to the offices within the complex. Seasons Business Square by Naiknavare Developers at Sanewadi, Aundh is a prime location in Pune. Seasons which was one of the most popular apartment hotels throughout Pune has been launched as Seasons Business Square; a classy new business address.

Indulge in the heavenly delights of the Orient, only at Hapaa- Asian Stir



Pune (Voice news service):- Embark on a culinary journey of the Orient with the 7-course set lunch only at Hapaa- Asian Stir. Enjoy the delectable flavors of Asia with Asian soups, appetizers, mains and desserts at the most popular Asian restaurant

in town, Hapaa- Asian Stir. From our specially curated menu, try out the Tom Kha Soup or Thai Basil Dimsums. Treat yourself to an explosion of Asian flavors, a delicious blend that you can never get enough of only at Hapaa- Asian Stir.

Date: Monday to Friday, Time: 12.00 PM to 4.00 PM onwards, Price: INR 699/- applicable on 2 or more people. Venue: Hapaa- Asian Stir| Rd Number 11, Jogger's Park, Nandanvan, Kalyani Nagar, Pune, Maharashtra 411006

SOCIAL partners with US Cranberries to present the Ameri-cran Dream menu

Pune (Voice news service):- It goes without saying that Breakfasts are big in India! With each state proudly serving up their own creations, based on the produce that is available to them. But as the seasons change, the way we breakfast changes too. The monsoons become a celebration with mouthwatering treats that evoke a certain emotion—of abandon, playfulness and letting go. While spring is celebrated in the West, Monsoon in India is a time that evokes creativity. So, can both of these emotions be combined in a unique fusion menu? We think so!

Author, columnist, food historian and curator, Anoothi Vishal joins forces with SOCIAL to playfully fuse two distinct cultures - wholesome breakfasts, staple grains and street food fare of India with US Cranberries - one of three commonly cultivated fruits native only to North America and an important crop with roots deep in American history. SOCIAL, Impresario Handmade Restaurants' marquee brand has become synonymous with trailblazing experiences that have made it one of the most exciting F&B brands in the country. Adding a new chapter to their menu this Monsoon Season,



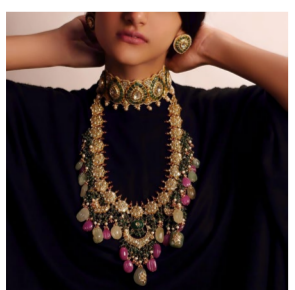
the SOCIAL X US Cranberries All-Day Breakfast Menu will be available across 10 SOCIAL outlets across the country from 15th July 2022 to 15th August, 2022. The All-Day breakfast menu will be available in select SOCIAL outlets in Delhi NCR, Mumbai, Bangalore, Pune, Chennai, Indore and Chandigarh. Chef Shamsul Wahid - Group Executive Chef, Impresario Handmade Restaurants, uses America's original superfruit, Cranberries, across a range of Indian street food favorites, hearty breakfast staples and decadent delights for meat-lovers and infuses a sense of playful abandon into the new menu as an ode to an untamed monsoon. Featuring dishes like the Dal and Cranberry Kachoris with Methi Chutney, Cranberry Moongore with Mint Chut-

ney, Cranberry and Cashew Samosa Chaat, SOCIAL brings indulgent Indian breakfasts with a twist this Monsoon season. For those who love their dose of meat, the Mirchi Keema Pao paired with cranberry lehsun chutney and cranberry relish and the Pulled Mutton Nihari with Cranberry Baos, also feature on the menu all month long. Commenting on the Monsoon Menu, Anoothi Vishal - author, columnist and food historian says, "For any culinary fusion to be successful, and not be con-fusion, there must be in depth understanding of nuances and how ingredients are used in cuisines. In India, seasonality and the tenets of Ayurveda that go back one thousand years, are the basis of cooking. The Chaturmas or 4 months of the monsoons have also

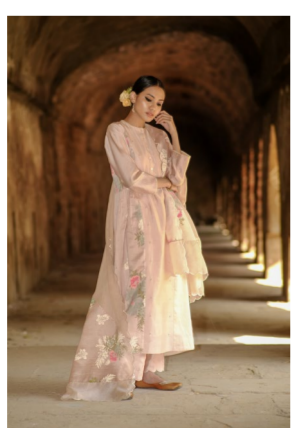
inspired playfulness and creativity in the larger artistic tradition, including in food. The idea of this menu Garam Nashta, Rimjhim Bochar With US Cranberries is to celebrate this spirit even as we incorporate a new and versatile ingredient, cranberries, into traditional nashtas."

Chef Shamsul Wahid, Group Executive Chef - Impresario Handmade Restaurants adds, "SOCIAL has always been known to push the envelope of F&B experiences in the country and our partnership with US Cranberries and Anoothi Vishal is a testament to that. Cranberries pair excellently with both sweet and savoury dishes and truly live up to the title of being America's Original Superfruit. With this new menu, we have curated a menu of India's favourite breakfast items - kachori, samosa chaat, seviyan, keema pao and a whole lot more and added a signature SOCIAL twist that playfully integrates cranberries every step of the way. Joining creative forces with Ms. Vishal has been nothing short of a dream, and bringing her vision to life in our own unique way is what this menu is really about." The All-Day Monsoon Menu will be available in 10 SOCIAL Outposts across the country between 15th July, 2022 and 15th August 2022.

'TIS THE SEASON OF LUXURY AT WESTIN, PUNE!



Pune (Voice news service):- 5th and 6th August, Pune's most exquisite 2-day fashion and luxury extravaganza, featuring top fashion designers and celebrated Indian labels, curated by Smita Patwardhan, is being presented by Ikigai Exhibition exclusively at Westin, Pune. Ikigai Exhibition features top-quality work



from the most coveted designers, and luxury brands in clothing, fine jewellery, accessories, and gifting solutions.

With Rakshabandhan and Diwali just around the corner, Ikigai Exhibition along with well-



known designers and jewellers have set up their exclusive range and offer for all your shopping needs. The exhibition will host luxury brands like Tyaani by Karan Johar, along with designers and jewellers like Rajdeep Ranawat, First Resort by Ramola Bachchan, Pallavi



Singh, Rose Diamonds, Anju and Pranav Shah, Anmol jewellers and many more.

Conference on reproductive medicine and IVF in Pune

Pune (Voice news service):- Jehangir Hospital, Fertility Courses London and Sunanda IVF Academy organised a two day conference on reproductive medicine at Hotel Novotel on 23rd and 24th July. The conference was inaugurated in presence of Dr. Anil Gudi, Director Fertility Plus UK, Dr. Sachin Kulkarni, Director Sunanda IVF, Jehangir ART Pune, Dr. Mohan Kamath Professor of reproductive medicine at the Christian Medical College and Dr. Sharayu Mohite, Fertility Consultant Sunanda IVF, Jehangir ART Pune.

The two day scientific program gave overview of recent research published to manage infertile couples. Dr Sachin Kulkarni and Dr Sharayu Mohite, expert infertility specialists from Jehangir hospital IVF Pune and Sunanda IVF discussed newer advances in male infertility and unexplained infertility. The problem of infertility is commonly seen in advanced age couples. This conference focussed on easier methods for finding solution to repeated IVF failures.. Dr. Sharayu Mohite, Fertility Consultant Sunanda IVF, Je-

hangir ART Pune said infertility is a non-gender specific issue. Both men and women bear equal responsibility. Dr. Sachin Kulkarni, Director Sunanda IVF, Jehangir ART Pune said that there are still misconceptions in the society. At a time when male infertility is steadily rising in India, the need of the hour is to create more awareness on Men's reproductive health. Apart from low sperm count, blockages and other factors, poor or faulty lifestyle including smoking, excessive alcohol consumption, poor diet, lack of exercise, obesi-

ty, stress, is fuelling the rise in infertility. Ensuring male reproductive health will be beneficial for their overall health. Dr. Sharayu Mohite, added that medical advances has given hope to many. What is needed is awareness and accessibility to these treatments. Dr. Anil Gudi, Director Fertility Plus UK said that the treatment and advances in India are at par with the western world. What we require is tighter regulatory environment and standardized treatment.

Maharashtra's favourite jeweller, PNG Jewellers is now Great Place to Work – Certified

Pune (Voice news service):- PNG Jewellers has become the first jewellery brand from Maharashtra to be certified as a Great Place to Work* in India! Great Place to Work* is an authority on building, sustaining, and recognizing High-Trust, High-Performance Culture™ at workplaces globally. For over three decades, it has been conducting pioneering research on qualities of an organization that makes it a Great Place to Work*.

In India, the institute partners with more than 1100 organizations annually, across over 22 industries to help them build High-Trust, High-Performance Cultures™ designed to deliver perpetual business growth and retain the best talent. The Institute's research shows that great workplaces are characterized by great leadership, consistent employee experience, and sustainable financial performance. These organizations can deliver a consistent experience to all their em-



ployees irrespective of their role, gender, tenure, or level. Their leaders believe in the vision of creating and sustaining a Great Place to Work FOR ALL and role models being 'FOR ALL' Leaders. PNG Jewellers recognized that growth can only come from setting high goals and harnessing the power of the right talent to achieve those goals needs a conducive environment and nurturing culture. Over the last few years, PNG Jewellers has put in place multiple People-first initiatives and policies that help empower employees at all levels. The company places great emphasis on

learning, open discussions, integrity at work, customer centricity, safety of women, collaboration and driving excellence across all levels. Programs like SAAMVED, Performance Management by Objective, Udaan, Speak out, IDEA, Gratitude note etc., all help to drive core values within the organization. Chairman and Managing Director, Dr. Saurabh Gadgil said on the occasion, "We are elated by this recognition. Encouragement of women, inclusion of specially-abled individuals, ensuring safety of our people, bringing transparency in our policies and our dealings with our

customers are key acts of leadership that make us who we are. The entire effort has been to promote the culture of being one big PNG Jewellers Family. A great work culture is one where there is an alignment of ideals, values, ambitions and passions, mixed with unbridled enthusiasm and complete trust in each other, every day, day after day, year after year and decade after decade. At PNG Jewellers we grow together and for each other. We ensure that we continue to remain humble and hungry. We also value the artistic and human expression of every last individual while creating a roadmap that brings a better tomorrow for that very last individual. This makes us a Great Place to Work! With all our efforts during the pandemic, today we see that our people feel stable, secure in their respective roles and are an integral part of the organization. Be it customers, society or our teams, they all see that we have built a universe that cares*."

CARE Hospitals takes majority control in United CIIGMA Hospitals, Aurangabad

Pune (Voice news service):- Hyderabad-based CARE Hospitals Group, an asset of TPG Growth managed Evercare Fund, and one of the largest hospital networks in India, today announced the expansion of their network in Maharashtra region through a strategic partnership with Aurangabad-based United CIIGMA Hospitals. Through this investment, CARE Hospitals will have a majority stake in United CIIGMA Hospitals and will be present across 3 cities in the state. The CARE Hospitals network spans 17 healthcare facilities in 8 cities and 6 states of the country.

CARE Hospitals was instituted in 1997 as a single speciality Cardiac Hospital in Hyderabad with 100 beds & 20 cardiologists. Since then, the group has evolved exponentially to become India's leading multi-speciality hospital network with a focus on tier 2 cities offering 30 clinical specialities, 60% of the network's capacity is based

in high-growth tier 2 cities of the country. The Aurangabad based 300 bedded United CIIGMA Hospitals is an accomplished super speciality tertiary care hospital which has over the last decade become a centre of excellence in the Marathwada region of Maharashtra. The hospital specializes in Oncology, Gastroenterology, and Cardiology and is the first in the region to provide robotic surgeries. On the announcement of this strategic partnership, Mr. Jasdeep Singh, Group CEO, CARE Hospitals said, "We are delighted to welcome United CIIGMA Hospitals to the CARE Hospitals network. The addition of this institution adds tremendous clinical depth and scale to our presence in Maharashtra and takes forward our focus on expanding the network in tier 2 cities of the country and creating faster accessibility of high-quality tertiary care to patients in these markets." Speaking about the partnership, Dr. Unmesh Takalkar, Chief Managing Director

said, "United CIIGMA Hospitals has been delivering high-quality healthcare with a patient-first approach in the Marathwada region for over a decade. With this partnership, our combined efforts with CARE Hospitals will allow us to scale up through better quality, newer and high-end specialities and make quality healthcare accessible to all our patients across Marathwada and beyond". Mr. Vishal Bali, Chairman, CARE Hospitals said, "The fast-growing tier 2 cities in the country have a current demand-supply gap of 50,000 beds which is likely to expand to 110,000 beds in the next 5 years. These cities represent the next phase of growth as consumers aspire for better healthcare services and CARE Hospitals is very well positioned to consolidate and grow in these cities with its vintage and clinical acumen. Creating the right partnerships with leading providers in these regions and building scale in their ecosystems by

adding clinical specialities and bed capacity is a priority for the group. GDP growth in some of these tier 2 cities is pushing faster than the national average." With a highly talented team of more than 1400+ doctors across the network and over 6600+ employees, the CARE Hospitals Group treats millions of patients every year. Over the last 25 years, the group has established its dominance as a leader in Cardiac Sciences, Oncology, Neurosciences, Renal Sciences, Gastroenterology & Hepatology, Orthopaedics & Joint Replacement, ENT, Vascular Surgery, and Integrated Organ Transplants. The hospital has a strong legacy with many firsts to its credit including developing India's first indigenous Coronary Stent, being the first Indian hospital to perform Heart Surgery on a Foetus and more than 1000 stapledotomy (to treat hearing loss) done by a single surgeon, that became 2nd largest study in the world recognized by Cambridge University.

Need to take comprehensive measures to prevent fire in tall buildings - State Fire Services Director Santosh Warick Seminar on Safe and Secure Tall Buildings Concluded



Pune (Voice news service):- Cities in the state are developing rapidly and a large number of tall buildings are being built. The lack of fire safety in these buildings was pointed out several times. Therefore, if a fire occurs in such a place, along with loss of life, other resources are also damaged to a large extent.

This damage is preventable by following fire safety rules. So it is necessary to look at it seriously. While constructing tall buildings, it is necessary to consider whether they are competent in terms of fire safety or not. There are provisions in the Fire Act for such buildings. But due to its non-implementation, the fire threat remains. Therefore, Maharashtra Fire Service

Director Santosh Warick expressed that instead of discussing fire safety after fire incidents, there is a need to take comprehensive measures to prevent fire. Fire and Security Association of India (FSAI) organized a seminar on tall buildings and their safety in the main auditorium of the Indian Institute of Science Education and Research (IISER). At this time, Warick was guiding the program as the president. Many luminaries were present in this seminar and important topics were discussed and guided here. Fire and Security Association of India (FSAI) organizes many events throughout the year and this was one of the most important events. FSAI National President Ajit

Raghavan, former Goa State Fire and Emergency Services Director and FSAI National Secretary Ashok Menon, CT-BUH India Director Anuja Sawant, FSAI Pune President Nitin Joshi, Secretary Archana Gavane, Trikolnath Tiwari, Convener Ajit Yadav, Pooja Gaikwad, Sujal Shah Sheth, Shashank Kulkarni, Simple Jain, Anand Gadekar, Anuja Karhu were present. Warick said that the responsibility of fire safety can only be fulfilled with the participation of construction professionals, developers, architects, structural engineers and building stability standards officers. The state government has recently made it mandatory to install and operate 'fire evacuation lifts' in buildings of height 70 meters and above. Many developers of tall buildings in cities like Mumbai have installed or are currently opting for non-certified or substandard fire evacuation solutions/lifts. However, due to quality compromises by builders and regular passenger lift manufacturers, these non-rated fire solutions/evacuation lifts may not provide adequate

safety and security to people in case of fire. In contrast, Warrick said fire evacuation lifts are a safer and more reliable option. Pankaj Dharkar, former chairman of FSAI, asserted that the safety rating being prepared by FSAI will be important for the fire safety of tall buildings. It also gave detailed guidance on the systems used globally. Green Building Consultant Pankaj Dharkar, Senior Associate Architect Pushyamitra Londhe, Jackson Jose, Director, FOGTEC Fire Protection India, Narendra Dubedi, Executive Director, SAS Powertec, Sourav Chattopadhyay, Director, Grun Designs Suraj Nair, Preeti Pujari, Chief Engineer, KPM Consulting, Orient Fire Curtains India (Indo British Joint Venture) Director & Managing Partner Raman Kapoor, Sterling Engineering Consulting Services Director Girish Dravid, Hitakshi Safety Solutions CEO Subodh Arora, Buro Happold Group Director Manish Negandhi, Chief Consultant Tack Mathews, Gaurav Chattopadhyay of Lubrizol all gave guidance on various topics.

GIIS Hadapsar celebrated happiness week to instill the importance of happiness and well-being as new paradigms for human progress



Pune (Voice news service):- Global Indian International School (GIIS) Hadapsar Campus celebrated Happiness Week with a series of activities to instill the importance of happiness and the need to celebrate oneself within students. Over 828 students from Grade Nursery to Grade 10 celebrated the "Happiness Week", hosted between July 25th to 28th, 2022, which included various activities that allowed students to celebrate and express themselves visually. Students traced palms of paper, listed their five best

characteristics, and spoke about themselves through activities like 'Who am I?' and indulged in discussions, creating art work and written content. Students brainstormed and recorded how they see themselves and created a collage that illustrates who they are. Other events also include engaging activities like listing feelings experienced at home and classrooms. Besides this, laughter yoga, drawing things that make you laugh, create and share funny dialogue, make happiness collage, set up a gratitude jar, make a happiness

journal and laughter therapy were conducted throughout the week. Each event was focused on personality development of the students and was aligned with the notion of mental rejuvenation. On the occasion Rajiv Bansal, Director - Operations said "At GIIS, our core value of having a curriculum induced with fun and happy elements makes learning a highly productive and enjoyable exercise and experience

for students. We realize that success in the contemporary world relies not just on cognition, but also on creativity. Through our 9 GEMS pedagogy we ensure a truly innovative programme that uses an age-appropriate and adaptive approach to allow students to evolve as they grow. The idea to celebrate this week is to spread the message about the importance of happiness and well-being in our daily lives."

Canara HSBC Life Insurance declares bonus for 9th consecutive year

Pune (Voice news service):- Canara HSBC Life Insurance declares bonus for the 9th consecutive year of INR 78 Cr. for all eligible policyholders for the financial year 2021-2022. The life insurance company has been consistently declaring bonuses on participating products. Bonus amount for FY2021-2022 marks 28% of surge as compared to the previous year.

The Company being a dependable insurance partner honours the responsibility of fulfilling promises made by the policyholder to their families. Commenting on the announcement Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance, said, "We are elated to announce the annual bonus for our customers and pleased that we are progressing each year in

fulfilling million promises of our customers. We are a very customer centric life insurance brand and constantly thrive to provide best services and work for the well-being of our customers. We will continue to work harder for our customers and ensure that their lifelong goals are taken care of with proper financial assistance. Our customers are true testimony of our growth journey

and our commitment towards their financial goals is unparalleled." The strong fund management and robust risk management practices has enabled the Company to consistently reward participating policyholders with a higher bonus. The annual bonus declaration is evidence of the Company's ability to successfully deliver on the promises made to the policyholders.

Urban Development should be citizen-centric

Pune (Voice news service):- Pune is known for its cultural, educational, historical, and IT industry city, among other features. Due to the

huge migration, Pune is expanding day by day. In such a case, the development of the suburbs along with the city is a key issue. Availability of basic infra-

structure such as public transport, electricity, and water supply, among others, is essential. To keep this in mind, urban development should have citizen-centric.

Along with development, we should focus on the environment also, as mentioned by experts at Pune Urban Development Conclave.

Franklin Templeton to launch Franklin India Balanced Advantage Fund (FIBAF)

Pune (Voice news service):- Franklin Templeton (India) is launching an open-ended dynamic asset allocation fund called Franklin India Balanced Advantage Fund (FIBAF). The fund intends to generate long-term capital appreciation and income generation by investing in a dynamically managed portfolio of equity and equity related instruments and fixed income and money market instruments.

FIBAF offers tactical allocation between equity and debt based on market valuations and fundamental factors-driven views. The product is suitable for those who are not only keen to take advantage of the growth opportunities in equities, but also prefer to reduce the impact of market volatility. The New Fund Offer opens on August 16, 2022, and will close on August 30, 2022, during which units will be available at Rs.10/- per unit. Speaking on the launch of the fund, Avinash Satwalekar, President, Franklin Templeton-India, said, "We are excited to bring another diversified investment offering that helps investors navigate through changing markets, in a simple and efficient man-



ner. We are eagerly looking forward to embarking on a new chapter of growth in India, and the launch of FIBAF represents a first of many steps to this end. Commenting on the fund launch, Anand Radhakrishnan, Managing Director & Chief Investment Officer - Emerging Markets Equity - India, Franklin Templeton, said, "Global equity markets have corrected in recent months and continue to be volatile amidst multiple headwinds of inflation, interest rate and ongoing geopolitical tensions. Indian markets have also been impacted but have held up much better compared to major developed and EM counterparts (in dollar terms). Such episodes of market volatility can push investors off-course leading

them to take sub-optimal decisions. With that in mind, Franklin India Balanced Advantage Fund will adopt a flexi-cap approach for equity allocation. The scheme will endeavour to invest in high quality instruments with over 80% of fixed income portfolio in AAA-rated papers. This makes it suitable for investors looking for the best of both worlds. Speaking on the fund strategy, K Rajasa, VP & Portfolio Manager- Franklin India Balanced Advantage Fund, said, "FIBAF is a dynamically managed fund and a complete portfolio solution. The asset allocation strategy backing FIBAF has been successfully optimized for the inputs used and periodicity of asset rebalancing. The gross equity exposure is

intended to be maintained between 65% and 100%. At any point, if the equity allocation falls below 65%, the gross equity exposure will be maintained using equity derivatives. Debt instruments will make up for the rest. The fund is eligible for equity taxation if the allocation to equity asset class is above 65% for the year." Elaborating further, she said, "We will use a combination of quantitative and qualitative factors to determine the equity asset allocation. The quantitative parameter would be based on the month-end weighted average Price to Earnings (P/E) ratio and Price to Book Value (P/BV) ratio of the Nifty 500 Index. As per the ratio bands, the corresponding equity allocation will be identified for both P/E and P/BV separately. These parameters will be accorded 50% weightage each and added to arrive at the final equity allocation. We would also overlay the quantitative parameter-based equity allocation with a qualitative assessment of various factors such as macroeconomic trends, policy backdrop, aggregate corporate fundamentals, market liquidity models etc."

Great Learning launches PG Program in Electric Vehicle Design with dedicated career assistance

Pune (Voice news service):- With Electric Vehicles gaining prominence, Great Learning, a part of the BYJU'S group and one of the leading global edtech companies for higher education and professional training, today announced the launch of a new PG program in Electric Vehicle Design. In association with Great Lakes Executive Learning. This 8-month program designed by industry experts from top EV companies will enable fresh engineering graduates and early career professionals to obtain in-demand electric vehicle design skills. Dedicated interview preparation & career assistance will offer them an opportunity to kickstart a high-growth career in the EV industry with the top EV companies in India. According to recent reports, the Indian EV industry is expected to grow by 10x to reach USD 15 billion by 2027, creating over 7.5 lakh new jobs on the way. This program aims to equip professionals with a comprehensive understanding of the tools and technology that govern electric vehicle design, to become ready for high-paying roles like Design Engineer, MBD Engineer, Testing Engineer, and Power Electronics Engineer.

The program helps learners develop proficiency in relevant EV design frameworks, tools, and technologies via an intensive 250+ hour learning experience - a combination of learning content, hands-on projects, multiple case studies, regular online mentorship and masterclass-

es delivered by industry experts, and learning support. As the learners progress in the program, they learn to design and simulate individual components such as batteries, power converters, and motors.

They are also introduced to industry-relevant tools and programming languages such as Embedded C, MATLAB, Simulink and Ansys. An emphasis on learning by doing means that learners will develop a strong project portfolio, which is critical for success in job applications and interviews.

Speaking more about the program, Hari Krishnan Nair, Co-founder, Great Learning said, "EVs are the future of mobility. There is a growing requirement for highly skilled engineering professionals to work on EV design technology. With this program, learners will not only get the opportunity to learn from a diverse set of industry experts but also be able to access the employment opportunities to power ahead and build their career in this exciting new field."

The program will provide dedicated career support in the form of mock interviews with industry experts, resume guidance, mock job entrance tests and access to targeted job openings. Successful completion of the program will make the learner eligible for job opportunities at leading automotive companies and service providers. Upon successful completion of the program, learners will receive a certificate from Great Lakes Executive Learning.

Valvoline brings Valvoline Advanced Coolant with OAT technology for longer engine life

Pune (Voice news service):- Valvoline Cummins Private Limited, the Original Engine Oil maker and a leading global lubricant manufacturer, brings Valvoline Advanced Coolant, a glycol-based full-antifreeze coolant for all cars and commercial vehicles. Considering the changing dynamics and evolving technology, the innovative product from Valvoline is incorporated with OAT technology with the globally proven performance, which provides 5 years or up to 5,00,000 Kms of service life/drain interval.

Coming from the legacy of 150 years of bringing innovative and relevant products to the consumers, this new coolant from Valvoline is backwards compatible with all cooling systems using OAT coolants providing superior protection in extreme hot and cold climate conditions.

Speaking on the launch, Mr. SK Mukherjee, Chief Technology Officer at Valvoline, said, "Valvoline has always been a future-ready company that aims to create innovative products for our consumers. The Valvoline Advanced



Coolant is an innovative product that comes with an advanced formulation to increase the longevity of our engines and, thereby, vehicles.

We are extremely excited to launch this product which is backwards compati-

ble and covers BSVI and prior engines along with gensets".

Indian climates can be extremely hard-hitting on cars, and the pollution can cause engines to wear down much before time, while the water can cause rust and deposits. Valvoline's Advanced Coolant non-depleting Organic-Acid Technology enhances engine life with the help of its ethylene glycol-based formulation that safeguards the engine inside-out. The product is ideal for both extreme hot and cold climate conditions providing protection from overheating and freezing weather to keep your engine smooth and running. It also defends engines against corrosion, rust, deposit, and liner pitting and can withstand hardness of up to 700 ppm making it resistant to Indian water.

Valvoline - The Original Engine Oil - maker has always worked toward creating innovative products ready for the technologies of the future. Following OEM guidelines, the product abides by ASTM D6210, ASTM D3306, JIS K 2234, CES 14603, and the specifications of many other OEMs.

HERO MOTOCORP UNVEILS THE BOLD AND STYLISH AVATAR OF THE SUPER SPLENDOR



Pune (Voice news service):- Strengthening its commitment to bring stylish, modern and cutting-edge motorcycles for the customers, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, launched its latest edition of the iconic Super Splendor in Canvas Black Edition.

With a premium bold design and updated technology, the new Hero Super Splendor Canvas Black Edition comes with the triple promise of Super - Power, Super - Mileage and Super - Comfort. It provides enhanced fuel efficiency, up by 13%, with a best-in-segment mileage of 60-68 kmpl and is power-packed with exciting new features such as a new Digi Analog Cluster, an Integrated USB Charger, Side-Stand Engine Cut-off and a refreshed look. Available at Hero MotoCorp dealerships across the country at an attractive price of Rs. 77,430/-* (drum self-cast variant) and Rs. 81,330/-* (disc self-cast variant), the Hero Super Splendor Canvas Black Edition comes with a 5-year warranty, reiterating the brand's trust and reliability. *(Ex-Showroom Delhi) Malo Le Masson, Head of

Strategy and Global Product Planning, Hero MotoCorp, said, "The Splendor Family is the most popular and trusted motorcycle brand in the country.

The Canvas Black Edition has been created to enhance the premium proposition of the Super Splendor 125, adding modern elegance to a stylish and technologically advanced model. This new offering will up the attractiveness quotient of Super Splendor while also enabling customers to express their individual style through custom graphics." Ranjivjit Singh, Chief Growth Officer (CGO), Hero MotoCorpsaid, "As an iconic motorcycle that has had resounding success in the market, Splendor Family has consistently sought to set newer benchmarks of safety, reliability, and performance. The all-new Hero Super Splendor in Canvas Black edition strives to take customer aspirations to newer heights, backed by superior performance and comfort. We remain confident that it will fulfil the brand promise of comfort and safety while once again setting a new standard in terms of both technology and aesthetics."

The Newest Made in India Neckband from pTron with 24Hrs playtime & Fast Charging just at 499/-

Pune (Voice news service):- pTron, the rapidly growing and leading maker of affordable digital lifestyle and audio accessories brand in India, announced the launch of its new Made in India Wireless Neckband pTron Tangent Duo. The featured magnetic earbuds in a carbon finish look and tangle-free cables offer a timeless look with ease of use.

With the 45-degree flex-form close-fitting design and soft ergonomic anti-slip earplugs, the Tangent Duo sits comfortably on the neck without making one feel any weight. Talking about the milestone, Ameen Khwaja CEO

& Founder said, "We are ramping up our Made in India capabilities to have better

pTron
TANGENT DUO
Made in India



control on prices with better quality assurance and turnaround time. Our very first Made in India

Wireless Neckband Tangent Duo is an attempt to build a set of people's earphones with



supreme music performance & good aesthetics at a pocket-friendly price. Tangent Duo is a break-

through entry in the Wireless Audio segment that offers rich & bold audio output with highly-detailed treble made for the Indian ears. The expertly-tuned Tangent Duo shall change the way India listens to music at an incredible price of INR 499/- only. Offering best-in-class 24Hrs playtime on a single charge, the pTron Tangent Duo ensures there is no interruption to your entertainment or when connected to call. Equipped with Type C Fast charging, the neckband juices up just in 10mins to offer 3 hours of playtime. IPX4 rated the Tangent Duo stays protected.

Tata Motors joins hands with Axis Bank, offer exclusive Electric Vehicle Dealer Financing Program for authorized passenger EV Dealers

Pune (Voice news service):- In a bid to make this festive season special, Tata Motors, India's leading automotive manufacturer has joined hands with Axis Bank, India's third largest private sector bank, to offer an exclusive Electric Vehicle Dealer Financing solution to its authorized passenger EV dealers. Under this scheme, dealers can avail inventory financing over and above their ICE financielimit with attractive pricing linked to Repo Linked Lending Rate (RLLR). The repayment tenure will range from 60 to 75 days. Furthermore, the bank

will also offer additional limit to cater to high demand phases, which will be available to dealers 3 times in a year.

The MoU for this partnership was signed by Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicle Ltd. and Tata Passenger Electric Mobility Ltd and Mr. Sumit Bali, Group Executive and Head - Retail Lending and Payments, Axis Bank in the presence of other senior executives from both companies.

Commenting on the rollout of this finance scheme offer, Mr. Ramesh Dorairajan,



Senior General Manager - Network Management & EV Sales, Tata Motors Passenger Vehicles Ltd said, "We are extremely elated to associate with Axis Bank for this

exclusive financing program for our authorized electric passenger vehicle dealers. Our dealers have been lockstep with us in our journey to enabling widespread EV

adoption in the country. We are positive that this initiative will further support our vision to achieve the goal of green mobility and bolster sustainability in mobility sector in the country."

Speaking of this partnership, Mr. Sumit Bali, Group Executive and Head - Retail Lending and Payments, Axis Bank said, "Weat Axis Bank are deeply committed towards the objective of driving Green Mobility financing solutions. We are delighted to have associated with Tata Motors to offer a financing program exclusively for their passenger electric vehicles dealers.

This industry first solution will help the bank to expand its base into newer consumer segments and address their financial requirements. We believe that the EV market will grow exponentially, and this partnership will go a long way in significantly contributing to this growth.

Tata Motors has been revolutionizing the Indian automotive market with its pioneering efforts and is leading the e-mobility wave in India with a commanding market share of 87% in FY'22 and over 30,000 Tata EVs on road till date in personal and fleet segments.

Sharp Workspace Procat photocatalyst found effective against SARS-CoV-2



Pune (Voice news service):- SHARP Business Systems (India) Pvt. Ltd, a wholly owned Indian subsidiary of SHARP Corporation Japan. known worldwide for its unique technology products and solutions, today announced a significant breakthrough achieved by Sharp's Workspace Procat, a disinfect coating solution. Sharp's new offering has been found effective against SARS-CoV-2 (Omicron variant), reducing the virus count to a non-detectable level within eight hours of exposure to visible light.

Launched in 2022, Sharp's Photocatalytic environment hygiene solution today serves the workspace protection and hygiene needs, utilized across a diverse set of Corporates and institutions.

As per the test conducted by the Indian Institute of Science (IISc), Bengaluru, the virucid-

ality activity of Sharp Workspace Procat photocatalyst solution was measured by plaque assay in a BSL3 Lab setup at the Centre for Infectious Disease and Biosafety Lab.

Following the scientific methodology, a reduction in Omicron virus titer by 95.86% was witnessed when exposed to a tungsten trioxide-coated plate kept under ~1000 LUX LED illumination for 4 hours. Subsequently, the virus exposure to the tungsten trioxide-coated plates was measured across various timeframes, i.e., for 8, 12, and 24 hours, where in the viral titer was reduced to non-detectable levels. The maximum reduction in viral titer was observed when the Omicron virus was exposed for at least 8 hours over a tungsten trioxide-coated plate kept under LED illumination. Moreover, the solution has been proven not harmful when it comes in contact with the human body as per the

cytotoxicity test conducted on Tungsten trioxide coating on the glass.

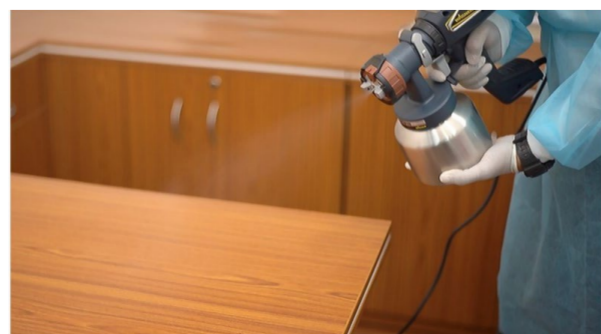
Commenting on the results, Shinji Minatogawa, Managing Director, SHARP Business Systems (India) Pvt. Ltd said, Sharp is dedicated to promoting business continuity in India by establishing stress-free, healthy, safe, and environmentally protected offices that adhere to new standards for simply better business. Our goal with Sharp Workspace Procat disinfect coating service is to provide a safer office environment that ensures effective protection against viruses, bacteria, mold, and odor.

Workspace Procat is already being used across leading workplaces, and with this new certification, we're confident that more enterprises will use these solutions and continue working from their workplace more confidently. We are immensely proud to

receive recognition from the iF Design Awards for our Sharp Workspace Procat. The award acknowledges our dedication to improving workspace protection and environmental hygiene, and such achievements motivate us to work towards our goal of helping the world ensure business continuity."

Workspace Procat is a photocatalyst liquid sprayed to disinfect surfaces and walls. When the photocatalytic coating is exposed to light energy from natural sunlight or visible light, including LED and fluorescent, it generates strong oxidization & decomposition power to deactivate viruses, bacteria, and mold and remove odor and other harmful substances.

The solution also contains anti-viral, anti-fungal, anti-bacterial, and anti-fouling properties and provides round-the-clock protection for 365 days.



Amara Raja Group subsidiary Mangal Industries registered revenue growth over INR 450 crores in FY 2021-22; aims to be INR 3000 crores company by 2025



Pune (Voice news service):- Mangal Industries, the second largest subsidiary of the Amara Raja Group of companies, has witnessed a tremendous growth of over INR 450 Crores in FY 2021-22, with revenue clocking over 1400 crores. Having evolved as a design-led

manufacturing company, Mangal Industries serves a broad spectrum of industries with deep-domain expertise in Auto Components, Metal Fabrication, Battery Components, Tool Works, Storage Solutions, and Custom Fabrication.

Founded by visionary industrialist and philanthropist Dr. Ramachandra N Galla, Mangal Industries was set-up as a small manufacturing unit to supply components to the battery business, it has now grown into a multi-product company that lists some of the largest brands in the country as its customers. Currently, the company employs over 3000 people

spread across its nine manufacturing facilities, and has become the second largest within the USD 1.3 Bn Amara Raja group.

Each of its facilities is supported by state-of-the-art equipment to meet superior operational efficiencies. Over the years, the facilities have created thousands of jobs, thus resulting in a strong local talent pool, and improving overall living standards in the communities it operates around.

With aggressive growth plans, MIL will increase focus on the export market and also work towards entering new segments of Aerospace, Defence and Medical Equip-

ments. The company is confident of more than doubling its current turnover by 2025. Mr. Harshvardhana Gourinani, Director - Mangal Industries, said, "Mangal Industries has played a pivotal role in the overall growth of the group. Over the last 25 years, it has grown to become a multi-business company and each of its business units have earned a unique position among its valued partners. We also have strong plans to leverage and integrate digital technologies like IoT, Blockchain, AI & ML into our core offerings to provide path-breaking products and services to our partners."

FANS OF ŠKODA DRIVE ŠKODA AUTO INDIA TO NEW PEAKS OF CUSTOMER ENGAGEMENT

Pune (Voice news service):- In what will be a path-breaking initiative when it comes to customer engagement, customer satisfaction and customer involvement, ŠKODA AUTO India has set the ball rolling on the revolutionary, yet fun, 'Fans of ŠKODA' movement. It's a campaign that directly involves and engages with ŠKODA customers and with fans of the brand where Škodians directly participate in drives, events and product



launches. Speaking on the project, Zac Hollis, Brand Director, ŠKODA AUTO India, said, "Fans

of ŠKODA is a project that is really close to my heart. I have always enjoyed interacting with our customers,

and this endeavour will only heighten brand engagement and involvement with our customers and fans who love our cars.

I believe it is satisfied customers and organic fan communities that make the difference between a successful brand and an iconic one. Fans of ŠKODA, alongside our network expansion and increased customer touchpoints, is one more way for all of us at ŠKODA to get closer to our customers."